

Notes from mapping workshop held by Sarah Bowyer, City University

Introductions from members of the group was followed by a discussion of what experience delegates had had of food mapping within their projects and areas.

The group discussed how to define 'access' in their area and the importance of an individual and area based approach to mapping. No two areas are the same and delegates agreed whilst some processes would be similar mapping is unique to the area it is conducted in. In addition, the way in which a map is presented may be influenced by who is doing the mapping and what it is to be used for. Community mapping can be hand drawn and participatory whereas working with local authorities may produce computer based maps.

Sarah emphasised the importance of providing evidence through mapping of what the community and projects workers may know already as this helps to get food related issues on the wider agenda.

Another important issue when mapping is to decide who takes on ownership of this work once completed. This really depends on what the mapping aims to achieve and with whom.

The group discussed how to determine typical diets of different population groups as well as developing cultural food baskets. It was recommended that projects involve the local community as well as nutritionists or dieticians in this process as they will have the greatest knowledge of usual diet and nutritional contents of food.

The group also discussed some of the difficulties in obtaining community involvement including recruiting volunteers, knowledge of English and maintaining long term interest. Delegates Swapped ideas on how to overcome these issues, which included providing incentives, involving community workers and working with people of different ages.

Finally Sarah emphasised the need to know where a mapping process is going to go. Many areas map food access and involve the community, but are unable to fulfil the requirements that mapping has uncover due to lack of partnerships, funding or capacity to do so meaning communities feel let down by giving their time to a process which does not deliver in terms of addressing their food access needs.

Spreading Success, Sharing Solutions Part II

Date: Tuesday 7 November 2006

Time: 09.45 - 16.30

Venue: Wales Millennium Centre

The experience of Food Mapping and its Outcomes

Shopping for Food: Accessing healthy affordable food in three areas of Hackney

Workshop structure to be based on

1. The published report 'Shopping for Food: Accessing healthy affordable food in three areas of Hackney'.
2. The Food Mapping Tool kit which has been designed for others to repeat the study, adapting it for their own needs and areas.

Begin with Introductions and find out;

- **Who is in attendance?**
- **Why they have chosen to attend this workshop?**
- **Has anyone done any food mapping?**
- **Is anyone planning to carry out some food mapping?**

The experience of undertaking the Research project

There were seven phases to the research process:

1. Identifying study areas with the Steering Group.
2. Designing the food basket.
3. Conducting focus groups to consult local residents.
4. Designing the form and process for shop data collection on availability and price.
5. Conducting a census of shops.
6. Conducting Shopkeeper interviews with independent retailers.
7. Analysis and reporting of findings.

Discussion to be framed around each of these phases.

The design of your own study and the use of the Tool Kit as produced from the project

Emphasise if people are considering carrying out a food mapping project they need to consider

What has prompted the work?
How do you intend to use any findings? What is the purpose?
Is it to influence local shops, the council or others?
Be as specific as you can.

Discussion around using the tool kit to assist the carrying out of their own project

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|---------|--|-----------------------------------|
| Stage 1 | Identify your team | Who has already shown an interest |
| | Primary Care Trust, local council | Local voluntary groups |
| Stage 2 | Identify the area you are to study | Why study this area |
| Stage 2 | What work has been done in the area? | |
| Stage 3 | What information do you have available | |
| Stage 4 | Decide exactly what you want to find out | |
| Stage 5 | selecting the foods for the survey basket items | how many items |
| | dieticians, Will you include cultural groups, web sites? | |
| Stage 6 | Adapting data collection forms | |
| Stage 7 | Data Collection | |
| Stage 8 | Results and analyses | |
| Stage 9 | Dissemination of findings | |

Spreading Success, Sharing Solutions Part II

Tuesday 7 November 2006

Workshop 1-11.25am

The experience of Food Mapping and its Outcomes

Sarah Bowyer, Research Assistant, City University, London

Shopping for Food:

Accessing healthy affordable food in three areas of Hackney

SUMMARY

This report sets out the process of measuring access to food in designated areas of Hackney. The work was carried out by the Centre for Food Policy at City University between February and May 2006.

The research team were charged with two aims, firstly to map access to healthy food in selected areas of the borough and secondly to develop a model of operation which could be used in other areas as appropriate.

Project activities

The research was carried out between February and May 2006. There were seven phases to the research process:

1. Identifying study areas with the Steering Group.
2. Designing the food basket.
3. Conducting focus groups to consult local residents.
4. Designing the form and process for shop data collection on availability and price.
5. Conducting a census of shops.
6. Conducting Shopkeeper interviews with independent retailers.
7. Analysis and reporting of findings.

Three ward areas were chosen for study and these were further defined within a 500 metre radius around a central agreed community point.

Some key findings

Shops within these areas are predominantly run by small independent retailers.

Fresh fruit and vegetables are widely available.

Other foods from the food groups as set out in the Balance of Good Health are not so readily available such as fresh meat and fresh fish.

Healthier options are not accessible in all areas.

Access to healthy food is a problem for some groups.

For some groups price, affordability and quality of food on offer remains problematic.

Food prices differ depending on the mix of local shops used.

There are wide variations in the prices of healthy food baskets and for some groups, over a one month period, the difference in price can amount to the price of a weekly shop.

Physical access and mobility within shops remains a problem e.g. they are neither buggy nor wheelchair friendly.

For culturally appropriate diets some groups have to travel further to source specific foods.

For some, markets and other sources of supply are important in meeting their dietary and cultural needs.

Transport is inadequate for the shopping experiences of many elderly people and young mothers.

Retailers in the surveyed areas are not promoting healthy eating messages. Equally, the health campaigners do not appear to be targeting the retailers as purveyors of their messages.

Small retailers are an important part of the local economy and regeneration, contributing to local money flows and employment.

Small retailers can offer added value in terms of cultural foods, and friendly and accommodating service, some even do home deliveries.

Small retailers are struggling in the current retail climate and need support and advice.

Recommendations

Our recommendations represent a range of actions from what is called upstream policy, that which deals with the structures of food supply; to downstream policy, usually thought of as actions at a community or individual level. Both are necessary in tackling food access and developing an approach to promote healthy eating. To date the balance has not been even, with too much attention and emphasis given to community and individual solutions. There are four main recommendations related to the areas of:

1. Continuing the work in the Wick ward.
2. Developing an approach to food policy for Hackney, with seven supporting recommendations.
3. Health promotion and community food projects, with two supporting recommendations.
4. Implications for local retailers, with two supporting recommendations.

1. Continuing the work in the Wick ward in the London Borough of Hackney

Recommendation 1

The first steps in continuing this work should be to finish mapping the Wick, using the toolkit developed as an adjunct to this study, involving community members in the process.

2. Developing an approach to food policy for Hackney

Recommendation 2

The Director of Public Health (DPH) and Head of Environmental Health be responsible for an annual review of actions and plans for the future dealing with food access, shop openings and closures, healthy eating programmes, work to address food inequality, transport and access to shops, the availability and cost of healthy food baskets, the prevalence of fast-food outlets, the local retail environment and its contribution to health and the local health economy.

Supporting Recommendation 2.1

Local on going monitoring by the Council and PCT using food basket surveys should be continued and extended for key minority ethnic groups and areas of deprivation. This should include a cost comparison on the basis of the contents of a healthy basket. In addition the basket should address access to healthier options of food items from all food groups as outlined in 'the Balance of Good Health'.

Supporting Recommendation 2.2

Existing national price and information labelling legislation should be fully enforced locally to enable shoppers to make decisions on cost and healthy choice.

Supporting Recommendation 2.3

Transport plans need to address issues of access and the quality of that access. Transport plans should be proofed for their access to food and healthy food retailers as outlined in the local Health Impact Assessment on transport.

Supporting Recommendation 2.4

Regeneration teams involved in the redevelopment of areas should ensure that space for and issues concerning the location of food shops are included in local plans.

Supporting Recommendation 2.5

As part of regeneration plans in local areas, work with credit unions should be explored to include the development of 'community credit facilities' to enable people without access to traditional lines of credit to access internet ordering of food and pay for delivery.

Supporting Recommendation 2.6

Retail forums and plans should be established to address retailer, consumer and other organisations concerns regarding food retailing in Hackney and protect local shops in areas of deprivation, as set out in Planning Policy Statement 6. Retail forums should compile data on audits of local shops. These should include their contribution to the local community in terms of job creation, their contribution to local regeneration and local money flows (the local multiplier effect) as well as their impact on health through the provision of healthy food choices.

Supporting Recommendation 2.7

Small retailers need support and help in developing and maintaining their businesses, the Council should consider commissioning proactive business advice for small food retailers.

3. Health promotion and community food projects,

Recommendation 3

Health messages need to be communicated more effectively through work with local shops and community food projects.

Supporting Recommendation 3.1

Health messages and food purchasing, preparation and cooking skills should be disseminated and promoted through existing work in cooking and local food projects. These should encourage people to use healthier food items from the range of food groups, as in the Balance of Good Health, to plan healthy meals.

Supporting Recommendation 3.2

Funding of local outreach projects such as food co-ops and other micro enterprises should continue but within a clear context of development not as stand-alone approaches. Funding should be for a minimum of two years to allow projects to establish themselves.

4. Implications for local retailers

Recommendation 4

Local shops should promote their value for money and added value issues more to the general public within a health promoting context.

Supporting Recommendation 4.1

Local shops should promote healthier eating messages and make available healthier options such as low fat/high fibre products in line with the five food groups as set out in the Balance of Good Health.

Supporting Recommendation 4.2

Retailers, through business and related links, should explore ways of banding together to offer joint services, for example local area loyalty cards and delivery services.