



Developing a food poverty toolkit

Lockleaze Food Poverty Alliance: Final report, May 2019

Creating Unlocked: A guide to avoiding food poverty in Lockleaze

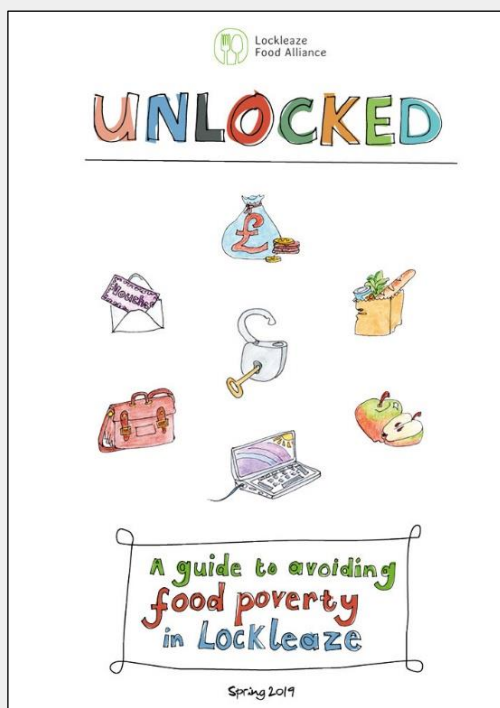
We worked with local organisations and agencies to develop a user-friendly guide about where people can get help if they are at risk of food poverty. This includes help in a crisis, support around debt and maximising income, and support to improve their situation through skills development or increasing employability. The guide was developed to be for both agencies and the general public.

We collected and collated the information, then worked with a designer and illustrator to develop a design concept. Our aim was for the guide to be easy to read and accessible. It includes a map, icons and a directory and uses plain language.

Once a draft was ready, we then tested the toolkit with stakeholders and the public by running four focus groups with older people; staff and volunteers; clients at our Get Online drop-in; and foodbank clients and volunteers. The feedback was very positive with the guide seen as visually pleasing and user friendly, which was what we wanted. Focus group participants and other stakeholders also had great tips on additional information to include and suggested changes that made the information clearer to understand.

"It has been great getting feedback from local people to help us fine-tune the toolkit and ensure it is accessible to everyone in the community."

Katherine Tanko, North Bristol Advice Centre



[Unlocked: A Guide to Avoiding Food Poverty in Lockleaze](#) was launched in February 2019. It was uploaded onto North Bristol Advice Centre's website as well as the Lockleaze Neighbourhood Trust's website. We had 400 hard copies printed and distributed it to key points in the community including food banks, health centres, schools, children's centres and community venues.

The response has been extremely positive from a range of stakeholders including Citizen's Advice, the food bank, health centre and MP's office. People like the look of the guide, saying it is both approachable and very practical. In the first two months we had 188 unique webpage views, 153 clicks on our food guide link, 3,078 people reached through Facebook with 28 shares and 11 retweets on Twitter. This was the largest reach in terms of shares and engagement we've had on social media for any piece of work.

This activity was assisted by financial support and other advice from Food Power.
www.foodpower.org.uk

Our challenges and learning

It was challenging to collate the information and decide what to include and how to present it, including what to call it. We didn't want the guide to be quickly out of date. This led to a lot of discussion and thought around sustainability and legacy of the guide which informed the planning and design of the project. We also wanted a name that drew people in and did not sound like boring money advice. Brainstorming with partners helped us choose a title that both described what the guide did, and related it specifically to our community.

It proved to be quite useful putting time and effort into the design. We worked with both an illustrator and designer, exploring the linguistic and imagery types used and discussed how these would be interpreted by different people with different levels of education, language barriers, etc. For example, it is written in clear, plain English so it's easy to understand, and we chose hand-drawn illustrations and lettering to give it a warm, friendly feel.

Testing the guide with focus groups was really key to its development. It gave us feedback from different groups and users and helped improve the content with suggestions of things we hadn't included, such as the Lockleaze Community Orchard and Boing Soft play cafe, which was a new offer and we weren't aware of. It also gave people a sense of ownership of the guide by having been involved in its development. As a result, it has been welcomed as a valued community resource with a shared sense of ownership.

“I think this is absolutely fab – it looks really appealing and is so useful for people.”

Sue Evans, Director of Citizen's Advice
Bristol

Next steps

We will work with partners to ensure a legacy for the guide. This will include keeping the webpage up to date as services evolve and change over time, and regularly updating print versions if this is thought useful. Health workers in Southmead have also contacted us about producing a similar guide for their area and we said we would be happy to support and advise them on this.

Key achievements and impact

- Pulled together information on local support services into one user-friendly guide that will increase access to welfare services for people at risk of food poverty
- Increased partnership working and information sharing among local agencies
- Other organisations in Bristol have contacted us and are interested in developing a guide of their own