



COMMUNITY FOOD MAPPING RESEARCH PROJECT

REPORT JULY 2006

A PARTNERSHIP PROJECT
BETWEEN SURE START
THE PRIMARY CARE TRUST
& THE LOCAL PACT PARTNERSHIPS

Scarborough
SureStart



Scarborough, Whitby and Ryedale
Primary Care Trust



NHS



Project Part-Financed
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Development Fund

FOREWORD

The Government White Paper, "Choosing Health: Making Healthier Choices Easier", published in November 2004, states that health is fundamentally linked to the way in which we live our lives and the opportunities that are available to us in our communities (DH, 2004). As an example of this, eating a balanced healthy diet is key to preventing illness and increasing life expectancy, however eating a healthy balanced diet is not just about telling people to eat more fruit and vegetables. There are many reasons why people find this especially difficult.

The White Paper also goes on to talk about the growing public interest in improving health. This has been experienced in Scarborough as a group of motivated individuals came forward, interested in healthy eating and the barriers to improving their diet.

This resulted in the group being supported to carry out a food mapping exercise. Sustain, the alliance for better food and farming, have supported several food mapping initiatives around the country, and we have used their methods to develop our own Scarborough based food mapping initiative. Johnson and Webster (2000) state that such an initiative can help local people to review the issues their local communities face regarding healthy eating, and are best placed to develop solutions to these problems.

Rachel Maw
Health Improvement Specialist
Scarborough, Whitby & Ryedale PCT

ACKNOWLEDGEMENTS

The authors of this Report would like to express their thanks to the volunteers who have given up their time to conduct the consultation and assist in the preparation of this Report.

Back Row:

Matt Joseph - Project Mentor
Scarborough District CVS

Tim Savage - Volunteer

Richard Wilson - Volunteer

James Robinson - Volunteer

Second Row:

Tracy Golby - Project Mentor
Sure Start

Kirsty McNicholl - Volunteer

Laura Cooper - Volunteer

Front Row:

Kerry Lee - Project Mentor
Scarborough Borough Council

Moreen Wood - Volunteer

Rachel Maw - Project Mentor
Primary Care Trust



COMMENTS FROM THE GROUP:

"I decided to take part in this project as I saw it as an opportunity to help the community and hopefully help local residents to combat the growing problem of junk food." **Laura Cooper**

"I thought we all worked well in a team and the mentors did an excellent job." "Although it was difficult at times to gather some of the information, everyone worked together to ensure some excellent results were obtained." **James Robinson**

"I enjoyed this project, particularly as we got the chance to go out and meet the public in various locations." "I found some of the results staggering." **Tim Savage**

"I became involved in the project to do something worthwhile in my spare time for the community. I've learned about the various obstacles affecting the public in terms of healthy eating and found the varying responses from different people and areas most interesting." **Kirsty McNicoll**

"I thought it was a great project to get involved in and a topic worth researching." "I found the project great fun and looked forward to the sessions." "I have learned that, regardless of where we live, we all have similar problems in terms of healthy eating." "I would definitely do something along similar lines to this project again." **Moreen Wood**

"It reminded me that I should be cooking healthy meals in my own home."
Richard Wilson

"As a worker for Sure Start supporting volunteers, I have found this experience very rewarding, meeting many new people and watching the volunteers' confidence grow. It has been a delight working with these people and within these communities." "I have gained so much knowledge and understanding, which I have transferred to my own lifestyle and home with my family." "Excellent - bring on the next project!" **Tracy Golby**

"I have really enjoyed working with the parents and partner agencies to get this project to this point. I'm really pleased with how everyone has worked together to gather the information and produce the report; and I hope that work will continue to implement the recommendations."

Rachel Maw

"Being involved in the project has made me realise how effective research can be when undertaken by the community. This report is different to many other consultation documents; it has been compiled by the people who live in the communities and deals with issues that are important to their families." "I have enjoyed working with the volunteers who have shown excellent enthusiasm - I think everyone involved in the project, both mentors and volunteers, have gained a tremendous amount of new knowledge and skills." **Matthew Joseph**

"This project has proved just how valuable our communities are to us and the extent of their capabilities." "I have thoroughly enjoyed working with the volunteers, who have helped create a document that can influence change, and I look forward to further work with the group to begin to turn some of the recommendations into reality." **Kerry Lee**

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INTRODUCTION

COMMUNITY FOOD MAPPING is a partnership project between Sure Start, the Primary Care Trust and the local Pact Partnerships, although led by a group of local volunteers who are interested in the promotion of healthy eating.

The aim is to investigate "the barriers that local families encounter in terms of eating a healthy, nutritious diet" within the identified communities (*listed below*).



A series of very informal and interactive consultations have taken place within the communities of **Barrowcliff, Castle/Central** and **Falsgrave/Edgehill**. These communities were chosen as they rank particularly highly in terms of deprivation and have been targeted by recent EU regeneration projects and Sure Start initiatives.

The local community venues / groups that the researchers have visited are listed below:

- Sure Start Children's Centre - Briercliffe
- Sure Start - Talbot House
- Castle Community Office - Market Vaults
- Market Vaults Foyer
- Elders Street Day Centre
- Falsgrave Community Resource Centre
- Butterfly Childcare - Falsgrave Community Resource Centre
- Scarborough Library
- The Patch Club - St Mary's Rainbow Centre
- Busy Bees After-School Club - Sure Start Children's Centre
- Hinderwell Community School - Parents' Evening
- St James' Church - Parents & Tots Group
- Rainbow Club - Wreyfield Methodist Church
- Teenage Drop-In - Sure Start Children's Centre

METHODOLOGY

The study was conducted using a three-stage methodology developed by the group of volunteers. The consultation materials were designed to be very user friendly and engaged the residents in a participatory experience (see *Appendix 1 - Consultation Materials*).

THE THREE-STAGE APPROACH:

STAGE 1. Food Charts

Designed as an introductory approach to the study to get people thinking about healthy eating and also to measure their knowledge and understanding of the topic.

STAGE 2. Healthy Eating Line

Used as a tally of participants in each community (and overall) and to measure people's perception of how healthy they think their diet is.

STAGE 3. Problem / Solution Tree

This was the main focus of the study and used as an opportunity to gather residents' views on what they considered to be the main barriers (*or problems*) to healthy eating in their community.

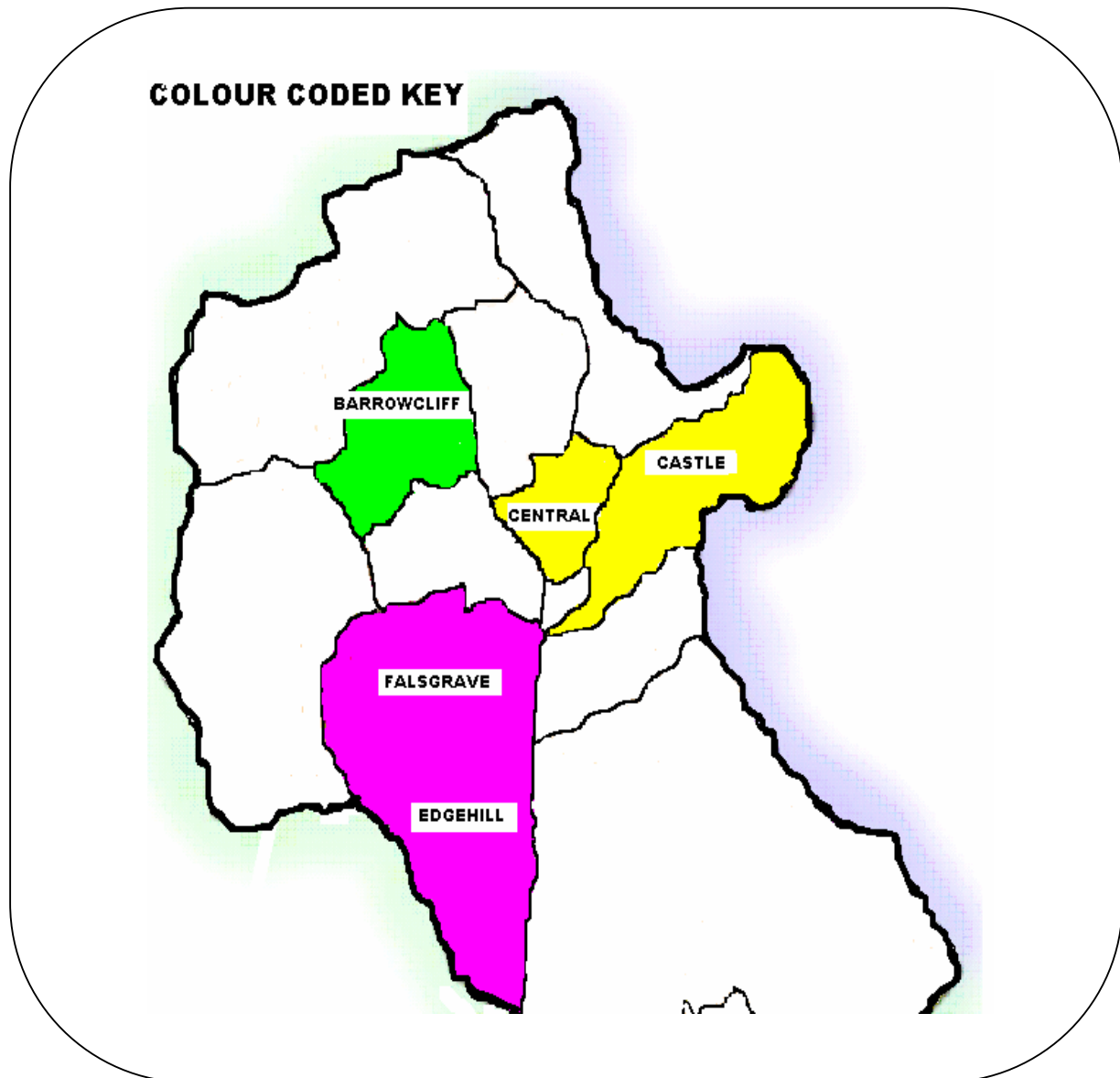
From these problems, residents were then asked to suggest possible solutions that could be implemented to help the communities access a healthier diet.

For example an identified problem could be "**poor transport links**" and a solution to this could be "**community transport scheme to supermarkets**".

As you will see from the findings, some of the solutions are easily achievable and others are much more challenging.

FINDINGS

As you will see, the findings have been separated into the various communities by using a colour-coded system. The boundary map (*below*) shows the colours used for each community. This system was used throughout each stage of the study, therefore providing a clear picture of the problems identified in each area.



- **BARROWCLIFF**
- **CASTLE & CENTRAL WARDS**
- **FALSGRAVE & EDGEHILL**
- **WHITE** for all other areas in **SCARBOROUGH**

WHAT THE CONSULTATION TOLD US - FINDINGS

By looking at each stage of the consultation a picture of the knowledge, attitudes, problems and solutions can be built. Below is an analysis of the three stages, highlighting the main findings from each one.

STAGE ONE: The **Food Chart** on *page 11* shows that, of those members of the community that were consulted, there was a good understanding of the types of foods people understood as "good foods" and "bad foods". The "good foods" that scored the highest were fruit, vegetables and fish/seafood. The "bad foods" that scored the highest were sweets/sugar, fried/fatty, biscuits, cakes and puddings.

This data shows that there is generally a good knowledge and understanding of what good and bad, or healthy and unhealthy, foods are.

Stage 1 - Food Chart Results

Good Foods	Barrowcliff	Castle/Central	Falsgrave/Edgehill	Other Areas	Overall Total
	No. of People	No. of People	No. of People	No. of People	
Fruit	41	44	47	67	199
Vegetables (incl. Salad)	28	49	49	59	185
Whole-wheat / Fibre	8	9	3	26	46
Dairy	1	3	11	14	29
Pulses / Beans	3	13	8	16	40
Nuts / Seeds	2	6	1	5	14
Home Cooked / Fresh Food	1	6	3	6	16
Fish / Seafood	10	18	16	17	61
Omega / Linseed Oil, etc.	0	3	2	1	6
Low / Good Fat Food	0	1	0	0	1
Water	0	4	5	8	17
Organic Food	2	2	1	2	7
Additive Free Food	1	1	0	2	4
Meat / Poultry	9	12	8	4	33
Good Carbohydrates (incl. Pasta/Rice)	3	16	7	13	39

Bad Foods	Barrowcliff	Castle/Central	Falsgrave/Edgehill	Other Areas	Overall Total
	No. of People	No. of People	No. of People	No. of People	
Biscuits / Cakes / Puddings	5	23	15	24	67
Crisps	11	13	20	16	60
Sweets / Sugar	33	29	44	54	160
Fried / Fatty Food	18	24	29	32	103
Saturated Fats	5	15	7	16	43
Sausages / Burgers, etc	4	6	14	7	31
Fast Food / Takeaways	9	14	19	11	53
Red Meat	2	5	2	7	16
Processed / Convenience Food	4	22	10	25	61
Refined Carbs (e.g. White Bread)	0	10	0	7	17
Fizzy Drinks	5	4	6	8	23
Salt	4	8	7	9	28
Additives	1	4	2	5	12
Alcohol	0	3	1	5	9

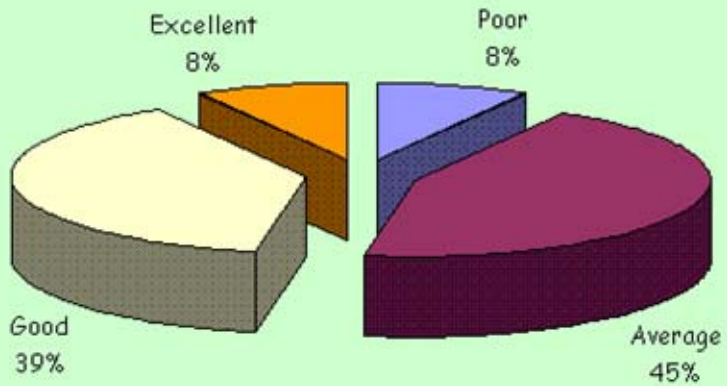
STAGE TWO: The **Healthy Eating Line** results on *page 13* shows that the consultation included 211 participants, across Scarborough. The table also shows that the volunteers were only able to consult with 36 people in Barrowcliff, compared with 52 in Castle/Central and 55 in Falsgrave/Edgehill. This low turn out in Barrowcliff is a limitation in the study; however the group worked hard to gather this information. Low participation is known to be a problem in Barrowcliff, as previous community work in this area has also experienced this problem.

The majority of people consulted believe that they have an average (41%) or good (48%) diet (*see page 15*). The participants in the areas of Scarborough outside of the Pact/Sure Start areas had a slightly higher total percentage of good and average healthy eating, however this is to be expected.

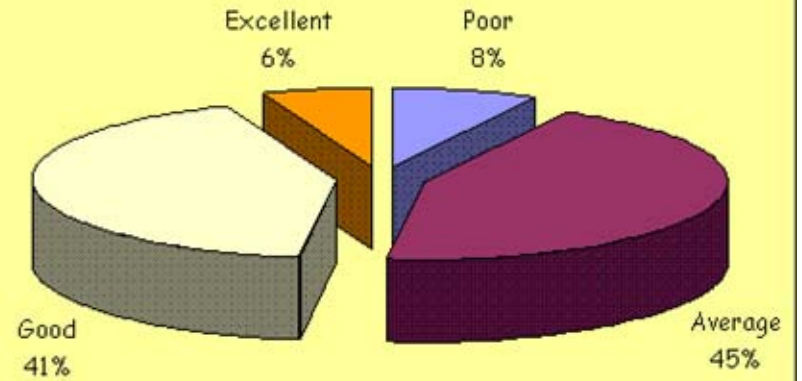
Stage 2 - "Healthy Eating Line" Results

How Healthy is Your Diet?	Barrowcliff	Castle / Central	Falsgrave / Edgehill	Other Areas	Overall Total
	No. of People	No. of People	No. of People	No. of People	
Poor	3	4	4	4	15
Average	16	23	19	30	88
Good	14	22	29	32	97
Excellent	3	3	3	2	11
Number of Participants	36	52	55	68	Total Participants 211

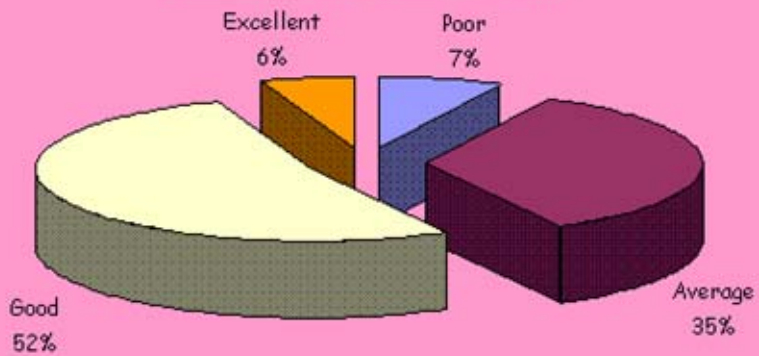
Barrowcliff "Healthy Eating Line" Results



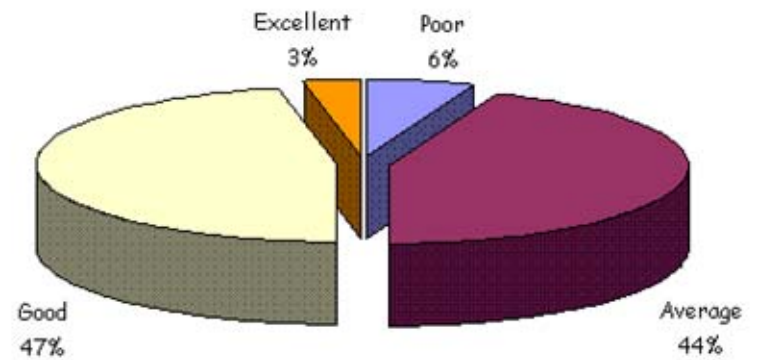
Castle / Central "Healthy Eating Line" Results



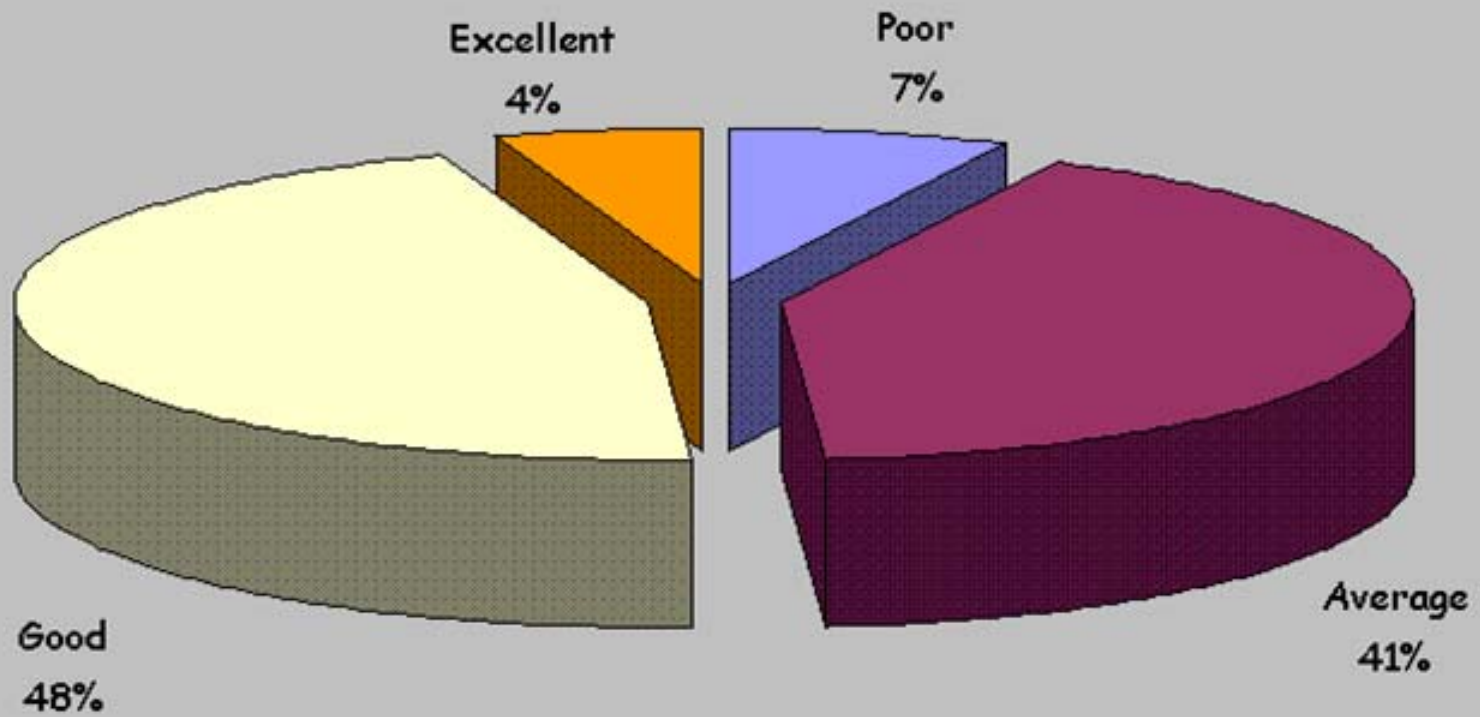
**Falsgrave / Edgehill
"Healthy Eating Line" Results**



**Other Areas of Scarborough
"Healthy Eating Line" Results**



OVERALL "Healthy Eating Line" Results



STAGE THREE: The **Problem / Solution Tree** has highlighted a range of issues and also possible solutions. The grids on *pages 18-23* show, in detail, the full list of "problems" and "solutions" for Barrowcliff, Castle/Central and Falsgrave/Edgehill communities. For the purpose of the analysis of the Report, the problems and solutions offered by those people living in other parts of Scarborough (the white areas) are not included; as the main focus of the consultation was to find solutions to the problems in the communities named above.

Barrowcliff and Central/Castle areas have stated that the 5 main "problem" themes are cost, time, education, availability and transport. Falsgrave/Edgehill communities identified slightly different "problem" themes, including cost, ease/motivation (i.e. junk food seen as an easy option, with little motivation to try to eat a healthy diet), time, taste (i.e. healthy foods seen as bland), and finally education. It is important to note these differences in each area, as the solutions to these problems need to be specific to individual communities, in order to address need.

Linked to these problems are solutions that the communities feel are ways in which to tackle these issues.

Suggested solutions to the issue of **cost** include the following:

- Grow your own fruit and vegetables
- More offers on healthy foods
- Develop food co-operative / Sure Start "trade scheme"
- Reduce the cost of healthy foods
- Better quality, affordable produce in local area

Suggested solutions to the issue of **time** include:

- Time management courses and advice
- Help to prioritise daily tasks
- Make more time available to cook / shop healthily

Suggested solutions to the issue of **education** include:

- Education, advice, training
- Better labelling
- Incentive schemes to eat or shop healthier
- Better parental guidelines on healthy eating/nutrition
- Healthy recipe cards in local shops

Suggested solutions to the issue of **availability** include:

- More fruit and vegetables available in local shops
- Fruit and vegetable delivery service in the community
- Healthy food options in school/workplace canteens
- Healthier options in cafes/restaurants
- More availability of seasonal produce

Suggested solutions to the issue of **transport** include:

- Better public transport service
- Fruit and vegetable delivery service in the community
- Free shuttle bus service
- Car share scheme

Suggested solutions to the issue of **ease / motivation** include:

- Make convenience food healthier
- Schools provide free fruit for children
- Healthy eating incentives scheme

Suggested solutions to the issue of **taste** include:

- Don't say no to healthy food - try it!
- Use natural flavours to make healthy food interesting
- More cookery courses available within the community
- Recipe cards

As mentioned previously, some of these solutions are outside the remit of this community group, e.g. better labelling. This issue is currently being addressed at a national level and is being taken forward by National Government. However, other solutions that are mentioned above are ideas that can be taken forward by the relevant communities, with the support of the multi-agency partnership work, e.g. fruit and vegetable delivery scheme.

Stage 3 - Barrowcliff - Problem / Solution Tree Results

PROBLEMS		SOLUTIONS
(No. in brackets) shows how many people highlighted the problem		
Too expensive to eat healthily (13) No offers on healthy food (2) Difficult to cook healthy meals on a budget (1)	→	Grow your own fruit & veg More offers on healthy food Develop food co-operative Reduce the cost of healthy food
Lack of availability of healthy food (8)	→	More fruit & veg available in local shops Fruit & veg van or delivery service in the community Healthy food options in school / workplace canteens
Poor transport links (7)	→	Better public transport service Buy a bike !! Fruit & veg van or delivery service in the community
Not enough time to prepare / cook healthy meals (4)	→	Time management courses / advice Prioritise daily tasks
Little or no knowledge of healthy eating (3) Can't cook (2) Ignorance of healthy eating (2)	→	Better education on healthy eating Better parental guidance on healthy eating / nutrition Better advertising on healthy products Healthy recipe cards in local shops
People are too lazy to eat healthily (3) Convenient to eat junk food (1)	→	Healthy eating incentive schemes Make convenience food healthy
Peer pressure to eat junk food (2) Parental pressure to eat bad food (2)	→	Healthy eating incentive schemes Better education on healthy eating Make healthy food fun Better parental guidance on healthy eating / nutrition
Not enough shops in the community (1)	→	Grow your own fruit & veg Develop food co-operative Fruit & veg van or delivery service in the community Better public transport service
Fussy eaters (1) Junk food tastes better (1)	→	Make healthy food fun Healthy eating incentive schemes Better parental guidance on healthy eating / nutrition
Poor school dinners (1)	→	Free milk in schools Healthier options in school canteens
Too many take-aways in the local area (2)	→	

Stage 3 - Castle & Central - Problem / Solution Tree Results

PROBLEMS		SOLUTIONS
(No. in brackets) shows how many people highlighted the problem		
Too expensive to eat healthily (25) Junk / convenience food is cheaper (3)	→	Grow your own fruit / veg / herbs Develop a Sure Start trade scheme Cheaper healthy food at supermarkets
Not enough time to cook / shop healthily (22) Stress / pressure of modern living (1)	→	Make more time available to cook / shop healthily Set targets and have motivation
Little or no education on healthy eating (8) Can't cook (3) Ignorance of healthy eating (1) People don't understand food labelling (1)	→	Incentives to eat or shop healthier Better education on healthy eating Cooking advice / training Better labelling on products More information for people with special dietary requirements
Lack of availability of healthy food (8) No access to health food shops (3) Supermarkets don't stock quality fruit & veg (2) Supermarkets are full of convenience food (1)	→	Better availability of healthy food options More availability of seasonal produce Healthier options in cafes / restaurants Delivery service
Poor transport links (6)	→	Free shuttle bus service Car share scheme Park & ride scheme Delivery service Better transport links throughout the town
Marketing of junk food, especially towards children (6) Peer pressure to eat junk / convenience food (1)	→	Incentives to shop / eat healthily Better education on healthy eating Healthier options in cafes & restaurants
People are too lazy to eat healthily (3) Convenient to eat junk food (2) Nutrition is not a priority for some families (1)	→	Incentives to shop / eat healthily Make convenience food healthy
Children like the taste of junk food (2)	→	Better education for parents Introduction of healthy food from an early age

Stage 3 - Castle & Central - Problem / Solution Tree Results

PROBLEMS		SOLUTIONS
(No. in brackets) shows how many people highlighted the problem		
School dinners are unhealthy (2)	→	Healthier options in school canteens Better choice of fruit in schools
Hindrance of shopping with children (1)	→	Shoppers' crèche Sure Start trade scheme Delivery service
Difficult for people with mobility problems to shop (1)	→	Home helps Delivery service
Supermarkets take away local business (1)	→	Greater promotion of local shops
Lack of healthy food for people with specific dietary requirements (1)	→	Better selection of healthy food available to meet specific needs

Stage 3 - Falsgrave & Edgehill - Problem / Solution Tree Results

PROBLEMS		SOLUTIONS
(No. in brackets) shows how many people highlighted the problem		
Too expensive to eat healthily (16) Too many offers on junk food (2) No offers on healthy food (1)	→	Better quality, affordable produce in local area Reduce the cost of healthy food
Convenient to eat junk food (7) People are too lazy to eat healthily (5) Lack of will power to eat healthily (3) Eating junk food becomes routine (2)	→	Make convenience food healthy Schools provide free fruit for children Healthy eating incentive schemes
Not enough time to prepare / cook healthy meals (11)	→	Make time / time management courses Prioritise daily tasks
Healthy food tastes bland (10)	→	Don't say no to healthy food - try it !! Use natural flavours to make healthy food interesting More cookery courses available within the community Recipe cards
Little or no education on healthy eating (6) Can't cook (1) Ignorance of healthy eating (1)	→	Better education on healthy eating More cookery courses available within the community Recipe cards Dietary advice available locally
Too many take-aways in the area (4)	→	Healthy options in take-aways
Poor transport links (4)	→	Better public transport links Fruit & veg delivery service
Lack of availability of healthy food (3) Not enough organic food available locally (1) Poor quality fruit and veg available locally (1)	→	Better availability of healthy food Fruit & veg delivery service (incl. organic) Better quality, affordable produce in local area
Poor labelling on products (1)	→	Better labelling on products Dietary / nutritional advice

Stage 3 - Others Areas of Scarborough - Problem / Solution Tree Results

PROBLEMS		SOLUTIONS
(No. in brackets) shows how many people highlighted the problem		
Too expensive to eat healthily (22) Offers are always on junk food (3) Difficult to cook healthy meals on a budget (1)	→	Grow your own fruit & veg Buy from allotment holder Buy in bulk with a friend Offers on healthy food Develop food co-operative Cheaper fruit & veg
Not enough time to prepare / cook healthy meals (18) Lack of planning (1)	→	Time management courses / advice Prioritise daily tasks Make a shopping list Plan menus ahead
Lack of availability of healthy food (11) Poor quality fruit and veg available locally (2) Lack of healthy options in cafes / restaurants (2) Lack of choice on healthy food (1)	→	Fruit & veg delivery service (incl. organic) Better quality, affordable produce in local area Grow your own fruit & veg Healthy options in cafes / restaurants
Marketing of junk food, especially towards children (8) Peer pressure to eat junk food (6) Too much temptation to eat junk food (2)	→	Positive marketing on healthy food Make healthy food more interesting Disguise healthy food in kids meals
Convenient to eat junk food (5) People are too lazy to eat healthily (3) Lack of will power to eat healthily (2) No interest in eating healthily (1)	→	Make convenience food healthy Healthy eating incentive schemes
Poor transport links (5) Poor access to healthy food (2)	→	Local delivery service Develop food co-operative Buy a bike !!
Junk food tastes better (5) Fussy eaters (2)	→	Disguise healthy food in kids meals Make healthy food more interesting
Shorter shelf life on healthy food (3) Buying healthy food in bulk can be a waste (1)	→	Buy in bulk with a friend Make meals in bulk and freeze Develop a food co-operative

Stage 3 - Others Areas of Scarborough - Problem / Solution Tree Results

PROBLEMS		SOLUTIONS
(No. in brackets) shows how many people highlighted the problem		
Can't cook (1)	→	More cookery courses available within the community
Poor labelling on products (1)	→	Better labelling on products Dietary / nutritional advice
Expensive to buy food for people with specific dietary requirements	→	Make food for people with specific diets cheaper
No room for storage of healthy food		
Media confusion surrounding what's healthy		

CONCLUSION

To conclude, this community consultation has allowed a group of parent volunteers the experience of gaining new skills and increased confidence. The consultation data has showed that in general there is both a good understanding of what a healthy diet should consist of, whilst at the same time there is a large proportion of the community that feel they have a good or average diet. These two points are very encouraging. However, the study has also highlighted a number of problems and solutions that may help to increase the number of people that feel this way in some of the most deprived communities of Scarborough.

To implement these solutions, it is recognised that agencies will have to continue to work in partnership with the community to ensure the solutions are community-led and focused. As a range of solutions have been suggested, we feel that these need to be prioritised, and those solutions that offer the biggest "win" for the least effort are tackled first, thereby helping as many people as possible to reduce their barriers to healthy eating, and allow them the opportunity to enjoy healthy balanced foods.

RECOMMENDATIONS

The team of local volunteers would like to recommend that this Report is a building block for the future. We believe that some of these solutions suggested by local people are achievable and necessary. Of the solutions offered by the community, we believe that the following are real possibilities and we would like to recommend that work be carried out on these suggestions first:

- *Grow your own fruit and vegetables* - this is a low cost project, as unusual household "junk" items can easily be transformed into planters and seeds are inexpensive to grow fruit and vegetables. If this project was to be done by both parents and children, then this could also educate them on where fruit and vegetables actually come from. Work has already started on this at Sure Start; however other agencies within Scarborough could also work with the community to implement this suggestion.
- *Reduce the cost of healthy foods* - this may sound impossible, however if this problem is turned on its head and combined with some of the other solutions, then it could become a real possibility. For example, if this is combined with advice and courses on eating healthily on a budget, healthy recipe cards in local shops and more practical support on healthy eating for parents with young children, then this solution is a possibility through increased education.
- *Fruit and vegetable delivery within the community* - this solution is an example of where communities, agencies and private businesses have the opportunity to work together to implement this suggestion. This project would help to reduce the issues of transport and availability in one. Another suggestion regarding the accessibility of healthy foods was to improve the transport links to the shops by implementing a free shuttle bus from the areas included in the study.

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Reaching the Parts...Community Mapping: Working together to tackle social exclusion and food poverty
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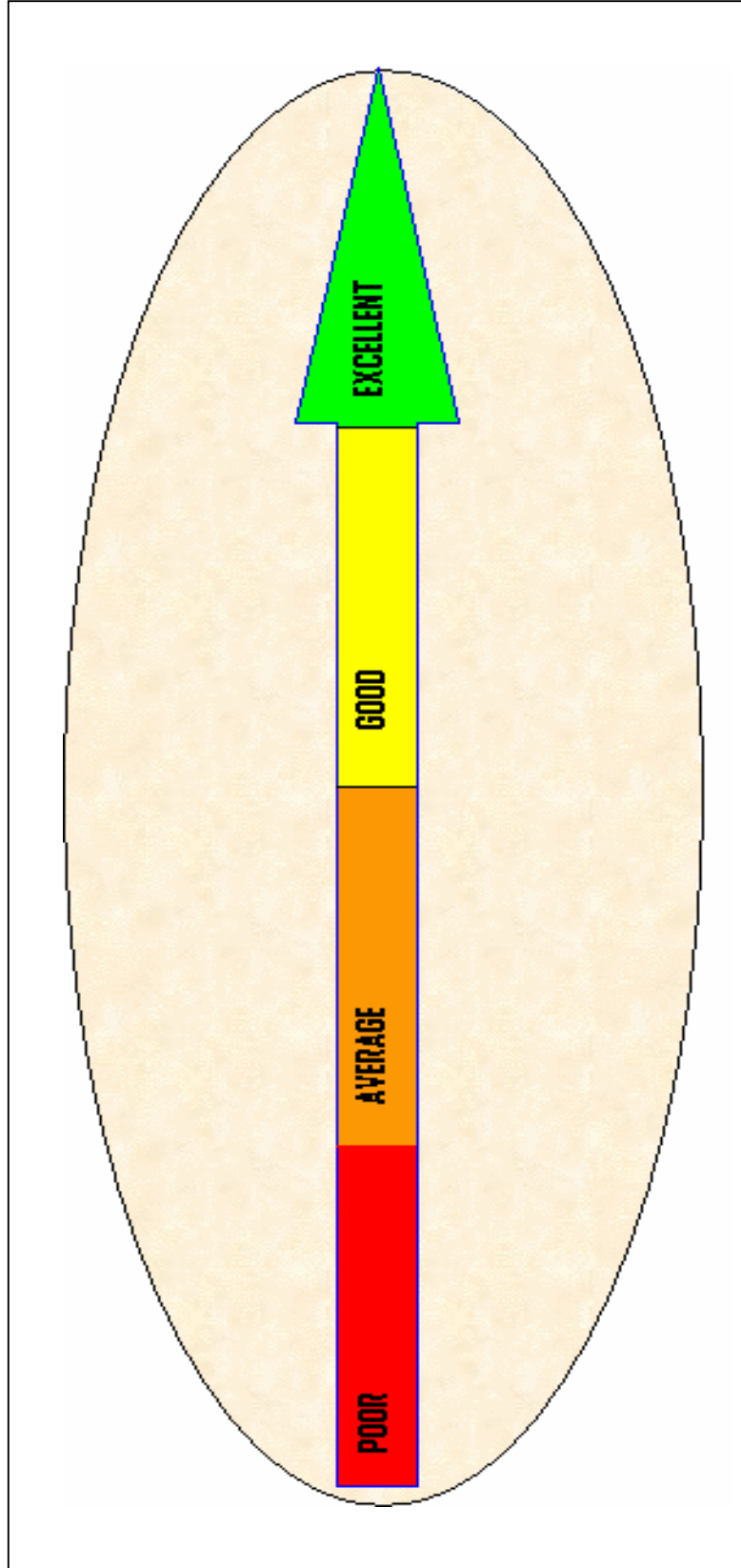
APPENDICES

Which foods should we eat more of?

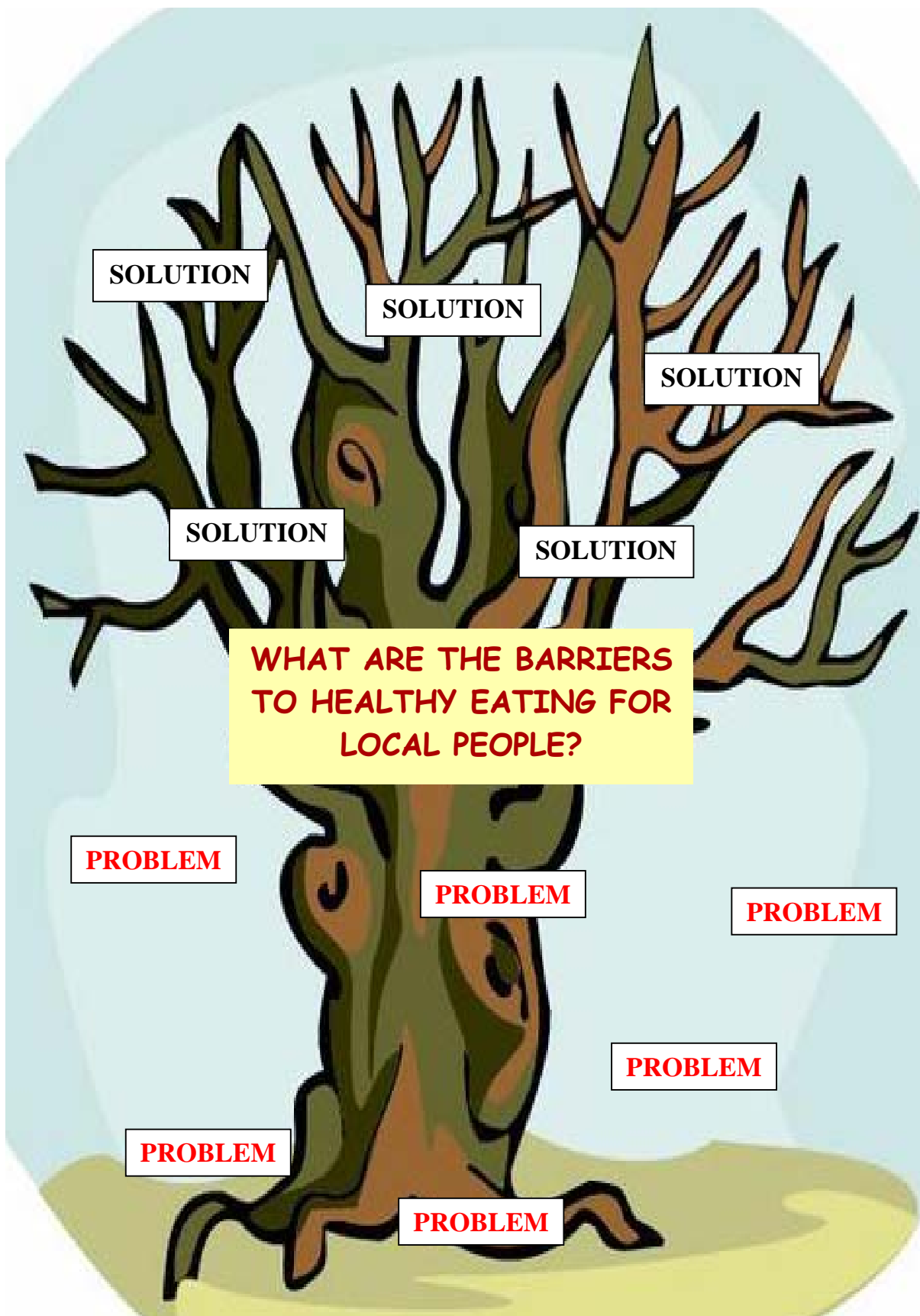
Which foods should we eat less of?

HEALTHY EATING LINE

Overall, how healthy do you think the food is that you eat?
Place a cross on the arrow.



APPENDIX 1 - CONSULTATION MATERIALS
STAGE 3 - PROBLEM / SOLUTION TREE



COMMUNITY FOOD MAPPING RESEARCH PROJECT



COMMUNITY FOOD MAPPING is a partnership project between Sure Start, the Primary Care Trust and the local Pact Partnerships, although led by local volunteers who are interested healthy eating.

The aim is to investigate "the barriers that local families encounter in terms of eating a healthy, nutritious diet".

The focus is around families increasing their consumption of fresh fruit and vegetables to the recommended "5-a-day" requirement.



Consultations are taking place within the communities of Barrowcliff, Castle Ward, Edgehill, Falsgrave and Town Centre.

WE WILL BE HERE AT WREYFIELD METHODIST CHURCH
ON FRIDAY 24 MARCH, 5:15PM – 6:15PM

Please come along to give us your views and opinions. It will only take 10mins of your time and could help improve the quality of life in your community.

Consultation Session at Butterfly Childcare



Public Consultation Session in the Market Vaults

