

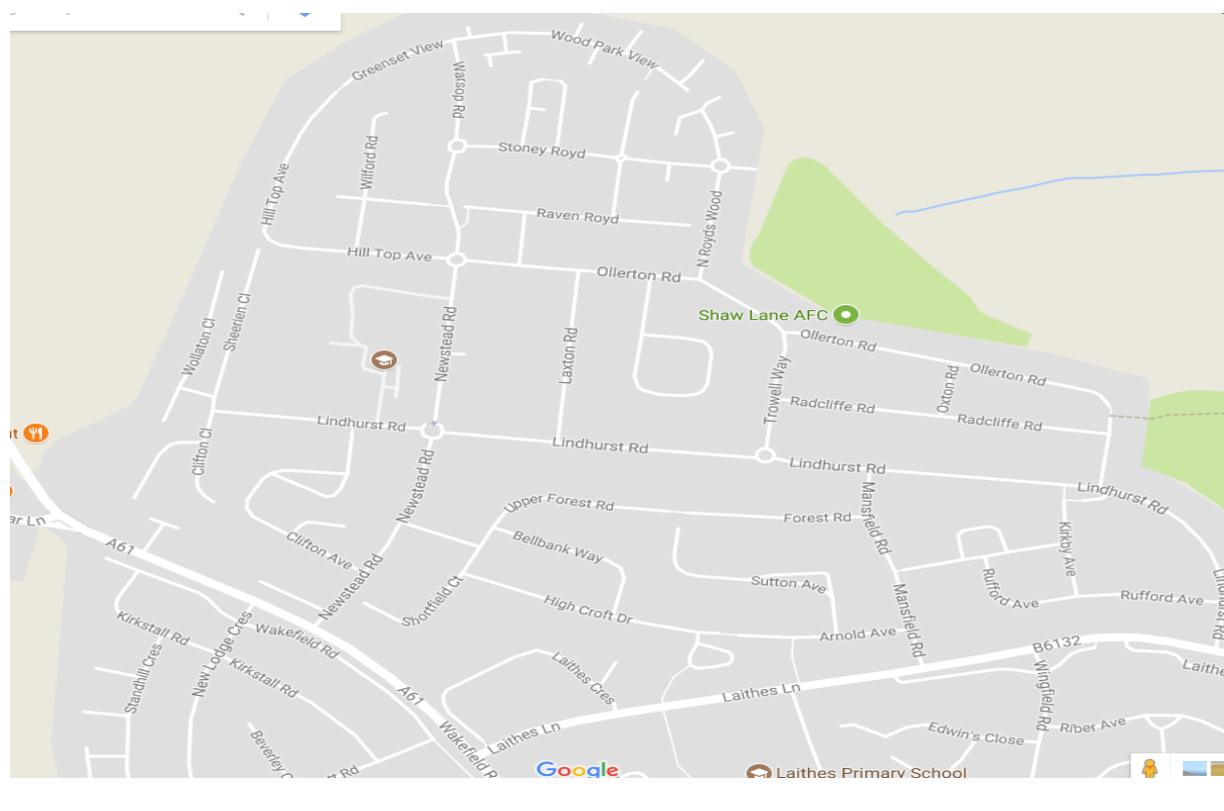
Match-funding Proposal

Specification of Requirements for:

Matched funding for the fresh fruit and veg vouchers for Athersley North (FRESH Street Project)

1. Location / Address of Intervention

Athersley North (the area to the north of Laithes lane, and east of Wakefield road and bounded by Lindhurst road/ Ollerton road and Wood Park view).



2. Brief Summary of Service

The FRESH Street project aims to 1) develop and then 2) feasibility test a scheme that offers vouchers for fresh fruit and vegetables to residents in areas where people don't eat enough fresh fruit and veg. The vouchers will only be redeemable with local (non-supermarket) suppliers. The main supplier of the fresh fruit and veg will be the fruit and veg shop on the corner of Laithes Lane owned and run by Shawn Kilgariss (who lives in Barnsley).

We will use the Yorkshire Health Study Health Questionnaire to assess the health of people in the north Athersley area. Then 2 streets in Athersley North will be selected at random and

everyone living in these streets will be offered the vouchers for fresh fruit and veg. We are starting to discuss the details of how these vouchers will be offered with key stakeholders in the Athersley north area. We welcome input from the St Helens Together Partnership.

3. Background and Context

This project addresses an issue of major strategic public health importance – how to create sustainable and healthy diets, eating behaviours and food systems in areas of high deprivation. Many communities in the UK are experiencing food poverty, i.e. *“the inability to afford, or have access to, food to make up a healthy diet”* (DH 2005), and consuming diets high in processed foods and low in fresh fruit and vegetables. People living on low incomes are more likely to have a higher consumption of sugar and saturated fatty acids, and lower intake of fruit and vegetables and dietary fibre than recommended (Food Standards Agency 2007).

The FRESH Street voucher scheme will target individuals of all ages (children, adults and older adults) in areas with low fresh fruit and vegetable and high processed food consumption and high social and economic deprivation.

There is evidence that offering **vouchers for fresh fruit and vegetable to families in receipt of income support** is acceptable and effective in increasing fruit and vegetable uptake (McFadden et al, 2014) at an **individual level**. There is also evidence that **offering fresh fruit and vegetable vouchers which are local supplier specific** i.e. fruit and vegetable market stalls, box schemes and mobile van delivery schemes to vulnerable individuals/ families in receipt of Healthy Start milk fruit and vegetable vouchers is feasible at an **individual level** (Rose Vouchers, 2015). However, it is not known what the impact would be of offering **local supplier specific fresh fruit and vegetable vouchers to geographically defined communities** in areas of high deprivation. It is not known what the key features of this voucher scheme should be (value, timing, voucher type, delivery mechanism, conditional/ unconditional cash transfer), and how such a scheme should be embedded with local communities, organisations and infrastructures which impact on, or are impacted by, how and what people eat.

4. Strategic Aims and Priorities

BMBC Priorities

The FRESH Street project will address BMBC priorities as follows:

- *Thriving and vibrant economy* - vouchers will be redeemable at local suppliers and will contribute to the sustainability of local businesses.
- *People achieving their potential* – eating a diet that includes plenty of fruit and vegetables can lead to improved health, making people more able to lead active and fulfilling lives.

Area Council Priorities

The FRESH Street project will address Area Council Priorities as follows:

- *Health & wellbeing* – vouchers for fruit and veg will contribute to healthy and sustainable diets and improved health outcomes;
- *Anti-poverty* – distributing vouchers for fruit and veg will enable recipients to increase their consumption of fruit and veg without putting additional strain on tight budgets.

5. Specific Aims and Objectives of the Service / Project

This aim of the FRESH Street project is to develop and pilot a voucher scheme for fresh, locally purchased fruit and vegetables in Athersley North.

The objectives are:

To work with local stakeholders to co-design a cash transfer scheme to increase fruit and veg consumption amongst residents.

To determine the acceptability and feasibility of delivering the scheme designed and the planned research methods by addressing the following research questions:

Find out what is the likely uptake of the scheme?

How do the target population respond to the scheme?

6. The Service / Activities to be Delivered

The researchers will work with key local stakeholders to determine what the key features of the scheme should be (amount e.g. £3 per person per week, provided by post) and how such a scheme should be embedded with local communities, organisations and infrastructures which impact on, or are impacted by, how and what people eat.

We hope to hold a **FRESH Street Project Information Sharing and Deciding meeting** with all the key local stakeholders during January 2018 (date to be agreed). At this meeting the research team will share their findings including information about fruit and veg schemes in the UK and internationally, and then we will together decide what the key components of the scheme will be (see list of **KEY QUESTIONS** in section 11).

In order to collect detailed information on the health, and health resource use of people in the target area we will collect information using the Yorkshire Health Study Health Questionnaire (www.yorkshirehealthstudy.org) during December 2017 – February 2018. We will ask everyone in Athersley North if they are willing to fill in the Health Questionnaire (online and/or paper).

Once all the key features of the voucher scheme have been decided, then 2 streets from Athersley North will be randomly selected to be offered the vouchers.

Please complete either question 7 or 8 as appropriate

7. Target Groups and Accessibility

The scheme will target all residents in the chosen areas. All adults and all children above the minimum age (to be agreed as part of the design phase) who are normally resident in these areas (streets) will be eligible, regardless of income, employment status or other demographic characteristics. Mechanisms for recruiting residents and distributing vouchers will be developed in consultation with local stakeholders (see section 11 below) with the aim of minimising barriers and facilitating access for all potential voucher recipients.

8. Location and Area

Athersley North has been identified by BMBC Public Health team as an area of high deprivation and low fruit and vegetable consumption in which it is appropriate to implement the scheme.

Please complete questions 9 or 10 as appropriate

9. How will this work help to improve the local area / local community

This innovative public health project has the potential to:

- (i) increase fresh fruit and vegetable consumption,
- (ii) encourage new purchasing, food preparation and eating patterns in the short term; and in the longer term
- (iii) reduce food poverty and improve health outcomes.

The longer term impact is likely to be dependent on the level of take up by residents, the availability of sufficient funds to offer vouchers for an extended period, and the willingness of local suppliers (existing and new) to respond to changing levels of demand for local fresh fruit and veg. We will work with local stakeholders to engage residents with the voucher scheme and to identify and facilitate access to other resources that can help to embed long term behaviour change (e.g. cook and eat programmes, nutritional information, exercise classes, community meals).

If successful, this scheme is likely to increase social cohesion and strengthen the resilience of local sustainable food systems and the food choice architecture by contributing to the ongoing success of existing local fruit and veg suppliers and creating opportunities for new suppliers of locally produced and/or unpackaged fruit and veg as alternatives to large supermarkets in which high levels of food packaging are common.

10. How will this project help the local community, and who will benefit from this

The project will benefit the community in the following ways:

Residents of the “voucher scheme streets” will benefit from increased access to fresh fruit and vegetables and the improved health and wellbeing associated with a healthier diet;

Local suppliers of fruit and vegetables will benefit from increased customer demand;

The use of vouchers that can only be redeemed through local suppliers will support local business and keep profits in the community.

11. Will you need to work with anyone else to deliver this project, if so who

Yes, the University of Sheffield research team is collaborating with Alexandra Rose Charity (CEO Jonathan Pauling) and the Director of Public Health (Julia Burrows) at Barnsley Metropolitan Borough Council (BMBC). We will also need to work with a wide range of local stakeholders to develop and implement the FRESH Street voucher scheme.

The scheme will be co-designed with local stakeholders to determine the answers to the following **KEY QUESTIONS**:

- eligibility criteria for the FRESH St vouchers (what will be the lower age limit)
- voucher amount (£1-3 per person)
- voucher timing (weekly, fortnightly)
- voucher redemption time period (how long are the vouchers valid for)
- methods for disseminating information about the voucher scheme (how might local organisations and groups in Athersley support the project to help maximise the full potential of the scheme)
- methods for verifying applications (how to ensure that the vouchers are used to increase consumption of fresh fruit and veg by local people)
- methods for distributing vouchers (posting the vouchers, collecting the vouchers from a central location possibly via another organisation)
- ensuring that people have the resources to use the fresh and veg (cooking skills, cooking utensils, nutritional information etc.)
- confirm the fresh fruit and veg suppliers (Shawn Kilgariss on Laithes lane and traders in Barnsley market – is there a van that delivers from the market?)
- methods for reimbursing fruit and vegetable suppliers (Alexandra Rose Charity have developed an electronic reimbursement system with handheld scanners)
- methods for understanding impact of the voucher scheme (who should we talk to and when and how)
- ensure that the scheme is viewed positively (avoid/ minimise any stigma)
- avoiding any unintended negative consequences

List of local stakeholders

- North Area Council Manager, Rosie Adams
- Laura Hammerton – Family Centre Development Manager (lead for Rose Voucher scheme for families in Barnsley)
- Cllr Jenny Platts (Councillor for St Helens)
- Public Health, Health and Wellbeing Officer, Anna Tummon
- Community Shop in Athersley North
- St Helen's Together Partnership
- Barnsley Food Access Network
- South Yorkshire Housing Association who deliver 'My Best Life Barnsley' (social prescribing)

- Berneslai Homes (Social Housing Management Company)
- Athersley Family Centre
- Be Well Barnsley (PSS) fitness groups
- Health visitors (Roundhouse Medical Centre)
- Fruit & Veg shop, Athersley North

We welcome any suggestions as to who else to include in the process of developing the voucher scheme for Athersley North.

12. How do you share Good Practice and lessons learnt

Once the project is complete (February 2019), the results will be shared with all key local stakeholders, and presented at local and national conferences and articles written for the local press and academic journals.

13. What do you consider are the major risks, and what will you do to reduce them

Having sufficient funds to be able to meet the demand for the Rose vouchers for fresh fruit and veg. To mitigate this risk we are seeking additional funding from other sources.

Abuse of vouchers e.g. vouchers exchanged for other products. Working with local greengrocers/market traders whose products are almost exclusively fruit and veg will minimise the potential for recipients to spend vouchers on alternative products. Participating traders will be trained in reimbursement systems, will be asked to agree to the exclusion of non- fruit/veg products (e.g. cut flowers, eggs), and will be encouraged to report any evidence they encounter that suggests vouchers are being traded or otherwise misused.

14. Performance Measures

14a. Outcomes (*What good, benefit, change are you expecting to achieve as a result of the service or activity being delivered?*)

<i>(state outcome)</i>	<i>(evidence)</i>	<i>(Evaluation Methodology)</i>
SHORT TERM Increase in consumption of fresh fruit and vegetables by residents in two or more streets in North Athersley	Redemption of Rose Vouchers Interviews with stakeholders in the North Athersley area	Describe the total number of vouchers redeemed. Analysis of reports from local stakeholders (including voucher users)
LONGER TERM Better health for residents who receive Rose vouchers for fresh fruit and veg	We plan to use the Yorkshire Health Study to evaluate the longer term impact on health of the vouchers.	Randomised controlled trial comparing the health of people (not) offered the vouchers

14b. Outputs (collectables)

(Easy to measure actions, units, events that tell us how much, how many or how often)

<i>(Output)</i>	<i>(Target Number)</i>	<i>(Supporting Evidence)</i>
Proportion of eligible residents joining the voucher scheme	No specific target number – one of the key questions to be addressed by this feasibility is to determine the likely uptake of the scheme.	Number of participating households
Number of local residents joining the Yorkshire Health Study	No specific target number – one of the key questions to be addressed by this feasibility is to determine the acceptability of the Yorkshire Health Study Health Questionnaire as an outcome measure.	Reports from Yorkshire Health Study Management group
Number of vouchers distributed and redeemed	No specific targets – redemption rates will be monitored against available budget	Record of number of vouchers distributed. Reports from Alexandra Rose on number of vouchers reimbursed.
Increase in sales of fruit and vegetables from local supplier(s)	No specific target	Feedback from local supplier(s)
14c. Milestones		
<i>(Activity/Action)</i>	<i>(By When)</i>	
Project 'Information Sharing and Deciding' meeting to agree scheme design	January 2018	
Begin issuing vouchers	March 2018	

15. Contract Value

The Alexandra Rose Charity have donated £5,000 in Rose Vouchers to the FRESH Street Project for the Barnsley area – based on a voucher offer of £3 per week this will enable one street to receive vouchers for 6 months (assuming that 150 - 200 people are eligible in the street chosen and that approximately 30-40% of these join the FRESH Street project).

We are seeking matched funding from the North Area council to enable us to extend the voucher offer and deliver the FRESH Street project in 2 or more streets in Athersley North for a minimum of 6 months.

<i>Expenditure Item</i>	<i>How Calculated</i>	<i>Amount</i>	<i>Funding Source</i>
<i>Rose Vouchers for fresh fruit and vegetables</i>	<i>£3 each x 1667</i>	<i>£5,000</i>	
		<i>Total</i>	

16. Contract Terms and Conditions**17. Monitoring and Recording Arrangements**

(ie regular meetings, progress reports from suppliers etc)

We will provide 3 monthly progress reports to all key stakeholders on voucher distribution and redemption rates in each street.

18. Quality Standards**19. Commissioning/Procurement Officer Details**