



# Southwark Rose Vouchers for Fruit & Veg Project

February 2024





## Project Overview

Alexandra Rose Charity runs the Southwark Rose Vouchers for Fruit & Veg Project, which launched in May 2018.

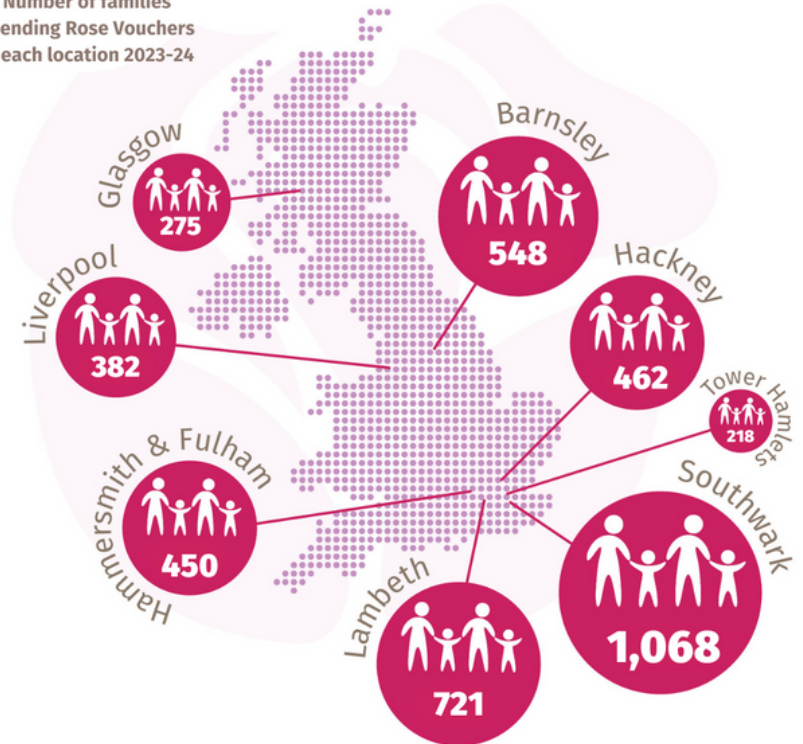
Our vision is for everyone to have access to healthy and affordable food, and our mission is to give families access to fresh fruit and veg in their communities.

The Rose Vouchers for Fruit & Veg Project partners with children's centres and community-led organisations that work with families with young children living on low incomes who are at risk of experiencing food poverty.

Our main focus is on families with pre-school children where the impact of a healthy diet full of fresh, fruit and veg can be most significant. Families and pregnant women receive Rose Vouchers that can only be spent on fresh fruit and veg at participating local markets, independent retailers and community food projects.

Our model creates wider social impact by encouraging regular engagement with these early years services, as well as benefiting the local healthy food environment.

Number of families spending Rose Vouchers in each location 2023-24

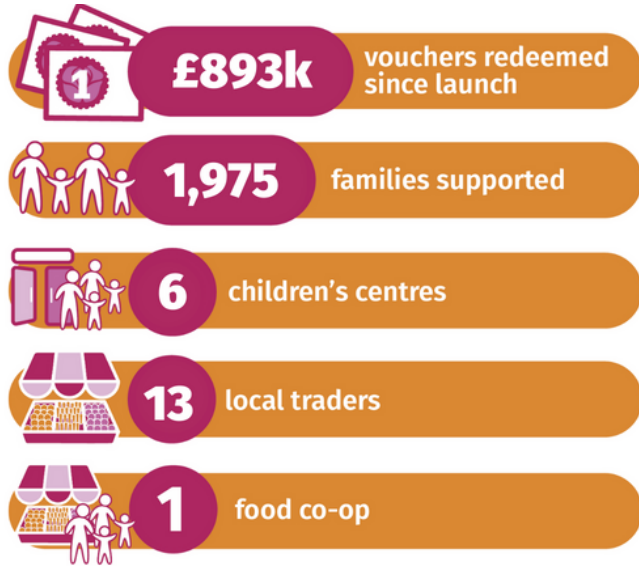


We launched our first Rose Vouchers for Fruit & Veg Project in Hackney in 2014. Since then, we've expanded to five London Boroughs, Liverpool, Barnsley & Glasgow.

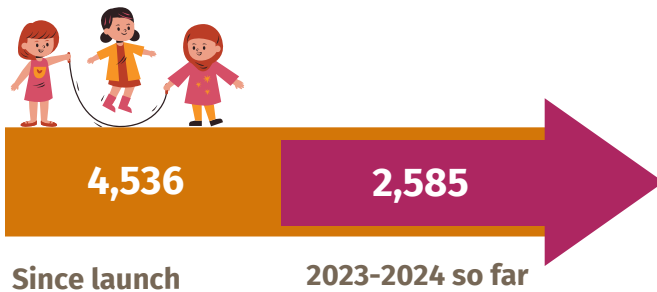
In the last ten years, £2.75m worth of fresh fruit and veg has been bought with Rose Vouchers. We have supported 10,519 families in our early years programme, including 19,717 children, to access healthy food and avoid food poverty.

# Reach in Southwark

Since launch in May 2018



Number of children who have been supported by Rose Vouchers in Southwark



## Who are the families on the Southwark Rose Vouchers for Fruit & Veg Project?



**26%**

have no recourse to public funds



**40%**

families are receiving Healthy Start



**88%**

of families identify as Asian, African, Arab, Caribbean, Latin American or an ethnic background other than White British



**23**

different languages are spoken by families receiving Rose Vouchers, with 50% of families listing English as a second language

# How do families benefit from Rose Vouchers?

In 2023, we completed focus groups and interviews with 41 families to find out how the Southwark Rose Vouchers for Fruit & Veg Project has helped them.

We also completed short-form food frequency questionnaires with 22 of these parents who completed them on behalf of themselves and their child (aged 12-48 months old) when they first joined the project. We then followed up with these families six months later using the same form.

## Eases financial worry around food

Families report that **Rose Vouchers cover most or all of their fruit and veg costs.**

Parents report prioritising nutritional value and variety in their choice of fruit and veg, over cost.

## Families have a healthier diet

Parents report **improving fruit and veg intake by 3 portions a day for themselves and their children.**

Fruit replaces snacks, and veg bulks up meals!

## Children develop a preference for fruit and veg

**Rose Vouchers help parents introduce new foods to their children,** training their palates for bitter flavours.

Parents also report modelling healthy eating for their children.

## Health improves across the whole family

Families report good health across their whole household with **low frequency of sickness and low GP visits**

## Families get more support

By regularly visiting children's centres to collect Rose Vouchers, **families build relationships with staff and other families.**

Families leave the project knowing more people in their local area and with wider networks of informal and formal support.



Many families incorporate more veg in higher concentrations into their meals, such as mixing into soups, stews and curries.



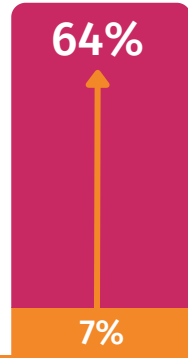
Increase in  
5-A-Day

After six months  
receiving Rose  
Vouchers



Day one

Children eating 5  
portions of fruit  
and veg (or more)



Parents eating 5  
portions of fruit  
and veg (or more)



86%

Of parents report  
reduced stress and  
anxiety around money



70%

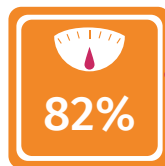
Of parents have not used their  
local children's centre before  
receiving Rose Vouchers



Children's  
veg to meat  
intake  
triples



43% of  
children



Of parents report that Rose  
Vouchers help their child  
**maintain a healthy weight,**  
or **reduce their weight**

77%



Of parents say their children  
have **improved digestion and**  
**reduced constipation**



£7

**Every £1 Rose Voucher creates £7** of social value  
due to better health and wellbeing as a result of  
improved nutrition.

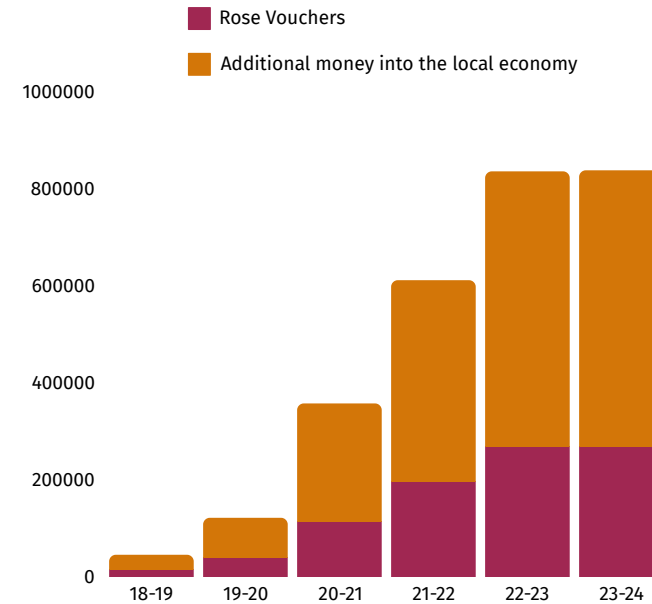


The Social Value calculation incorporates NHS savings through reductions in GP visits for issues like digestion issues, fatigue and low energy, weight management, stress and anxiety, sleep issues, and concentration and focus. Source: Independent Social Value evaluation. 2023.

# Economic Impact

In 2022, we undertook an Economic Impact Assessment with market traders in Southwark. We commissioned the social impact consultancy, Envoy Partnership, to review our Rose Voucher redemption rates and family numbers data, as well as conduct interviews with Southwark traders. They also completed 130 spending surveys with families in Southwark.

The findings showed that each £1 voucher is worth a further £2.11 to the local economy: £3.11 in total. This means that Rose Vouchers are not only helping to address health inequalities, they are also supporting the local economy and locally owned businesses at a time when trading conditions have been challenging.



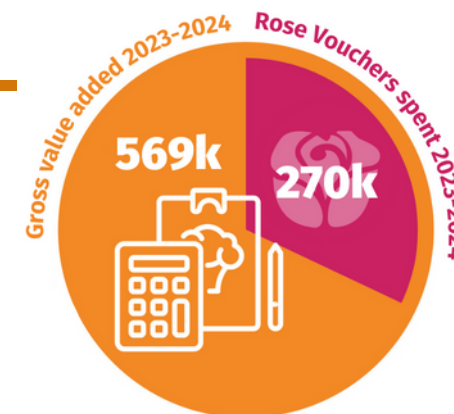
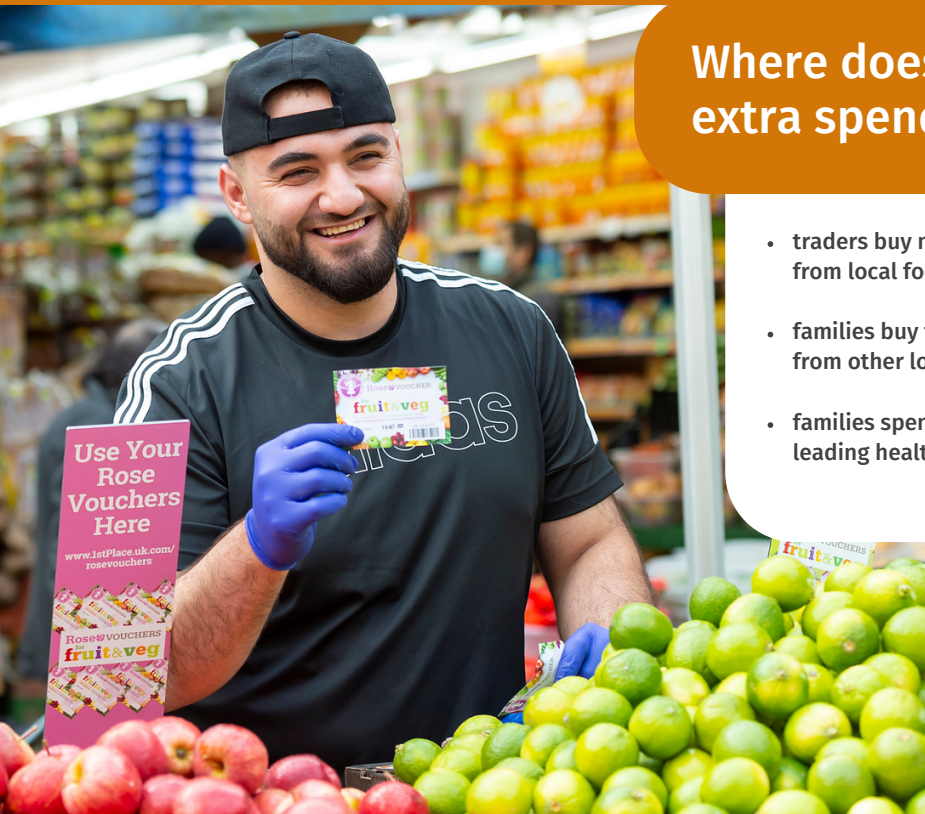
Since the project launch in 2018, Rose Vouchers have contributed £1.9m to the Southwark economy.

In 2023-2024, we are on track to contribute 839k into the Southwark economy.

\*Figures are estimates based on the economic impact assessment in 2022

## Where does the extra spend go?

- traders buy more produce from local food suppliers
- families buy fish and meat from other local traders
- families spend more on leading healthy lifestyles



# Children's Centres

## Our partnership with 1st Place Children & Parents' Centre is a key part of the success of our Southwark Rose Vouchers for Fruit & Veg Project

As our lead local delivery partner, 1st Place oversee the smooth running of the project locally and manage the five other partners spread across North Walworth, Peckham, Camberwell Green, and Faraday.

Local partners tell us that the Southwark Rose Vouchers for Fruit & Veg Project is a literal and metaphorical carrot. Rose Vouchers allow families to buy more fruit and veg than they would be able to without the project, and they also enable local partners to engage with families who need their support the most on a regular basis.

Rose Vouchers also keep the families coming back to the centres, and it is that regularity of engagement that means the project has far-ranging benefits over and above the increase in consumption of healthy food.

Ariela Cravitz, Project Lead  
Southwark Rose Vouchers Project:

*"Families are really pleased to be part of our Southwark Rose Vouchers for Fruit & Project. They often express how much they appreciate the difference it makes in terms of them being able to buy fruit and veg more freely, and ensure these are a natural and regular part of their children's diets."*

*"They also enjoy the face-to-face contact and chats when they come to collect their Rose Vouchers – this gives them the opportunity to highlight needs relating to their children's development, which we are able to offer support for, and the chance to find out more and be part of our 1st Place Children's Centre community."*

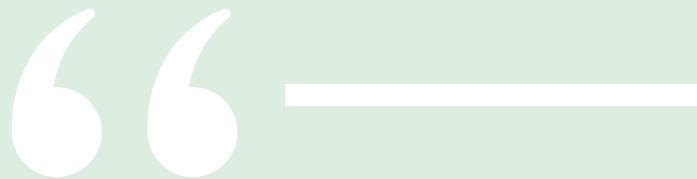




## How Rose Vouchers help Joyce's family

"Rose Vouchers encourage me to always buy fruit, which I didn't do much before I had them. It's unusual for us not to have fruit at home now. My children love all of it. Rather than giving them sweets after school, I can give them fruit. Without Rose Vouchers, they can quite easily miss out on that.

My three-year-old has had more exposure to fruit than my seven-year-old, as we had Rose Vouchers from when she was younger. Between Rose Vouchers and Healthy Start, I can have a fabulous selection of fruit and veg for meals.



**For people on a low income, Rose Vouchers mean you can still feed your kids. It's a lifeline.**

I can make a whole meal out of Rose Vouchers. I like that they give me enough for my family. Sometimes, I have some food over to save for the next week. We're so grateful.

I'm also buying more veg and making my Rose Vouchers stretch. I get lots of veg at the market. I make tomato salsa, so when money is tight, the kids can have that with pasta. I also make a green seasoning from fresh herbs, which I freeze and use to season dishes."





## How Rose Vouchers help Susan's family

“I heard about Rose Vouchers from another parent. I like the fact that you can get healthy food with them. If you don't have money, you can't buy the healthy food you want for your children.

One of my children has autism and is picky with food. Having Rose Vouchers gives me consistency in getting fruit and veg for my children and offering them the same fruit and veg regularly, so they get familiar with it and try it. Now my children really enjoy having fruit and veg, and when I'm about to run out, they tell me so we can get more.

“

**Rose Vouchers put food on the table and give peace of mind to those struggling.**

My youngest gets constipation, so being able to offer them oranges regularly has really helped a lot with this. Even if I don't have the money, I can still get fruit and veg every week with my Rose Vouchers.

Rose Vouchers put food on the table and give peace of mind to those struggling. The Rose Vouchers for Fruit & Veg Project is making a difference to families on low incomes. We really appreciate it.”

# Fruit & Veg on Prescription

In November 2022, we launched the UK's first large-scale pilot of 'Fruit & Veg on Prescription', working with social prescribers at the Bromley by Bow Centre in Tower Hamlets and community health practitioners at the AT Beacon Project in Lambeth.

The pilots aim to support people on low incomes in managing their long-term health conditions through improved access to fruit and veg.

Funding for this work has come from the public health teams in Lambeth and Tower Hamlets, with support from Impact on Urban Health. Each person prescribed Rose Vouchers receives up to £8 per week in vouchers, plus £2 per week for each household member.



Early evaluations revealed substantial health improvements:

- GP visits decreased by 48%
- 5 A Day intake increased for both individuals (23% to 71%) and households (40% to 79%)
- 86% reported improved health, and 57% experienced fewer colds
- The AT Beacon Project reported a 71% improvement in blood pressure for participants with initial hypertension.

Since the project launched:



**177** households avoided food poverty



**626** people accessed a healthier diet



**£67k** worth of fresh fruit and veg has been bought with Rose Vouchers on our Fruit & Veg on Prescription Project





## Contact us



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