



Alexandra Rose Charity

Southwark Rose Vouchers for Fruit & Veg Project
Overview October 2022

Project Overview

Alexandra Rose Charity has been running the Rose Vouchers for Fruit & Veg Project in the London Borough of Southwark since 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 vegetables in their communities.

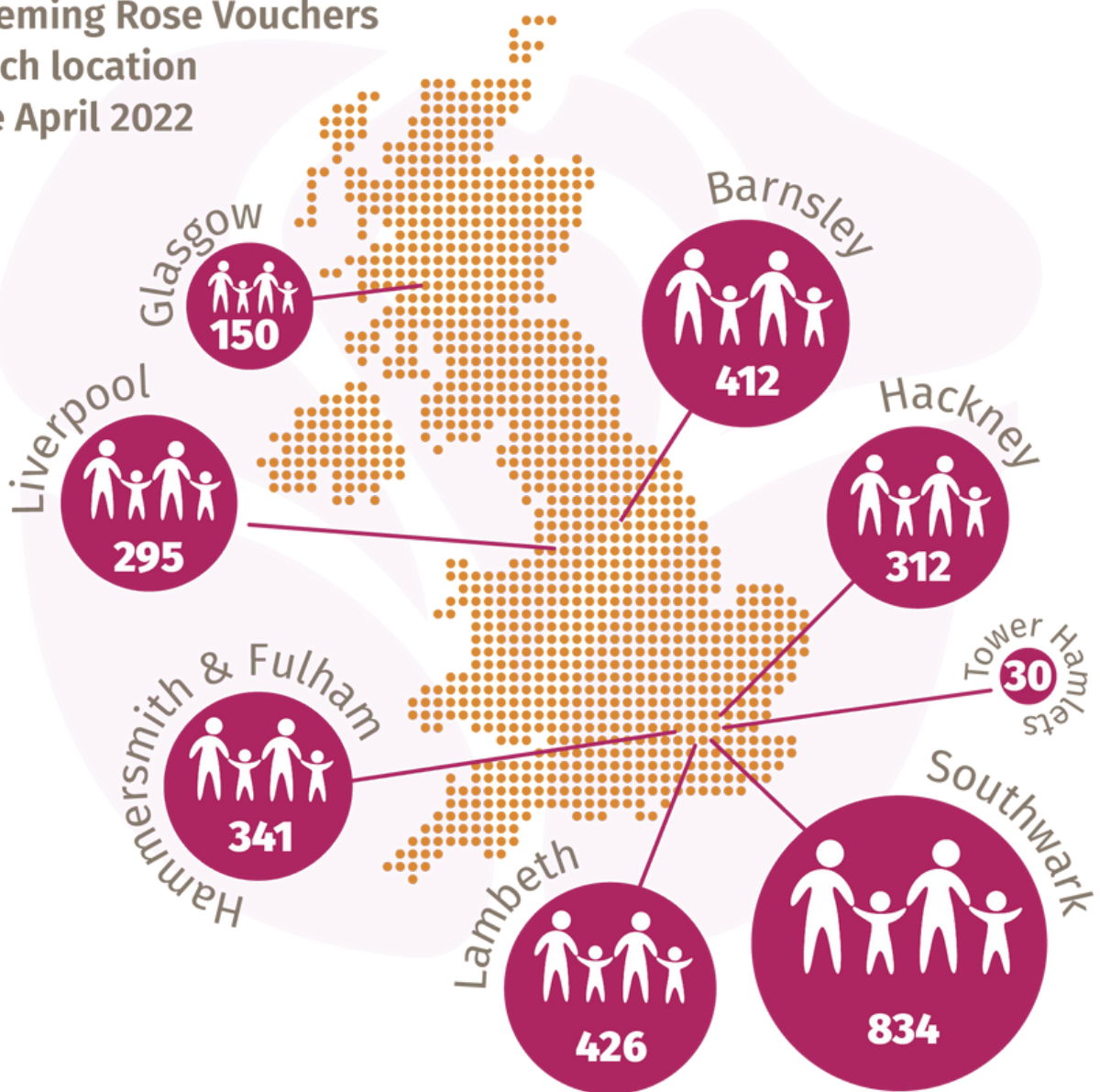
We do this through the Rose Vouchers for Fruit & Veg Project, partnering with local agencies and community-led organisations with a concern for vulnerable families, food insecurity, improved early years nutrition and local food economies. Our main focus is on families with pre-school children where the impact of an improved diet can be most significant.

Families and pregnant women receive vouchers that can only be redeemed for fresh fruit and vegetables at participating local markets, independent retailers and community food projects.

The model provides wider social impact by encouraging regular engagement with early years services, as well as benefiting local healthy food economies.



**Number of families
redeeming Rose Vouchers
in each location
since April 2022**

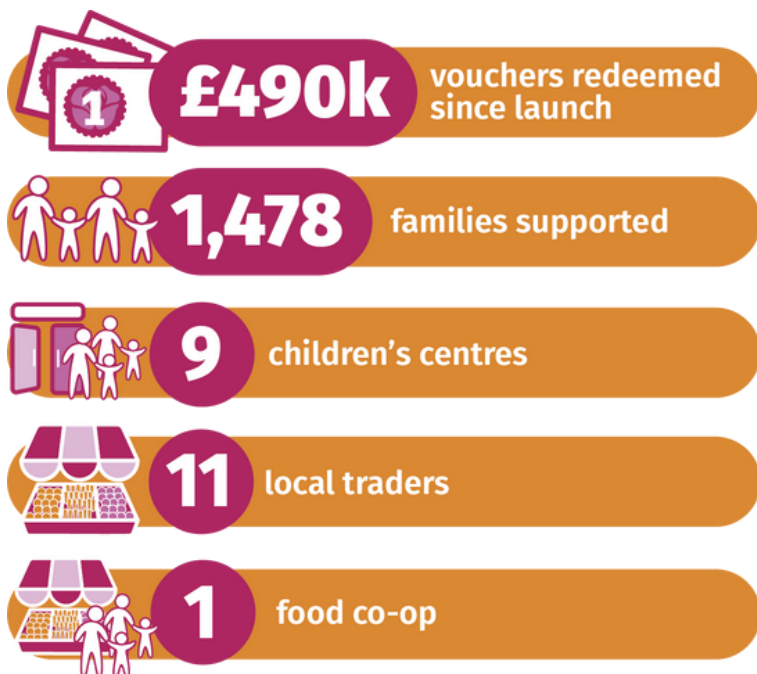


We launched our first pilots of the Rose Vouchers Project in Hackney in 2014. Since then we've expanded to five London Boroughs, and Liverpool, Barnsley & Glasgow.

In the last eight years, £1.53m worth of fresh fruit and veg has been bought with Rose Vouchers supporting 7,766 families, including 13,900 children, to access a healthy diet and avoid food poverty.

Impact in Southwark

This is a view of the impact the Rose Vouchers for Fruit & Veg Project has had in Southwark since the launch in May 2018.



Number of children benefiting from Rose Vouchers



88% of families in Southwark on the project identify as black, Asian, or minority ethnicity, with some families identifying as non-British white

23 different languages, to date, are spoken by families receiving Rose Vouchers, with half listing English as a second language

2 in 3 families are not receiving government support for increased nutritional access, for example, Healthy Start vouchers

1 in 4 families have no recourse to public funds

79% live in the top 10% most deprived areas of the UK (based on Income Deprivation Affecting Children Index 2019)

Children's Centres



Our partnership with 1st Place Children & Parents' Centre is a key part of the success of our project.

Our lead local delivery partner is 1st Place Children & Parents' Centre who oversee the smooth running of the project locally and manage the eight other distribution partners spread across North Walworth, Peckham, Camberwell Green, and Faraday.

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

70% of families have never been to the children's centre before joining the Rose Vouchers Project, demonstrating the power of Rose Vouchers to bring families through the door.

The Rose Vouchers are also the tool that keeps the families coming back to the centre, 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, the Rose Voucher Project and Volunteer Co-ordinator at 1st Place Children & Parents' Centre, *"Families are*

really pleased to be part of our Rose Vouchers Project, and often express how much they appreciate the difference it makes in terms of them being able to buy fruit and vegetables 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."



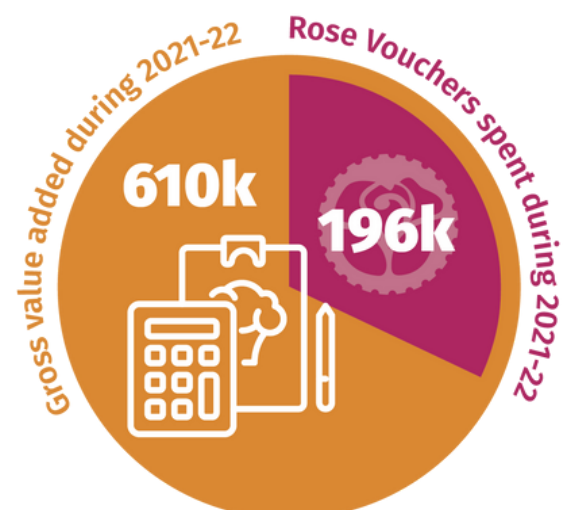
Economic Impact



In Spring 2022 we undertook an Economic Impact Assessment with market traders in Southwark. We engaged the social impact consultancy Envoy Partnership to review our voucher redemption and family numbers data, as well as conduct interviews with Southwark traders and 130 spending surveys with families in Southwark.

The findings from this research showed that over a period of one year (21/22 financial year) each £1 voucher was worth a further £2.11 to the local economy, £3.11 in total. This means that the vouchers are not only helping to address health inequalities, they are also supporting the economic vibrancy of the local community and supporting locally owned businesses at a time when trading conditions have been challenging.

Economic Impact of Southwark Rose Voucher Project 2021-2022

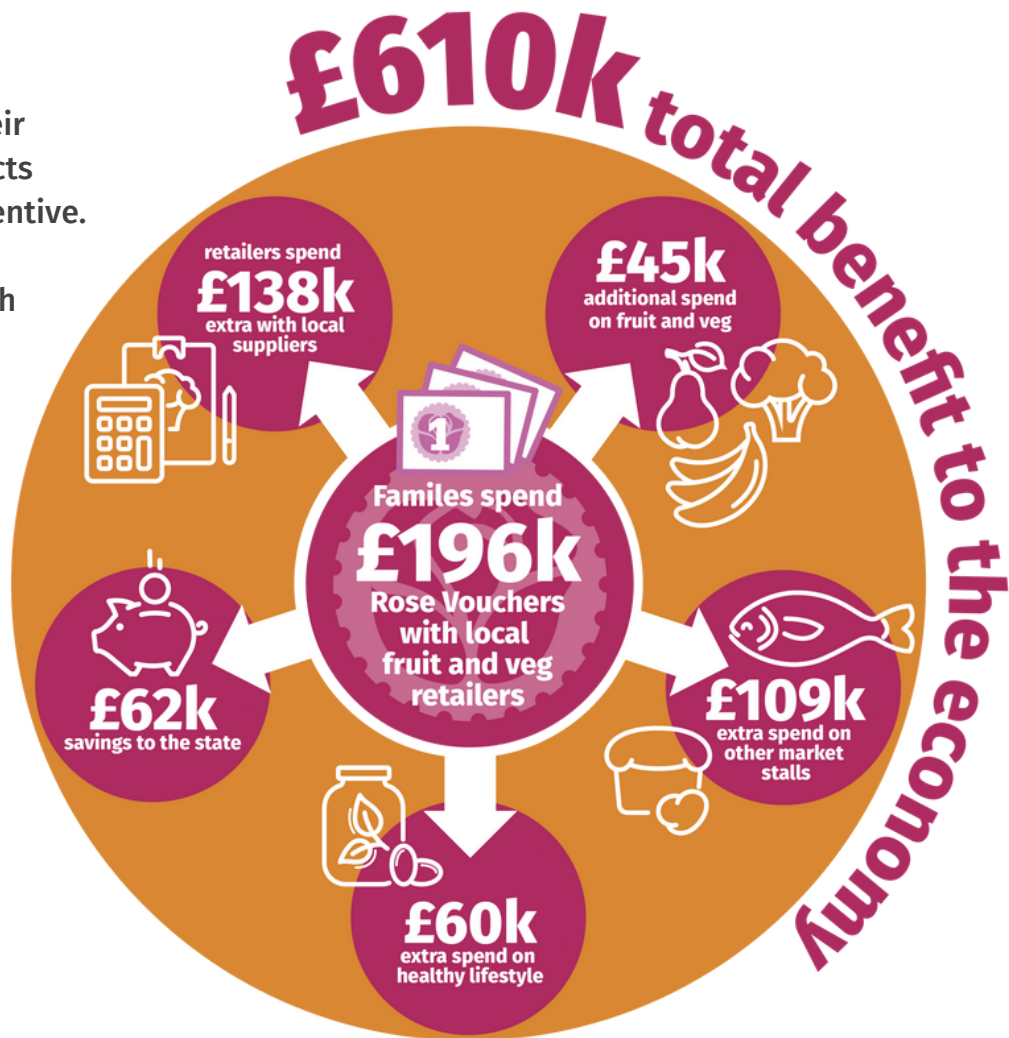


Economic Impact of Southwark Rose Voucher Project 2021-2022

Families in Southwark double their spend on healthy lifestyle products because of the Rose Voucher incentive.

This includes extra spend on fresh fruit and veg, and non-processed protein from local traders.

Families report investing more in vitamins and exercise classes too.



£1 Rose Voucher = £3.11

Since the project launch in 2018, Rose Vouchers have contributed £1.7m to the Southwark economy.

In 2022-2023, we are on track to contribute 860k into the Southwark economy, a 36% increase from 2021-22.

How Rose Vouchers help Fatima's family

"Rose Vouchers are a blessing. I don't have to worry about being able to afford fruit and veg."

"It's not easy right now. I had to give up my work, and my husband isn't around. It's really challenging because I have to live off benefits which I'm not used to. I've got to budget for everything, and I have to count every penny. I shop around for deals which really helps.

My electric bill has gone up, and I just recently tried to change the tariff, but they told me that they can't guarantee the price.

Rose Vouchers are a blessing. I don't have to worry about being able to afford fruit and veg. Having Rose Vouchers means I have that burden taken away from me, and I can just concentrate on everything else.

Now that I can't work because of my health, I don't have as much money as I had before. Rose Vouchers mean I can put healthy food on the table. They are benefitting so many people.

My children have food allergies, and I have to be so careful with what I'm buying. I want to go for the cheapest food but then I'm thinking what is in the ingredients, will it be ok for my children? Myself, I wanted to cut out gluten from my diet, but gluten-free food is so expensive, so I can't do that anymore.

At the market I can spend my vouchers on the Caribbean food I want, it really makes a difference. I'm lucky I have really friendly neighbours who sometimes cook for me and my children to help us.

I always tell the staff at the children's centre I really appreciate the Rose Vouchers."

Fatima, mum of four, Southwark



How Rose Vouchers help Susan's family

"I know I can give him fruit every day and it's such a relief."

"When I started weaning my youngest he had bad constipation. This was around the same time I started getting the vouchers, so I bought more fruit and made him some fresh orange juice. He drunk that down and almost straight away his bowels were better. I hadn't realised fruit and veg would make such a difference. Since that day he hasn't had any problems. Now he feeds himself and knows what fruit he wants.

At the market I can get more than at the supermarket. Whole bowls of fruit for £1. Before I had the vouchers I didn't have enough fruit and veg for everyone in my family, now I do. The Rose Vouchers are doing a lot in our home, giving me less anxiety and worry about where our food is going to come from.

Now I look forward to going shopping and being able to buy fruit and veg. I have changed our snacks from crisps to fruit, my older two boys are happy they can have the fruit they want, they like to have more than one piece at a time. I can also include fruit in their lunch boxes.

It's really great they've increased the amount of vouchers per child and included older siblings. Before I was getting vouchers for my 7 month old, but now I also have some vouchers for my 10 year old son, who loves fruit, so this makes a big difference.

The vouchers have also helped my niece to lose weight. We'd tried everything before that the Doctor and her school recommended, but having more fruit and veg at home has been the biggest help. We've been making lots of smoothies for breakfast, which is what has really made the difference for her. She's like a different child now. We've really introduced healthy food for the whole family.

There's not much to support families on low-incomes and the Rose Vouchers really make a big difference to poorer families. The vouchers have really helped us, I just want to say thank you."

Susan, mum from Southwark



Next steps



We are already in discussions with IOUH about continuation funding for next year. They have provided £1.2 million of funding since 2018 and are keen to continue to support the project in future years. However, they do want us to develop a plan that sees us less reliant on them for funding over the coming years. To that end, they would like us to adopt a model closer to the one we run in all our other Project areas where we expect 25 per cent of all voucher funding to come from local authority budgets.

In Southwark in 23/24 this would equate to approximately £100,000. This investment would help release a further direct investment of Rose Vouchers into the hands of families and onto high streets across the Borough of £300,000. With the wider community, social and health benefits of the project, this represents exceptionally good value for money.

Contact us



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