

## People want value for money when buying their food

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Some people consider bigger portions as better value for money.

### WHAT PEOPLE SAID...

“I want to be able to feed my family with this £2 portion of chicken and chips. I can't afford to pay more.”

Mum

## Young people go to places close to home or their schools

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Young people go to food outlets where their friends go, too. Proximity to school and price are important drivers.

### WHAT PEOPLE SAID...

“I always go to the same chicken shop. It’s where my mum drops me off for school. I go there with my friends.”

Boy, 14 years old

## Many local residents don't eat out

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They either can't afford it, or find it important to eat at home with their family.

### WHAT PEOPLE SAID...

"We don't eat out. We buy our produce here and cook it at home."

Dad

"I only come here to buy fresh produce. You can get buy unusual items like plantains here."

Customer

Children like  
choice and variety  
when they eat out

## WHAT PEOPLE SAID...

“I wish there was  
more choice on children’s  
menu!”

Local mum & children

## Healthy food is too expensive!

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People would like to buy healthier options on the high street, but find this too expensive.

### WHAT PEOPLE SAID...

“I can’t afford to buy a meal that costs nearly £10 per person for my four children.”

Mum

## People want healthy food that is affordable and tasty

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People would like to eat more healthily. They can't find, however, healthy options that are affordable and tasty.

### WHAT PEOPLE SAID...

"Healthy food is salad and veg."  
Girl, 9 years

"If healthy food options were affordable and tasty, I would prefer to buy that for my children."

Mum

"Why is there no brown rice available? So many people in this area have obesity and diabetes. We need more choice and healthier options."

Customer



# insights about the area

## Many shops attract a specific audience

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People tend to target specific shops for different purpose and don't venture to others. There are many shops from different cultures which have distinct customer groups.

### WHAT PEOPLE SAID...

"I get a lot of customers from the Caribbean community and I would like to attract more people from other communities."

Caribbean restaurant owner

"They don't advertise well. Only regulars come here."

Customer

## There's no place to go for young people after school

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They end up hanging out on the street with their friends.

### WHAT PEOPLE SAID...

“There's nowhere to go for my kids here. I wouldn't feel comfortable letting them out. It's not safe enough!”

Mum

## People feel the area is unsafe for children and young people

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West Green Road is part of a regeneration project which has improved safety. However, since a few months, incidences of crime and violence have increased.

### WHAT PEOPLE & BUSINESSES SAID...

"It's gotten better here since a few years. But, there is still anti-social behaviour on the street. And families don't feel safe."

Cafe owner

"I wouldn't let my children out alone on West Green Road. It's not safe enough. And there's no space for them here"

Mum



# insights from local business

## Businesses want to ensure their regular customers are happy

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Businesses have a strong sense of what their regular customers want and adapt their offers based on their needs.

### WHAT LOCAL BUSINESSES SAID...

"I would like to offer only healthy options, but I am not sure the market is ready for this."

Fried Chicken Shop Owner

"I want to change something! Customers come in and leave because they don't find my food healthy."

Cafe owner

## Healthier food costs more for businesses

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Local businesses are in a tough competition for customers on West Green Road and don't want to lose their customers by price increases.

### WHAT LOCAL BUSINESSES SAID...

"Healthier food costs more. I would like to offer this. But, I would have to raise the price and my customers wouldn't be happy about this."

Fried Chicken Shop Owner

Businesses think  
that children don't  
care about health

## WHAT LOCAL BUSINESSES SAID...

"Children only want fried food and chips. They don't care about healthy."

"Do people really want healthier meals? I don't think so. They want tasty food. That's it!"

"I don't eat the food I am selling here because it's unhealthy."

Fried Chicken Shop Owner



# insights from local business

## Businesses care about their customers' well-being

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Business owners who care about their own health are keen to offer healthier options to their customers, too.

### WHAT LOCAL BUSINESSES SAID...

"I educate my customers about the food they buy. I always strain the oil and bake meals instead of frying them."

Colombian market trader

## Businesses care about their communities

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Local businesses are emotionally invested in the area and want to contribute to their communities.

### WHAT LOCAL BUSINESSES SAID...

“For me it’s about strengthening our communities. I want to be part of this initiative to support the community!”

“People come here not only for food. They come here to talk about their issues and to connect”

Caribbean restaurant  
owner