

People know it's not healthy, but is easy, quick and cheap

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People want to buy food that is quick and convenient.

## WHAT PEOPLE SAID...

"I know healthy food is the best and it's good, but fast food is fast."

Boy, 14 years old

"McDonald's is quick, easy and convenient. It's not about food, we just want somewhere we can eat quickly and go to see a movie with our kids."

Parents

For some teenagers  
their motivation to  
eat healthy is based  
upon physical  
appearance

## WHAT PEOPLE SAID...

“I don’t eat those chips, I’m trying to lose weight so I go to the gym and play football everyday. I’m also trying to eat healthy.”

Boy, 15 years old

## People cook healthy meals at home but eating outside is a treat

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Parents think they can't control what their children eat when they are out and some children become resentful towards their parents if they say no to their children.

### WHAT PEOPLE SAID...

"I eat fish, vegetables and fruits at home. I ask my mum for these because they are healthy foods, but when I'm out I like to eat chicken and chips, I just like eating it!"

Girl, 7 years old

"When we eat out, it's a treat for us and kids. It's a special occasion, we let our kids to eat whatever they want. But we cook healthy meals at home."

Mum

## It's a social thing

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Take away chicken shops are full with kids and parents after school ends. Local teenagers hang out in front of chicken shops everyday after school.

### WHAT PEOPLE SAID...

"All my friends go to Taste More, everyone. We hang out there! I don't really want to eat chicken and chips but friends go so I end up going"

Boy, 14 years old

"Kids end up going to chicken shops because there is no place to hang-out."

Local resident

## Children like choice and variety when they eat out

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Parents think children's menus are often too simple when they eat out and wish there was more variety.

### WHAT PEOPLE SAID...

“It will be good if we have more flexible menus. Give an option in a children's menu, for example, you can choose the sweet corn option instead of chips.”

Mum

## Young people think healthy food is not tasty

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Healthy food doesn't seem to be attractive for them and young people like the taste of fried chicken and chips.

### WHAT PEOPLE SAID...

"I don't spend my money on vegetables!"

Girl, 15 years old

## People don't really know what's healthier

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Some people seem to have more understanding of what's healthier and how to cook differently to make their meals healthier.

### WHAT PEOPLE SAID...

"Custard is actually not that bad, it's better than other pastries. People don't really know this."

Mum

"Schools educate about healthy food nowadays. My son recently went to a trip to Tesco with his peers guided by his teacher. He asks about sugar when we eat now!"

Mum

## Businesses think that the children don't care about healthy

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Some businesses have a grilled chicken menu which is healthier, but children don't really order it.

### WHAT LOCAL BUSINESSES SAID...

“There was a healthy breakfast club that somebody set up at the primary school. They offered free healthy breakfast to students, but the kids didn't eat it. They like the rich bread and pastries like the traditional Portuguese breakfast. The organiser was so shocked that it didn't work.”

Shop owner

“I hide the sauce and the kids ask for it. Look at how much sauce they put in their chips. You can't not give it to them.”

Chicken shop owner

Many food shops are embedded in the local community as places where local people come to socialise as well as eat

## WHAT LOCAL BUSINESSES SAID...

“The café is like a community place, people come to hang-out. It’s a very community focused area.”

Cafe manager

“A lot of Brazilian people come here, it's their home”

Cafe owner

Businesses value their relationship with their regular customers and want to keep customers happy

## WHAT LOCAL BUSINESSES SAID...

"95% of our customers are happy and they come back. I always talk to them with a smile and get to know them personally."

Restaurant owner

"The Three Lions Cafe's food is very nice and very friendly staff. It's important that the staff is nice, then we go back there."

Customer

## It's not just about healthy, it's about giving options

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Some businesses have flexible menu options for children.

### WHAT LOCAL BUSINESSES SAID...

"Brazilian people love food and a wide variety of choice is very important for me when it comes to food."

Restaurant owner

"We have an option to make the portion size small for kids so they can choose any food they like from the menu."

Restaurant staff

Businesses think  
children like to eat  
what's familiar to  
them

## WHAT LOCAL BUSINESSES SAID...

“New customers always ask the differences between those two, but kids always go for the traditional version which is fried and filled with lots of cheese.”

Staff member of shop

“We have some vegetarian options including falafel wraps... but only adults tend to buy them, kids only buy chicken and chips.”

Fried chicken shop owner

Businesses think  
parents and schools  
need to be  
responsible for  
children's health

## WHAT LOCAL BUSINESSES SAID...

"I don't think the problem is high streets, it's parents mentality. Mentality needs to change from the parents in terms of healthy eating, parents often choose unhealthy options instead of healthy options in my shop! This is perhaps because of price, where the food is located, or they just don't think consciously."

Shop owner

People feel the area  
is unsafe for  
children and young  
people

## WHAT PEOPLE SAID...

“The area is not safe, there are some drug addicts. I don’t really like to hang out here.”

Girl, 19years old

“The area is not safe. That may be a reason why people don’t come here.”

Cafe owner

There is a sense that people feel the area is neglected

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People seem to be indifferent about the high street and they don't feel particularly connected to it. "It's a no man's land"

## WHAT PEOPLE SAID...

"Brixton down the road is quite nice and there are more cafes in Clapham North, but this area is quite empty, there isn't any healthy options either! Stockwell is in the middle of these nice places"

Local resident

"The Clapham road is really old and outdated area. We don't really like it, we might go there if there are cool modern food shops like Leon or Burger King"

Boy, 15 years old



# insights about the area

## There is not enough choice in food around this area

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People seem to go to takeaway chicken shops because there is no healthier choice.

### WHAT PEOPLE SAID...

"Something like an open salad bar, we need it in this area, there is no healthy shop."

"If there are more nice cafes like Jack's cafe on the main high streets, that would be great."

Mum

"This area needs more places that you can get quick takeaway healthy meals."

Youth club manager



# insights about the area

People think something nice needs to happen on the high street

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Regeneration is perceived as an opportunity.

## WHAT PEOPLE SAID...

“What could be quite nice is another Brixton pop up area, market, or outdoor place, where people can eat here, I’m sure more people will come to the area!”

Mum

“There is no real social space in this area. The road next to the station is recently re-fashioned and it's very nice but something can go in the area.”

Youth club manager

The high street shops need to be more visible from outside and have nice atmosphere

## WHAT PEOPLE SAID...

"I never go to the food shops on Clapham road because they look dark from outside and I don't really know what it will be like inside."

"It's important that those shops look bright and fresh from outside. It doesn't have to be healthy, I never look for healthy food when I'm out, the environmental factors are more important."

Mum



# insights about the area

There is a strong sense of community in the area

## WHAT PEOPLE SAID...

“People think Stockwell is not nice, but it’s not true. The real Stockwell is a community of a lot of international people and they are really nice and friendly. A lot of portuguese people live here, they know how to help each other!”

Local resident