GCU Glasgow Caledonian University

SPIRU SCOTTISH POVERTY & INEQUALITY RESEARCH UNIT

New solutions to old problems?

Appraising the prospects for a social supermarket in South West Glasgow

July 2021

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In particular, we thank the local residents who completed the survey and the seventeen local residents who agreed to be interviewed by the research team.

Main Messages

What is the background to the research and this report?

- ***Threehills Supermarket***. Threehills Social supermarket – a new initiative of Feeding Britain/Good Food Scotland – aims to provide a sustainable and long-term solution to food insecurity in South West Glasgow. It aims to provide access to affordable, nutritious food, offering dignity with choice in a supermarket environment. Supplementary services will include an advice hub and a community café.
- ***SPIRU Research.*** The Scottish Poverty and Inequality Research Unit of Glasgow Caledonian University was asked to conduct research in South West Glasgow to better understand community members' experiences, needs and views in relation to food shopping. The research uses resource from its innovative *Work Placement* module, whereby BA Social Sciences degree level students are trained as SPIRU Student Researchers, working throughout under the direct supervision of Professor John McKendrick.

What did we do?

- ***Rapid Review of Key Literature***. We undertook a rapid review of key literature, critically appraising 32 academic articles to ensure that this research was informed by previous research on food insecurity, alternative models such as food banks, pantries and larders, and social supermarkets.
- ***Canvassed the opinions of residents.*** We administered a survey with residents of South West Glasgow – 247 members of the community shared their views and experiences of food shopping and food insecurity.
- ***Conducted in-depth interviews with some survey respondents.*** We conducted 17 follow-up interviews to gain a deeper understanding of the experiences of accessing and buying food in South West Glasgow.

Here, we present recommendations and summarise the key findings under six headings.

What did we know about food insecurity in Scotland at the outset?

- ***Emergence of food insecurity.*** Over the last decade, there has been growing awareness of the problem of food insecurity in the UK.
- ***Austerity and in-work poverty.*** Poverty continues to blight the lives of many households in the UK. Over the last decade, measures to manage Austerity (such as Welfare Reform) have intensified the poverty experienced by many of the UK's most vulnerable citizens. The proportion of citizens experiencing in-work poverty has increased over the last decade.

- ***Foodbanks and their alternatives.*** The number of foodbanks in the UK increased over the last decade. However, in recent years, there has been growing interest in alternative means of tackling food security. It is often argued that these are more dignified solutions to food insecurity, and include pantries, larders and social supermarkets.
- ***Hidden food insecurity***. Only a small percentage of those experiencing food insecurity use emergency food provision.
- ***Scale of food insecurity in Scotland.*** The Scottish Government estimates that 9% of households in Scotland have worried – on account of having insufficient income or other resources - over their ability to provide food, 6% have ate less, and 3% of ran out of food at some time over the last twelve months. These estimates of food insecurity has been broadly stable for the last three years.
- ***Rising food insecurity among the most vulnerable***. The Trussell Trust (2021) reports an increase of 33% in the number of food parcels provided via their foodbank network in the last year.
- ***Local, national and community action***. A range of initiatives aim to tackle food security at national (Scottish Government), local (local authority) and community levels across Scotland.

What did we know about larders, pantries and food banks at the outset?

- ***Research intelligence.*** Most research and commentary has focused on foodbanks, as opposed to larders, pantries or social supermarkets.
- ***Tackling food waste***. Food larders, pantries and foodbanks prevent food waste by utilising produce that otherwise may be sent to landfill.
- ***Crisis support.*** Foodbanks have provided a vital service in tackling situations in which households are struggling to access food. Foodbanks often function by referral and have wraparound services to offer support to clients.
- ***Larders.*** Larders are lauded for their community focus and that access does not require referral.
- ***Quality and security.*** Although these provisions are valued for tackling food security, some commentary has been critical with regard to their potential for ensuring that clients access a quality diet of nutritious food.

What did we know about social supermarkets at the outset?

- ***Limited evidence base***. There is a limited evidence base to appraise the impact of social supermarkets. Much of the existing evidence is drawn from beyond the UK, which may also reflect the limited number of social supermarkets operating in the UK.
- ***Multiple models***. Across Europe, what are described as social supermarkets, includes a wide range of additional provision.
- ***Community benefits***. Although the additional offers may be diverse, the hallmark of social supermarkets is the focus on wider community benefits. These benefits pervade all aspects of operation.

- ***Changing public perception.*** It has been contended that social supermarkets have the potential to re-shape public perceptions of food insecurity, encouraging more empathetic attitudes toward users.
- ***Dignity.*** The community orientation, and model of access, are considered to be successful in delivering a dignified approach to tackling food insecurity.
- ***Viability.*** Some studies has expressed concern over the viability and financial models under which social supermarkets offered, leading to uncertainty over their longer-term sustainability.

How do citizens shop for food in South West Glasgow?

- ***Going to the shops***. Although home delivery services and click and collect are used by a significant minority, 90% report going to the shops for food shopping. Lone adult households are more likely than others to use home delivery services.
- ***No dominant supermarket in Threehills.*** No single supermarket currently dominates the market in Threehills. Significant numbers visit Sainsbury's at Darnley, Lidl in Nitshill and Tesco at Silverburn.
- ***Multiple shops are visited for food***. Almost two thirds of respondents visit either one or two different shops when shopping for food and over one third visit three shops or more.
- ***Car is king***. Almost two thirds of participants use a private vehicle to access food shops; those without access to a car find it more difficult to access a range of shops. On the other hand, more of the most disadvantaged walk or travel by public transport.
- ***Irregular patterns of family shopping.*** Who goes food shopping varies from week-to-week in many households, with everyone going shopping being reported in a minority of households. Many of those who do not going food shopping still contribute to the family decision-making of what to buy.
- ***Weekly spend.*** The sums spend on food and non-alcoholic drinks varies greatly. Only a very small minority of households report spending less than £20 per week on food, while one in seven report spending £100 per week or more. The key determinant of spend is household size, rather than socio-economic circumstance.
- ***Cafes and food shopping.*** Visiting a café is a regular feature of the food shop for a minority and an occasional aspect for many households. There was no social patterning to the likelihood of visiting a café.
- ***Choosing where to shop for food.*** Cost was the most commonly cited reason that influenced the decision where to shop, although the quality of produce was also mentioned by many. Other importance considerations were accessibility of the store and the extent to which the store facilitated choice.

What are citizens' experience of food insecurity in South West Glasgow?

- ***High levels of food insecurity.*** Levels of food insecurity in South West Glasgow are not only higher than the Scottish average; they are also higher than levels typically reported for deprived areas in Scotland – in the last 12 months, 37% worried over running out of food, 29% ate less and 12% ran out of food.
- ***The most disadvantaged are much more likely to encounter food insecurity***. Although this is predictable, the levels of food insecurity among the most disadvantaged are striking. Households without full-time work and those currently experiencing poverty are much more likely to report food insecurity. For example, among households currently living in poverty, 91% reported worries, 83% ate less and 45% ran out of food at some point in the last 12 months.
- ***Food insecurity is also present among a minority of those groups who are thought not to be disadvantaged.*** Although food insecurity is much less prevalent among these groups, it is far from absent. For example, among households with full-time work, 18% reported worries, 20% ate less and 4% ran out of food at some point in the last 12 months.
- ***Food insecurity is prevalent in Threehills neighbourhoods.*** Among those living in one of the Threehills neighbourhoods, 70% reported worries, 65% ate less and 19% ran out of food at some point in the last 12 months.
- ***Informal sources of food support and more widely used than formal sources.*** Although the majority had not used food assistance in the last twelve months, among those who had, drawing on the 'informal' support of neighbours, friends and family was much more common that 'formal' sources, such as pantries, larders or food banks.
- ***Food support is more likely to be used by the most disadvantaged.*** Once more, although entirely predictable, the differences are quite marked. For example, 68% of those currently experiencing poverty reported using informal sources of food support, compared to 10% of those who had never experienced poverty.
- ***Difficulties are not limited to accessing food.*** The majority reported some difficulty in meeting payments for non-food goods and services over the last 12 months, with one-quarter reporting difficulties with three or more goods and services. As would be expected, more problems were reported by the most disadvantaged.

What do citizens of South West Glasgow think about a social supermarket in their area?

- ***Likely to use.*** Three quarters of survey respondents indicated that they were at least "likely" to use a social supermarket. The majority of the remainder were neutral, with few indicating that this was unlikely. As might be expected, the strongest expressions of interest were from those currently experiencing poverty and also those from households in which someone has a disability or endures a long-term limiting illness.
- ***Likely to benefit***. The vast majority of survey respondents considered that 'quite a lot' of people from their neighbourhood would benefit. As might be expected, the strongest expressions of interest were from those currently experiencing poverty, those living in deprived areas, and those who themselves self-reported that they were more likely to visit.
- ***Likely to shop on Nitshill Road***. The majority of survey respondents indicated that they were at least likely to shop on Nitshill Road should a supermarket meet their needs. As might be expected those from the Threehills neighbourhoods were particularly likely to indicate that they would shop there. Those currently experiencing poverty were also more likely to express a strong opinion on the likelihood of shopping on Nitshill Road.

What needs to happen now?

- ***Social Positioning.*** Those from more affluent neighbourhoods in South West Glasgow are not averse to shopping in budget supermarkets. There may be a market here, should Threehills seek patronage across the social spectrum.
- ***Clarify the offer - marketing and raising awareness.*** There was much uncertainty over what the Threehills social supermarket would offer and who it was permitted to use it.
- ***Plan for transport***. There is both a need to facilitate the majority of households who report using private cars to access food shopping, and the key minority who are reliant on public transport or walking (and potentially) cycling to access their food shop.

1. Introduction: food insecurity in Scotland

" … a lot of people don't like to use foodbanks. … there's a social stigma to them "
(Female, 50-59, Not Working, Priesthill/Darnley, G53)

" … I wouldn't use a foodbank, but I would use a social shop. "
(Female, 50-59, Not Working, Priesthill, G53)

1.1 – Introduction

This introduction comprises three parts – an introduction to food insecurity in Scotland (1.2), an introduction to social supermarkets and other modes of tackling food insecurity (1.3) and an introduction to this research project (1.4).

1.2 - Food insecurity in Scotland?

1.2.1 – What is food insecurity?

Food insecurity can be defined as running out of food due to a lack of money or other resources.[1]

1.2.2 – How is food insecurity measured?

The United Nations use the eight-item Food Insecurity Experiences Scale (FIES) to measure the severity of food insecurity, which then positions those experiencing food insecurity on a scale ranging from mild food insecurity to severe food insecurity[2]. It is also used to estimate the proportion of the population experiencing moderate or severe food insecurity, which has been adopted as SDG indicator 2.1.2. FIAS asks people directly about their experience of food insecurity; since 2014 it has been used to measure food insecurity among the adult population in over 140 countries.

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1 It should be acknowledged that there are other ways of conceptualizing food (in)security. For a useful review of some of the key ideas, refer to Food Source (2018) What is Food Security? [online]. FCRNfoodsource/ (viewed 3 May 2021). Available from: https://foodsource.org.uk/building-blocks/what-food-security

2 FOOD AND AGRICULTURAL ORGANIZATION OF THE UNITED NATIONS (n.d.) *The Food Insecurity Experience Scale: Measuring Food insecurity Through People's Experiences.* [online]. FAO: Geneva. (viewed 3 May 2021). Available from: http://www.fao.org/3/a-i7835e.pdf

The Scottish Government uses three items from the FIES to measure food insecurity in Scotland, framing the questions over the last twelve months and only asking the latter two questions, if the answer to the first questions affirms worry.

Since 2017, the Scottish Health Survey[3] has asked a representative sample of adults in Scotland if, during the last 12 months, was there a time when:

- *You were worried you would run out of food because of a lack of money or other resources?*
- *You ate less than you thought you should because of a lack of money or other resources?*
- *Your household ran out of food because of lack of money or other resources?*

The first indicator provides a headline estimate of food insecurity in Scotland.

1.2.3 – What is the scale of the problem in Scotland?

Almost one in ten adults in Scotland (9%) reported that they had been worried about running out of food because of a lack of money or resources at some point in the last year. This figure did not differ significantly over the 3 years this has been measured (8% in 2017)[4]. Nearly one in three single parents reported they had been worried about running out of food in the last twelve months (31%). Additionally, 6% of all adults reported that they had eaten less than they should because of a lack of resources, while 4% said that they had run out of food altogether.

1.2.4 – What impact has the COVID-19 crisis had on food insecurity in Scotland?

The COVID-19 crisis has exacerbated already vast social and economic inequalities, including leading to increases in food insecurity and the demand for emergency food support[5]. Many people who were just coping financially have been pushed into poverty, and the long-term impact of the pandemic has been predicted to lead to an increase in poverty and food insecurity.[6] A representative survey by Food Standards Scotland in May 2020 found that a

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3 SCOTTISH GOVERNMENT (2020). Welcome to the Scottish Health Survey. [online]. Scottish Government: Edinburgh. (viewed 3 May 2021). Available from: https://www.gov.scot/collections/scottish-health-survey/

4 SCOTTISH GOVERNMENT (2020) *The Scottish Health Survey. 2019 Edition. Volume 1. Main Report.* [online]. Edinburgh: Scottish Government. [viewed 3 May 2021). Available from: https://www.gov.scot/publications/scottish-health-survey-2019-volume-1-main-report/pages/9/

5 MCKENDRICK, J.H. AND CAMPBELL, C. (2020) *Local action in Scotland to tackle food insecurity during the coronavirus crisis.* Glasgow: SPIRU. Available at: https://povertyinequality.scot/wp-content/uploads/2020/06/Food-insecurity-SPIRU-final-report-June.pdf

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quarter of respondents were either very worried or somewhat worried about their household not being able to afford food in the next month[7].

In October 2020, two United Nations Special Rapporteurs sent a joint communication[8] to the UK Government to highlight human rights concerns in relation to the "deepening level of food insecurity among low- income households, particularly families with children, and the lack of comprehensive measures to ensure their access to adequate food". In response, the Scottish Government published a statement[9] to outline action Scotland is taking to tackle food insecurity. The statement recognises the impact of the pandemic on food insecurity – including highlighting £130million spent to target food insecurity – and outlines a commitment to addressing food insecurity beyond the pandemic.

1.2.5 – What is the Scottish Government's approach to tackling food insecurity?

Reducing food insecurity is one of the ways in which the Scottish Government measures whether or not "Scotland Performs". In July 2018, food insecurity was added to the list of (now 81) Indicators that work toward achieving the eleven National Outcomes which comprise Scotland's National Performance Framework. With the status of a national indicator, the Scottish Government is committed to measuring whether Scotland is making progress in tackling food insecurity and – together with local government, businesses, voluntary organisations and people living in Scotland – to taking action to make this happen. Food insecurity is one of seven indicators that together enable Scotland to appraise whether progress is being made toward tackling poverty by sharing opportunities, wealth and power more equally.

1.2.6 – What is the City of Glasgow's approach to tackling food insecurity?

The Glasgow City Food Plan[10] was launched in June 2021, presenting a ten-year plan to develop Glasgow's food system. The plan is built around six themes, two of which are plans to develop community food, and tackle food poverty. The implementation plan articles short-term actions (within 2 years) and medium-term actions (within 5 years). Seventy-six specific actions are specified, including understanding current levels of food insecurity (action 1), enhance easy access to affordable, fresh food in local communities and learn from the variety of support models being implemented and tested across Glasgow (action 9), and ensure sustainable solutions to food insecurity models of support (action 10).

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7 FOOD STANDARDS SCOTLAND (2020) *Covid-19 Consumer Tracker. Wave 3: July 2020.* [online] [viewed 6 May 2021] Available at: https://www.foodstandards.gov.scot/downloads/FSS_Covid-19_Consumer_Tracker_-_Wave_3,_July_2020_-_Scottish_Results_Slides_FOR_PUBLISHING.pdf

8 DE SCHUTTER, O., & FAKHRI, M., 2020, title? [online] [viewed 6 May 2021] Geneva: United Nations. Available at: https://spcommreports.ohchr.org/TMResultsBase/DownLoadPublicCommunicationFile?gId=25477

9 SCOTTISH GOVERNMENT (2021) *Food Insecurity and Poverty.* Edinburgh: Scottish Government. Available at: https://www.gov.scot/binaries/content/documents/govscot/publications/progress-report/2021/02/scottish-government-response-un-food-insecurity-poverty/documents/food-insecurity-poverty/food-insecurity-poverty/govscot%3Adocument/food-insecurity-poverty.pdf

10 GLASGOW FOOD POLICY PARTNERSHIP (2021) *Glasgow City Food Plan 2021 to 2031.* Glasgow. Available at: https://www.gcph.co.uk/assets/0000/8206/FINAL_GLASGOW_CITY_FOOD_PLAN__June_2021_.pdf

1.3 – Introduction to Social supermarkets

1.3.1 - What is a Social supermarket?

Social supermarkets operate as affordable supermarkets, supplying subsidised food in a typical supermarket environment. The core supply is often drawn from surplus food stock. They are often presented as community hubs, sometimes offering a café facility and advice facilities, and are typically organised on a not-for-profit basis by social enterprises. In this report, we refer to social supermarkets. Elsewhere, they are also known as social supermarkets.

1.3.2 – How Does a Social supermarket Compare to Other Modes of Tackling Food Insecurity?

There are many ways through which citizens access food for consumption in the home. These alternatives share similarities with social supermarkets, although as Table 1.1 highlights there are key differences.

Table 1.1. Social supermarkets and alternative modes of provision

Type of provision	Defining feature	Key difference/s to social supermarket
Commercial Supermarket	Provision of a wide range of foodstuffs, and household wares in larger stores	Larger range of foodstuffs. More regularity in provision of foodstuffs. Sale of household/lifestyle wares.
Food larder	Donated food for self-collection	Much narrower range of foodstuffs. Less regular provision. Often no interaction at point of collection.
Food pantry	Membership-based provision for which members receive food worth more than they pay.	Comparable in many respects. Narrower range of foodstuffs. Fixed sum paid every visit.
Foodbank	Emergency food supply. Access is often by referral.	Meets provision in crisis. Not intended to provide regular supply.

1.3.3 - Introduction to the Threehills Social supermarket

The Threehills Social supermarket[11] has been initiated by Feeding Britain[12]. The objective is to open Scotland's first social supermarket in 2021 in Nitshill, South West Glasgow. The facility would primarily serve people in the surrounding neighbourhoods (Nitshill, South Nitshill and Priesthill), the Greater Pollok area, and residents of the Rosehill Housing Association. It aims to provide an advice hub and café, alongside the social supermarket.

[11] For more information, visit: https://www.threehillsglasgow.org/

[12] For more information, visit: https://feedingbritain.org/

1.4 – Introduction to this Research Project

1.4.1 - Project Steering Group and SPIRU Research Team

Feeding Britain invited the Scottish Poverty and Inequality Research Unit (SPIRU) to provide research support in this project. The project steering group comprised Kevin Simpson, Pauline Gilgallon (Feeding Britain) and Professor McKendrick (SPIRU). Several video calls were convened over the course of the project. A team of sixteen SPIRU Student Researchers worked on this project under the guidance of Professor McKendrick from January 2021 – May 2021, with two SPIRU Researchers providing support throughout. This report is a collective effort, co-authored by all nineteen SPIRU researchers.

1.4.2 – Introduction to Case Study Community

The case study community is profiled in detail in section 2.5 of this report. By way of introduction, the work is focused on three neighbourhoods (Nitshill, South Nitshill and Priesthill), which lie in the southern end of the Greater Pollok area in South West Glasgow. The area of interest extends to the whole of the G53 postcode area, and part of the G46 postcode area (G46 8) that lies to the east of the M77 motorway.

1.4.3 - The Aim of This Report

The report seeks to inform the development of the Threehills Social supermarket. Specifically, it aims:

- To estimate the extent of food insecurity in the Threehills catchment area;
- To describe patterns of household food shopping in the Threehills catchment area;
- To capture an understanding of social supermarkets among those living in the Threehills catchment area;
- To specify design considerations for Threehills Social supermarket .

1.4.4 - The Structure of This Report

After this introduction, this report is organised into six further sections:

- The Research Journey (Section 2)
- What Do We Know About Food Insecurity and Social Supermarkets? A rapid review of the key literature (Section 3)
- Shopping for Food in South West Glasgow (Section 4)
- On Social Supermarkets (Section 5)
- On Food Insecurity in South West Glasgow (Section 6)
- What Next: Some Concluding Thoughts (Section 7)

Furthermore, there are three Annexes at the end of the report:

- Survey Schedule (Annex 1)
- Interview Schedule (Annex 2)
- Papers Reviewed in the Rapid Literature Review (Annex 3)

2. This Research Journey

" I am hoping that through doing market research and research like this you'd have enough data to say that right okay, this person might use it for this thing, this person might use it for this thing."

(Female, 30-39, Working part-time, Darnley, G53)

" it's a weird mix around here, we have very affluent a stone throw away, but we also have people who are in fuel poverty and in poverty across the road, so it's … a weird mix here."

(Male, 30-39, Working full-time, Jenny Lind, G46)

2.1 – Introduction

In this section, we describe our approach to the research, describing the background to the study (2.2), research team (2.3) ethical considerations (2.4), case study community (2.5), research strategy (2.6) and each of constituent parts (the survey in 2.7 and the interviews in 2.8) and limitations of our work (2.9), before concluding on the utility of this research (2.10).

2.2 – Research Design: An Evolving Process

SPIRU was presented with a broad research brief, with the only stipulation being that the research informed the development of the Threehills Social supermarket. SPIRU recast this broad goal into specific Research Aims, which were approved by Kevin Simpson on behalf of Feeding Britain.

It was agreed to administer a household survey, in advance of a smaller number of in-depth interviews. The initial plan was to administer the household survey in the field, with households being approached by trained Student Researchers on the doorstep and invited to complete the survey in either interview format, or self-completion format for collection at a later date. SPIRU would have adopted a systematic approach to sampling using area's address list as the sampling frame, and approaching every tenth household to ensure an adequate sample size, drawn from a representative coverage of the catchment area. Those completing the survey were to be asked to consider participating in a follow-on interview.

From the outset, it became clear that a doorstep survey would be impractical and unethical on public health grounds. Therefore, it was resolved to administer an online survey. Interviewees could still be drawn from survey respondents.

Research preparation involved (i) reviewing key academic literature on social supermarkets and other forms of emergency food provision; (ii) mapping providers of food and drink in the G53, G52 and G46 postcode sectors of Glasgow; (iii) identifying local social media groups and pages; and (iv) identifying the number of households in the G53, G52 and G46 postcode areas that had a landline telephone number (a listing in the BT online directory).

Professor McKendrick drafted the online survey, which was revised following review by the Student Researchers, SPIRU Researchers (Clara Pirie and Sebastian Stettin) and Feeding Britain. Likewise, the interview schedule was developed in the same manner.

The survey was launched on March 7th, and closed on April 5th. The first interview was conducted on March 24th and the last administered on May 4th. Data processing, quality assurance and analysis was undertaken, with the report drafted during May and June. This first draft presented to Threehills Social supermarket on June 29th. Following minor revision, the final report was published on TBC.

2.3 – SPIRU Research Team and Quality Assurance

Professor McKendrick, an experienced social researcher and Director of SPIRU, led this research. This research is part of Glasgow Caledonian University's commitment to the 'common good'[13] in that it provides a local 'good cause' with expert research support at no-cost, in return affording opportunities for GCU social science students to acquire practical experience as social researchers.

Degree levels students on the BA Social Sciences degree programme have the option of presenting for *Work Placement: Scottish Poverty and Inequality Research Unit*, in their third year of study.[14] As student researchers, they work together as a research team, but directly under the guidance of Professor McKendrick, to complete a social research project. The students attend a weekly Team Briefing at which they are trained, briefed and debriefed by Professor McKendrick to enable them to make an effective contribution to each stage of the research. Professor McKendrick provides quality assurance, supported by SPIRU researchers (Clara Pirie and Sebastian Stettin) and, as necessary by the wider research community at GCU.

2.4 – Ethics

The research has adhered to the well-established Ethical Protocols that govern social research.[15]

[13] GLASGOW CALEDONIAN UNIVERSITY, n.d. *Common Good* [online]. [viewed 05 August 2020]. Available at: https://www.gcu.ac.uk/theuniversity/commongood/

[14] For more information, visit: https://www.gcu.ac.uk/study/modules/info/?Module=M3L325159

[15] ECONOMIC AND SOCIAL RESEARCH COUNCIL, n.d. *Research Ethics,* [online] [viewed 05 August 2020]. Available at: https://esrc.ukri.org/funding/guidance-for-applicants/research-ethics/

SOCIAL RESEARCH ASSOCIATION, 2003, Ethical Guidelines, (viewed 05 August 2020]. Available at: https://the-sra.org.uk/SRA/Ethics/Research-ethics-guidance/SRA/Ethics/Research-Ethics-Guidance.aspx?hkey=5e809828-fb49-42be-a17e-c95d6cc72da1

The Department of Social Sciences Ethics Committee approved the research, in advance of fieldwork, in January 2021.

At each stage of the research, Student Researchers were briefed in advance of each stage in relation to pertinent issues concerning research ethics and research quality. Student researchers were debriefed after task completion. Personal reflective diaries (shared between the student researcher and Professor McKendrick) were used as a means to engage individual researchers on matters that were deemed inappropriate to address at the whole Team Briefings. If necessary, follow-on video calls were arranged to discuss key issues in more detail. More generally, an open and collegiate environment was engendered in which all members of the research team were freely able to raise matters of interest and concern.

Participation was with informed consent of participants, with fieldwork conducted remotely in a manner that protected public health (minimising unnecessary contact during the Covid-19 pandemic) and aimed to minimise intrusion and avoid discomfort. Student Researchers were mindful of their role, and were aware of their responsibilities.

All research data have been stored securely, in accordance with established protocols. Data are not attributed to individuals in this report.

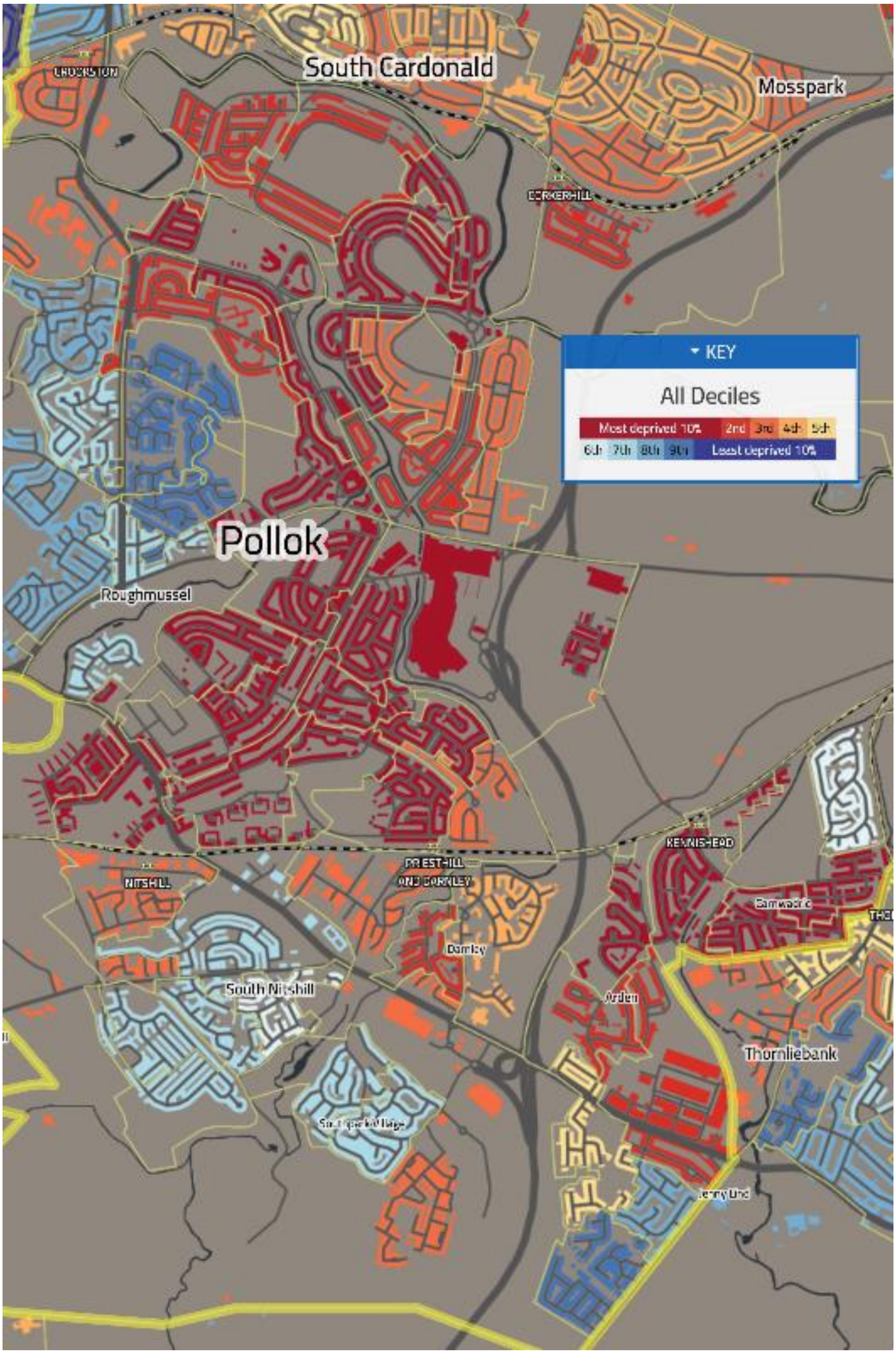
2.5 – Case Study Community

As the name suggests, Threehills Social supermarket aims to meet the needs of those living in Priesthill, Nitshill and South Nitshill. These three neighbourhoods are located on the south side of Greater Pollok in South West Glasgow in the G53 postcode area. These neighbourhoods have been associated with high levels of poverty and deprivation for many years, being ever-present on 'most deprived area' lists, since the mapping of Areas of Priority Treatment by Strathclyde Regional Council, back in 1990.[16] According to the latest iteration of the Scottish Index of Multiple Deprivation (Figure 2.1), most data zones in these areas are among the 10% Most Deprived Areas in Scotland,

On the other hand, there has been significant investment in the wider area, with the introduction of the M77 motorway, Silverburn Shopping Centre, and Darnley retail park and the establishment of new neighbourhood communities in Jenny Lind, Southpark Village, Parkhouse, Sycamore Park and Cowglen. These newer neighbourhoods share more similarities with the more affluent communities of Roughmussel and Crookston, to the north of 'Threehills'. On the other hand, the Threehills neighbourhoods share a similar history and profile to those in the rest of Greater Pollok (Corkerhill, Househillwood, Darnley) and the nearby neighbourhoods of Arden and Carnwadric. Figure 2.2 gives an indication of the typical built environment/landscape in each of these neighbourhoods.

[16] STRATHCLYDE REGIONAL COUNCIL (1990) *1987 Voluntary Population Survey: Population and Household Profiles: Areas for Priority Treatment.* Glasgow: SRC.

Figure 2.1: Scottish Index of Multiple Deprivation (2020) Classification of Datazones in South West Glasgow[17]



[17] Image sourced from SIMD Online at: https://simd.scot/#/simd2020/BTTTFTT/14/-4.3650/55.8207/

Figure 2.2: Typical Landscape/Built Environment in the Case Study Community

Nitshill[18]	**South Nitshill[19]**	**Priesthill[20]**	**Darnley[21]**
			
Corkerhill[22]	**Househillwood[23]**	**Pollok (Greater)[24]**	**Arden[25]**
			

18 Author's own original image

19 Author's own original image

20 Image sourced from: https://commons.wikimedia.org/wiki/File:Peat_Road,_Priesthill_(geograph_3413631).jpg

21 Image sourced from: https://commons.wikimedia.org/wiki/File:Flats_on_Glen_Clunie_Place_(geograph_5844286).jpg

22 Image sourced from: https://www.geograph.org.uk/photo/1084296

23 Image sourced from: https://commons.wikimedia.org/wiki/File:Househillwood_Road_(geograph_5413446).jpg

24 Image sourced from: https://www.geograph.org.uk/photo/1319683

25 Image sourced from: https://britishplacenames.uk/arden-glasgow-city-ns540595/photos/56152#.YMd426hKiUk

Crookston[26]	Roughmussel[27]	Southpark Village[28]	Cowglen[29]
			
Sycamore Park[30]	**Jenny Lind[31]**	**Darnley Retail Park[32]**	**Silverburn[33]**
			

26 Author's own original image

27 Author's own original image

28 Image sourced from: https://commons.wikimedia.org/wiki/File:Waulkglen_Avenue,_Southpark_-_geograph.org.uk_-_1318757.jpg

29 Author's own original image

30 Author's own original image

31 Image sourced from: https://en.wikipedia.org/wiki/File:Jenny_Lind_and_Deaconsbank_at_Loganswell.jpg

32 Image sourced from: https://www.geograph.org.uk/photo/5274619

33 Image sourced from: https://www.geograph.org.uk/photo/5272266

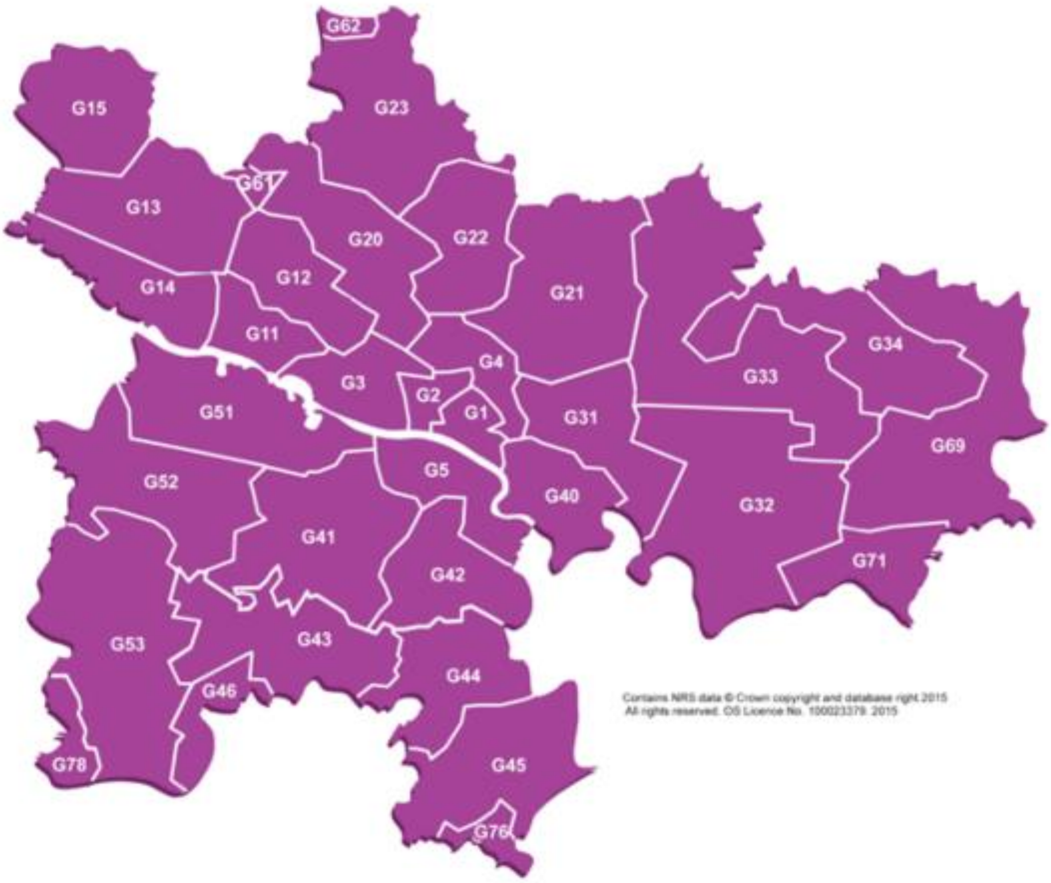
Although focused on the three ‘hills’ neighbourhoods, at this stage Threehills Social supermarket is interested in whether people’s needs in the surrounding area can be met through its provision. Therefore, the geographical community of interest for this research is that covered by the G53 postcode area and the G46 8 postcode sector (Figure 2.3).

Figure 2.3: Communities of Interest, Defined by Postcode Sector

G53[34]

G46[35]

Postcode Sectors in Glasgow[36]



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34 Image sourced from: https://www.streetlist.co.uk/g/g53

35 Image sourced from: https://www.streetlist.co.uk/g/g46

36 Image sourced from: https://www.cucity.co.uk/forms/loancalculator/CUSearch.aspx?postcode=G22

2.6 – Research Strategy and Research Preparation

The evaluation comprised three stages.
- Research preparation;
- Household Survey (section 2.8);
- Household Interviews (section 2.9).

2.6.1 – Purpose

The aims of the research preparation exercises were threefold:
- Familiarise the research team with the study area;
- Familiarise the research team with the key research issues;
- Optimise the research design.

Five exercises were completed:
- Review of key concepts
- Rapid review of the key academic literature;
- Mapping the food and drink landscape of provision in South West Glasgow;
- Identifying local social media platforms in South West Glasgow;
- Reviewing the prospects for administering telephone surveys.

2.6.2 – Review of Key Concepts

Although the SPIRU Student Researchers had an awareness of poverty, and an interest in exploring how research can contribute to anti-poverty action, it was necessary to clarify the research team's understanding of provision to promote food security in the UK. At the start of the project, each SPIRU Student Researcher was tasked to summarise their key thoughts on five key issues:
- What are the strengths/weaknesses of food banks?
- What are the defining characteristics of a social supermarket?
- Compare/contrast a social supermarket and a commercial supermarket
- Compare/contrast a social supermarket and a (i) food larder and (ii) food pantry
- List (with weblinks) information on other alternatives to tackling food insecurity

Findings were collated and shared among the research team. The exercise clarified the key features and key different of different provisions for the research team at the start of the research.

2.6.3 - Rapid Review of the Academic Literature

Google Scholar was the search engine used to identify academic literature for review. A search for articles comprising the keywords "social supermarket" or "social supermarket" and "poverty" returned a long list of 109 articles.

Sebastian Stettin reviewed the abstracts of these papers, preparing a rank order list of priority reading to inform this report. Some of the longer research reports were divided in article-length readings (chapters, rather than the full report) in this ranking exercise. Professor McKendrick allocated readings to SPIRU Student Researchers.

SPIRU Student Researchers were trained to undertake a critical appraisal of literature and then allocated two papers over a two-week period to review, recording their appraisal using a standard template. Feedback was provided on completion of the first review, before the second paper was allocated. Annex 3 lists the papers that were reviewed.

The SPIRU Student Researchers were then grouped into four teams of four students, each of which was tasked to draw on the collective set of reviews (32 reviews), to summarise key findings in bullet point form for two of eight themes (identified by Professor McKendrick).

Clara Pirie quality assured these contributions and edited the writing, prior to inclusion in this report (Chapter 3). Key findings from the rapid review are also reported in the Executive Summary of the report.

2.6.4 – Mapping the Food and Drink Landscape of Provision in South West Glasgow

The objective of this exercise was to better understand access to food for residents in SW Glasgow and to identify specific supermarkets that could be named in a fixed response survey question.

SPIRU Student Researchers were briefed in advance of the task, and then allocated one or more neighbourhoods in the G53, G52 and G46 8 postcode areas and asked to identify all food and drink providers in the area. Details were recorded of (i) Locality; (ii) Name of provider; (iii) Address; (iv) Postcode; (v) Classification of Type of Provision; and (vi) weblink. Over 200 provisions were identified in the first round of the mapping exercise.

A quality assurance review (reviewed by Professor McKendrick) concluded that there was a need to further refine the exercise to (i) remove outlets that were not providing a food service that was 'open' to the public, e.g. removing wholesalers; (ii) to ensure systematic coverage of some providers that were unevenly considered in the first round, e.g. butchers, and (iii) to remove duplication.

A second round of review was undertaken with each SPIRU Student Researcher responding to specific queries on their initial data, and quality assuring the work of one of their peers. This work was collated, and quality assured by Professor McKendrick.

205 provisions were identified in the wider area, 23 provisions in the three 'hills' neighbourhoods and 104 provisions in the core target area of the Threehills Supermarket (G53 postcode area and the G46 8 postcode sector). Table 2.1 summarises these data.

Table 2.1 Food and Drink Provisions in South West Glasgow

Provision	Threehills	G53 and G46 8	Wider Area
Supermarket	1	10	24
General Discount Store (also sells food & drink)	0	3	4
Convenience Store	3	7	9
Convenience Store with Off Licence	2	10	25
Convenience Store (Petrol Station)	0	3	5
Mobile Units with Regular Base	0	3	4
Food bank	0	2	3
Food pantry	0	0	0
Food larder	0	0	1
Community Garden	2	3	4
Café	3	10	18
Restaurant	0	14	24
Take-away	9	25	45
Take-away (with sit-in facility)	1	6	14
Bistro	0	0	1
Hotel	0	1	1
Public House	1	4	7
Bakery	0	1	7
Grocers (fruit and veg)	0	0	1
Butchers	1	1	4
Deli	0	0	1
Confectionery	0	1	3

2.6.5 – Identifying Social Media Platforms in South West Glasgow

The objective of this exercise was to identify local contacts who might consider sharing the link to the online survey with their group/community.

SPIRU Student Researchers were briefed in advance of the task and then allocated the same neighbourhoods for the previous task (2.6.4). The task involved an Internet search and a Facebook to identify local groups of interest. The briefing offered advice on how to approach the task (e.g. advising not to record details of (i) schools; (ii) organisations providing 'critical welfare' services, e.g. Drug and Alcohol support; (iii) organisations that have a leisure interest that has nothing directly to do with social issues, e.g. bowling club.

Details were recorded of the (i) organisation/group; (ii) weblink; (iii) format; (iv) number of members or followers; (v) whether private or public access; (vi) contact details of List holder or group secretary. Professor McKendrick quality assured the results and used them to prepare a mailing list to promote the survey.

37 social media groups and webpages of local groups were identified as candidates for promoting the survey. Page and group administrators were initially contacted on the 15th of March 2021 and asked to share a pre-formulated message via their page, contacts or mailing lists. 19 page administrators were contacted via the social media platform Facebook and 16 via e-mail. A limited number of duplications of contacts occurred across platforms. Some groups were uncontactable due to permission settings blocking messages from third parties. Page administrators were asked to share the following message: "The Scottish Poverty and Inequality Research Unit (SPIRU) has been asked by Threehills to find out about food shopping habits and preferences among the people of South West Glasgow. We would be grateful if you would complete the survey, which should take no more than 10 minutes. Threehills is an organisation that wants to introduce a social supermarket in the area. The survey includes a prize draw, with three prizes to give away - vouchers of £50, £30 or £20 will be given to three survey respondents selected at random. Please respond before the 26th of March. https://www.surveymonkey.co.uk/r/SWGlasgow_Food_Survey". Page administrators were contacted again on the 22nd and 29th of March, asking them to share the pre-formulated message again, thanking them for their help and briefly highlighting the impact their promotional work on the number of survey responses.

2.6.6 – Identifying Telephone Contacts in South West Glasgow

To counter-balance the risk that social media would exclude some populations, and possibly skew the survey population, consideration was given to undertaking a telephone-based survey. The BT Online Directory[37] was used to appraise prospects for this task.

SPIRU Student Researchers were briefed in advance of this task and then allocated a share of postcode sectors (eight in total) combined with the initial from an account holders forename. For example, those registered with a home telephone line in the G53 5 postcode sector whose forename started with the letter 'A'. At the time of the exercise, the Directory did not require a full surname in the search; it was possible to search by initial of either Forename or Surname.

Results were collated and the information of over 4000 home phone numbers were identified for the wider area (including G52), with just over 2000 numbers for the core target area (G53 and G46 8 areas). Sufficient numbers of account holders were identified, and a telephone survey was incorporated in the distribution strategy for the household survey.

Each Student Researcher was allocated a group of numbers (specified by postcode sector and initial of forename). On average, 132 numbers were allocated to each Student Researcher. Following a research briefing and some training, researchers were initially tasked to call every tenth number on their list until the accumulated ten positive returns (defined as either the sharing of the weblink for self-completion in their own time, or completion of the survey during the telephone call). It became apparent during the first week that this was an unrealistic target. In the second week of this work, the researchers were tasked with achieving contact with ten householders. The exercise generated some positive returns (surveys completed by telephone, and weblinks shared).

[37] To access, visit: https://www.thephonebook.bt.com/person/

2.7 – Household Survey

2.7.1 – Research Aims

The aims of the household survey were fourfold, i.e., to

- Estimate the extent of food insecurity in the Threehills catchment area;
- Describe patterns of household food shopping in the Threehills catchment area;
- Capture an understanding of social supermarkets among those living in the Threehills catchment area;
- Specify design considerations for Threehills Social supermarket .

2.7.2 – Design

Professor McKendrick drafted the initial version of the survey. This draft was reviewed by SPIRU Student Researchers, the SPIRU Researchers (Sebastian Stettin and Clara Pirie) and Feeding Britain (Kevin Simpson). Minor modification were made to the draft, prior to the launch of the survey.

Questions were informed by the initial scoping exercise (2.6.2), literature review (2.6.3) and the review of food provision in South West Glasgow (2.6.4). Profiling questions followed the recommended wording and format for Scottish Government core questions.[38]

The final survey comprised 31 questions, five functional, eighteen substantive and eight profile (Annex 1). Most questions had fixed response options, although opportunities were provided to provide additional comment.

2.7.3 – Administration

As noted earlier, the survey went live on March 5th, finally closing on April 7th. Three strategies were used to distribute the survey.

- Administrators of local social media pages and webpages representing local groups were asked to raise awareness and promote the survey using text drafted by SPIRU (refer to 2.6.6)
- Threehills promoted the survey among its contacts; for example, parents at St Marnock's Primary School were made aware of the survey, during a Threehills promotional visit by Pauline Gilgallon in mid-March, and Threehills shared a link to the survey on its Facebook page and through its e-mail list
- SPIRU Student Researchers administered telephone canvassing. As outlined in 2.6.6, this had limited success. However, it was an important strategy to reach out to citizens who may not utilise social media.

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[38] For more information, visit: https://www.gov.scot/collections/scottish-surveys-core-questions/

2.7.4 – Data Processing

Professor McKendrick downloaded the online submissions to SPSS for data analysis. The online portal recorded 455 submissions. Further analysis of the returns identified that 338 surveys were largely or fully completed. The decision was taken to restrict analysis to respondents who lived in South West Glasgow, or nearby areas. Excluded from analysis were respondents who resided far beyond this area. This resulted in a survey population of 247, which comprised those who had identified themselves as living in either the G53 or G46 8 postcode areas. Removed from the analysis were 41 respondents who provided their postcode, but lived outside the target areas and 56 respondents who did not provide an indication of home residence (some of whom may have resided in the target area).

Professor McKendrick administered data quality assurance, before manipulating the quantitative data to create new variables, adapt existing variables and optimise the analytical potential of the survey data. For example:

- Data on the number of children in the household was combined with data on the number of adults in the household to create a new variable on household composition (*creation of a new variable*).
- Responses to questions on experiences of poverty over the life course (for which experience was reported for three life stages) were collated to provide a single metric on experience of poverty (*adaptation of an existing variable*);
- Postcode data were used to describe the Scottish Index of Multiple Deprivation classification for each household, enabling responses to be compared between more deprived and less deprived areas[39] (*optimising value of survey data*).

The open-ended data was also processed for analysis. Most of the questions with fixed response options, afforded respondents the opportunity to provide additional comment, often to the invitation, "*feel free to add comment in the box below if it helps explain your answer*". These data were collated are considered alongside the quantitative survey results in analysis. Two of the survey questions were open-ended questions. Clara Pirie and Sebastian Stettin analysed these data directly (see 2.7.6 below).

[39] The Scottish Government's SIMD Postcode Converter was used for this purpose: https://www.gov.scot/publications/scottish-index-of-multiple-deprivation-2020v2-postcode-look-up/

2.7.5 – Survey Population Profile

Table 2.2 profiles the survey population. There are sufficient numbers to compare experiences and perceptions across a range of demographic and socio-economic domains. Some population under-representations – age (younger), gender (men) and self-perceived poverty status (currently living in poverty) – are typical for surveys of this nature.

Although it cannot be asserted that the survey population is directly representative of the total population, it is broadly representative of the local population on key issues (Table 2.3). For this reason, it was resolved not to weight the survey population for data analysis.

Table 2.2: Survey Population Profiled

Domain	Survey Population	Domain	Survey Population
Age		***Gender***	
18-19	1%	Male	17%
20s	9%	Female	83%
30s	27%	***No. Adults in Household***	
40s	23%	1	29%
50s	24%	2	47%
60s and over	19%	3 or more	24%
SIMD Profile		***No. Children in Household***	
10% Most Deprived	40%	None	49%
2	11%	1	20%
3	17%	2	18%
4	7%	3 or more	13%
5	5%	***Household Form***	
6	1%	Lone adult	14%
7	12%	Two adults, no children	35%
8	6%	Lone parent	14%
9	2%	Two parent	37%
10% Least Deprived	0%	***Any Health Issues / LTLI?***	
Work Status		Yes	51%
FT (at least some)	50%	No	49%
PT (at least some)	17%	***Five Most Common Localities***	
No work	33%	Old Darnley	13%
Poverty Personal History		Darnley	12%
Currently experience	11%	Priesthill	10%
Previously experienced	49%	Pollok	9%
Never experienced	40%	Nitshill	8%
		Locality Type	
		Deprived, around Threehills	45%
		Deprived, east of M77	15%
		Deprived, North Greater Pollok	17%
		Non-Deprived	23%

Note: LTLi refers to Long-term limited illness

Table 2.3: Survey Population and Total Population Compared

Domain	Survey Population	Total Population
Age of Adults		
18-39	34%	39%
40s	23%	16%
50s	24%	19%
60s and over	19%	25%
SIMD Profile		
10% Most Deprived	40%	36%
2	11%	18%
3	17%	11%
4	7%	2%
5	5%	2%
6	1%	1%
7	12%	15%
8	6%	7%
9	2%	7%
10% Least Deprived	0%	0%

Source: Authors' analysis of SIMD data

2.7.6 - Data Analysis

Professor McKendrick processed the survey data for descriptive and exploratory data analysis. Standard tests of distribution and statistical association and correlation were used to inform the conclusions that were drawn from these data.

Professor McKendrick organised the SPIRU Student Researchers into four groups and allocated each group three or four survey questions to analyse. Students were briefed in advance, provided with a template for writing up the findings, and provided with the data to analyse. The SPIRU Student Researchers were asked to undertake descriptive and exploratory data analysis, to the level of bivariate analysis (for example, exploring whether gender was associated with the likelihood of using a social supermarket). Sebastian Stettin quality assured these contributions to an early draft of the report.

This preliminary analysis was enhanced in two stages. First, Professor McKendrick undertook multivariate analysis of the survey data, revising the bivariate analysis as necessary. Second, Clara Pirie, Sebastian Stettin and Professor McKendrick integrated findings from the in-depth interviews, which both confirmed, clarified and extended the survey analysis.

2.8 – Part Three: In-Depth Interviews

2.8.1 – Purpose

The aims of the semi-structured in-depth interviews were threefold:

- To gain an understanding of local people's outlook and experiences of their local area in South West Glasgow, focusing on low-income households;
- To complement the household survey, and explore in greater depth, issues relating to household shopping in South West Glasgow;
- To complement the household survey, and explore in greater depth, issues relating to the introduction of a social supermarket in Nitshill Road.

2.8.2 – Design

Professor McKendrick drafted the interview schedule, which comprised sixteen open-ended questions (Annex 2) and a checklist of themes that should be discussed in relation to each question. As with the household survey, a first draft of the household survey was reviewed by Feeding Britain, the sixteen SPIRU Student Researchers and the SPIRU Researchers (Clara Pirie and Sebastian Stettin). Minor modifications to the interview schedule were made on account of this feedback.

2.8.3 – Training

SPIRU Student Researchers was trained in conducting interviews, in advance of fieldwork; this cohort undertook two rounds of training, in one session acting as interviewee, in the other as interviewer. A debriefing session reflected on these pilot interview experiences and identified good practice. Student Researchers were advised to undertake further preparatory training independently, and then only to contact Professor McKendrick when they were prepared to lead their research interview.

2.8.4 – Selection of Interviewees

Professor McKendrick was responsible for the identification of interview candidates. Initially, the target was to administer twenty interviews (one by each SPIRU Student Researcher, and two each by Clara Pirie and Sebastian Stettin). Fifty survey respondents had intimated that they would be willing to be interviewed, and had provided contact details. From this initial list, a priority target list of twenty candidates were identified. Selection aimed to ensure a mix of households, according to neighbourhood, self-assessed experience of poverty and household composition.

Researchers were allocated interview candidates when they advised Professor McKendrick that they were ready to lead their research interview. Unfortunately, for a variety of reasons, it was not possible to arrange an interview with every candidate who initially intimated an interest in participating (for example, some changed their mind, others made arrangements for interview, but were unable to hold the appointment; and others were not contactable using the details provided). From this initial list of fifty candidate interviewees, fourteen interviews were conducted.

Threehills Social supermarket provided assistance in accessing a further six candidate interviewees (three of whom were interviewed), giving a total of seventeen household interviews.

2.8.5 - Administration

Researchers contacted their candidate interviewees by e-mail in the first instance, sometimes following up with a text in advance of a phone call. Arrangements were made to conduct the interview at a time, date and format of the interviewees' choosing. With the permission of the interviewee, the interviews were recorded for the purpose of analysis. The first interview was administered on March 24th, and the final interview administered on May 4th. Interviews lasted between 10 minutes and 65 minutes in length. The average length of interview was 29 minutes and 35 seconds in length.

At the end of each interview, participants were thanked and asked for their preference for a £10 voucher, as a token of appreciation for their contribution to the research. Each researcher conveyed the interviewee's preferences to Professor McKendrick who administered distribution of these vouchers, soon after each interview.

2.8.6 – Profile of Interviewees

At the outset, the objective was to ensure a mix of households (2.8.4). However, as the research developed, the objective became to reach as close to the target number of twenty interviews. Table 2.1 profiles each of the interviewees. Four points should be noted.

- On the whole, the objective of interviewing a mix of households was achieved.
- No interviewees intimated that it was unlikely that they would use as social supermarket or that they would shop on Nitshill Road. This reflects majority opinion.
- There is a spread of interviewees according to SIMD status. Although there are no interviewees from any of Scotland's 50% Least Deprived Areas (SIMD deciles 6 through 10), this reflects the local profile (Figure 2.1) and the research decision to focus on the experiences of low income households in the research interviews.
- There are no interviewees aged under 30.

2.8.7 – Data Processing

SPIRU Student Researchers were trained to transcribe to professional standards in advance. Each was tasked to transcribe their own interview. Interviews conducted by SPIRU Researchers were transcribed by SPIRU's bank of transcribers. A simplified version of the Jeffersonian notation system[40] was used to convey expression and exclamation in the interview transcript. Each transcript was analysed by two members of the research team. Professor McKendrick analysed each transcript in the first instance.

[40] For information, refer to: https://www2.le.ac.uk/departments/psychology/research/child-mental-health/cara-1/faqs/jefferson

Table 2.4: Profile of Interviewees

ID	Gender	Age	Number of Children	Number of Adults	Work Status	With LTLI[1] / Health	Area	SIMD Status	Poverty Status	Likely to Use Social Supermarket	Likely to Shop Nitshill Road
1	Female	50-59	1	2	No	Yes	Priesthill / Darnley	1	Currently live	Neutral	Likely
2	Female	50-59	1	3	No	No	Priesthill	1	Currently live	Very likely	Very likely
3	Female	60-64	None	1	No	Yes	Pollokshaws	2	Currently live	Very likely	Likely
4	Female	40-49	2	2	Yes, 1 x FT	Yes	Jenny Lind	5	Currently live	Very likely	Very likely
5	Male	65 or over	None	1	No, retired	Yes	Nitshill	1	Previously as adult	Very likely	Very likely
6	Male	65 or over	None	3	No, retired	Yes	Darnley	1	Previously as adult	Neutral	Neutral
7	Male	30-39	3	2	Yes, 1 x PT, 1 x FT	No	South of Southpark	3	Previously as child	Very likely	Very likely
8	Female	30-39	2	1	Yes, full-time	No	Househillwood	1	Previously as child	Very likely	Very likely
9	Female	50-59	1	1	Yes, part-time	No	Priesthill / Darnley	1	Never	Very likely	Very likely
10	Male	60-64	1	1	Yes, part-time	Yes	Old Darnley	2	Never	Neutral	Neutral
11	Female	30-39	1	1	Yes, part-time	No	Jenny Lind	5	Never	Likely	Very likely
12	Male	60-64	None	4	No, retired	No	South of Southpark	3	Never	Neutral	Likely
13	Male	30-39	None	2	Yes, 2 x full-time	No	Jenny Lind	5	Don't know	Likely	Very likely
14	Female	50-59	2	2	Yes, 2 x FT	Yes	Pollok	1	Don't know	Likely	Likely
15[2]	Male	40-49	None	2	Yes	DK	Darnley	DK	DK	DK	DK
16[2]	Female	DK	2	2	DK	DK	Deaconsbank	DK	DK	DK	DK
17[2]	Female	DK	3	DK	DK	DK	Jenny Lind	DK	DK	DK	DK

Notes:

1 Long Term Limiting Illness

2 Interviewees 15 to 17 did not complete the survey, and profile information is incomplete

2.8.8 – Data Analysis

Professor McKendrick identified key themes of interest in advance, based on the SPIRU Student Researchers analysis of key literature, which in turn had informed the household survey. Analytical themes and codes were aligned to the survey questions.

Professor McKendrick analysed each transcript, coding these according to where in this report these findings would be discussed. For example, relevant parts of each transcript were highlighted with the code '423' added if the extract referred to travel to supermarkets for food shopping. Each student also analysed their own transcript. Professor McKendrick then collated these analyses into a single file.

Clara Pirie and Sebastian Stettin collated the findings by theme across the seventeen interviews. Together with Professor McKendrick, and working collectively as an interpretive community, they then analysed these thematic summaries, using the findings to complement, clarify and enhance the survey findings for each of these themes.

2.9 – Limitations

This section of the report has demonstrated that a careful and robust approach to research design and administration was applied throughout. Nevertheless, there are limitations that should be acknowledged, and which are taken into account when conclusions are drawn in this report.

- *Household Survey Design*. Although the profile of the survey population appears to approximate the total population (2.7.5), greater confidence in the representability of the survey population would have resulted if a systematic approach to sampling had been possible.
- *Interviewee Selection*. Similarly, although a wide mix of experiences were captured through the in-depth interviewees, it would have more helpful if there was an opportunity to ensure that all experiences were included, which would have been possible if more than the target number of interviews had been achieved.
- *Covid Times.* The research was administered following a year of COVID-related restrictions on mobility and interaction. Although this afforded the opportunity to explore issues in relation to food in the pandemic, care was taken in analysis to disentangle Covid-specific issues with issues that might endure beyond the pandemic.

Strict controls over quality assurance and the diligence of the SPIRU Student Researchers determined that there were no concerns over the quality of the student research input.

2.10 – Conclusion: the Utility of the Research

Notwithstanding the limitations of the research (2.9), if used with due care and attention, the data collected by SPIRU enables each of the four research objectives to be addressed.

3. What Do We Know About Food Insecurity and Social Supermarkets? A rapid review of the key literature

> *"The UK is recognised to be the sixth richest economy in the world, yet the presence of erratic work (zero hours) contracts, underemployment, unemployment, low incomes, and, increasingly, benefit levels set below socially acceptable levels and the use of sanctions compound the prevalence of poverty"*
>
> (Caraher and Furey, 2018, p.92)

> *"Users of emergency food provision cannot exercise their 'right to food' and the food that is provided is often nutritionally inadequate. They access food as passive 'receivers' and they are unable to make the same choices that most others are able to make"*
>
> (Saxena and Tornaghi, 2018, p.2)

3.1 - Introduction

In this section, we summarise the key findings from previously published research. What is presented is not a fully-fledged literature review; rather, it is a collation of evidence and expert opinion on three themes – the context of food insecurity (3.2), larders, pantries and foodbanks (3.3) and social supermarkets (3.4). The review process was described in 2.6.3. The primary goal of this rapid review was to draw lessons for provision in Scotland; however, there is limited evidence from Scotland, and it is necessary to refer to learning beyond Scotland, where it is considered relevant.

3.2 – Food Insecurity

3.2.1 – Definition of Food Insecurity

- Caraher and Furey (2018, p.5) define food insecurity as "the ability to acquire or consume an adequate quality or sufficient quantity of food in socially acceptable ways, or uncertainty that one will be able to do so."
- The Scottish Government (2021a, p.11) describes food insecurity as "a lack of access to adequate or appropriate food due to a lack of resources."
- The Scottish Government (2019) defines in-work poverty as households who live in relative poverty, even though someone in the household is in paid work.

3.2.2 – Prevalence of Food Insecurity

- Caraher and Furey (2018) explore the rise of food insecurity. For instance, they cite a report by the Food Standard Agency (2017)[41], which found that 17% of adults in the UK worry about their food supplies running out before they have enough money to

[41] FOOD STANDARDS AGENCY (2017) xxx

buy more, and that 8% of adults have had to eat less, experienced hunger, or at worst, gone whole days without eating because they lack money for food.

- Caraher and Furey (2018, p.8) also cite a report published by the Food Foundation[42] which reported that an estimated 8.4 million (10.1%) people in Britain were living in households where an adult reported food insecurity.
- The Trussell Trust (2021) state that there had been a 33% increase in emergency food parcels since the previous year, highlighting a rise in food insecurity in recent years.
- Critically, MacLeod et al (2019, p.79) find that foodbank use does not equate to food insecurity, as there is a low prevalence of foodbank use among those who struggle to afford food. Therefore, the number of people in food insecurity will be higher than indicated by statistics from organisations such as the Trussell Trust.
- Household food security questions were newly added to the Family Resources Survey in 2019/2020 (Scottish Government, 2021b). It is therefore more difficult to measure if there has been an increase in food insecurity in Scotland because this is the first time the Scottish Government has officially measured food insecurity.

3.2.3 – Wider Context: Poverty and In-Work Poverty

- Dowler et al (2015, p. 413) and Belfield et al. (2012, as cited in Goldstraw 2015, p.23) highlight changes in the demographics of poverty, with more working households and families moving into poverty due to inadequate wages and increases in the costs of living.
- The Scottish Government (2019) identify that the majority of the working-age population are now in relative poverty, a proportion that has increased from 48% in 1996-1999 to 59% in 2014-2017.
- Citizens Advice Scotland (2021) state that the majority of working age adults in poverty are from working households. They report that work itself is not a route out of poverty as a growing number of their clients in work are struggling to pay for essentials.
- Caraher and Furey (2018, p.51) assert that employment is not necessarily a protective factor against poverty in general, in particular food poverty.
- Maric et al (2015, p.241) also note that the rise of in-work poverty has resulted in people in low-wage jobs needing access to social supermarkets.
- Critically, the recent impact of the COVID-19 pandemic has exacerbated many pre-existing inequalities (Scottish Government, 2020, p.1).

3.2.4 – Wider Context II - Austerity Measures and Welfare Reform

- Beck (2018, pp.53-70) asserts that food insecurity has increased as governments have undergone extensive welfare reforms, reducing public spending through the introduction of austerity policy measures after the financial crash of 2008.
- Caraher and Furey (2018, p. 10) argue that social welfare reforms such as the switch to Universal Credit and the eradication of local social welfare funds such as the Discretionary Social Fund have become synonymous with food insecurity and poverty

[42] TAYLOR, XXX and LOOPSTRA, XXX (2016) xxx

in general. They claim this has caused an increase in uptake of foodbanks, resulting in a move from food as a right to food as charity provision.

- Goldstraw (2015, p.17) argues that austerity and its associated funding cuts have resulted in a lack of strategic capacity within the food aid sector.
- Dowler and Lambie-Mumford (2015, p.412) explore how austerity measures are affecting the population’s access to “essentials”, which leads to either unpaid bills or heavily reduced and poor diets - thus affecting people experiencing food poverty or insecurity both mentally and physically.
- Caraher and Furey (2018, p. 2-8) also discuss the ideological positioning of some MPs who believe food insecurity and food bank usage is a lifestyle choice, rather than one of insufficient income.
- A 2017 Institute for Fiscal Studies (2017)[43] report predicts that current welfare changes will result in increases in relative poverty between now and 2022.
- Caraher and Furey (2017. p. 58) state that charitable food aid absolves the government from their “moral obligation to provide social security”, thus depoliticising the issue.
- Over 78% of households who use food banks experienced severe food insecurity and Caraher and Fury (2017, p. 57) argue that this is evidence that those affected by welfare cuts are hesitant to use food banks unless it is a last resort.
- Saxena and Tornaghi (2015, p.8) suggest that the need for social supermarkets in Britain has risen due to the disproportionate impacts of income inequalities and in-work poverty on vulnerable groups, with more than 8.4 million people experiencing food insecurity between 2016-2018.

3.3 – Larders, Pantries and Food Banks

3.3.1 – What works

- It is important to note that much of the literature examined focused on food banks. There was minimal information provided around ‘what works’ in relation to food larders and pantries.
- According to Sanderson et al. (2020, p.3), the food pantries evaluated in their US study assist those experiencing food insecurity in gaining access to free food. The majority who utilise pantry services do so because they cannot afford to buy sufficient food, while many also have issues which contribute to the need for food. The authors also add that the majority of people who use food pantries live below the poverty line.
- The ‘More Than Food’ approach to food pantry services aims to tackle the underlying issues which contribute to people experiencing food insecurity, rather than viewing pantries as solely being centred around food distribution. Evidence suggests that this approach increases food security and the consumption of more nutritious foods and improves life stability (Sanderson et al., 2020, p.454).

[43] HOOD, ANDREW; WATERS, TOM (2017) Living Standards, Poverty and Inequality in the UK: 2016–17 to 2021–22. The Institute for Fiscal Studies: London.

- Bloemen et al. (2018, p.17) describe food larders or 'community larders' as being stocked with dried goods which are generally donated from food banks. Some larders have developed relationships with their local suppliers and are additionally provided with fresh eggs, fruit, and bread. This produce can then go to those in need, as with food pantries. However, the distinction between the two is generally based around the types of food which can be expected.
- Community larders are becoming increasingly popular. There is a different ethos with larders compared to food banks. Larders are available for anyone to use, therefore there is arguably less stigma (Stormont, 2020).
- Stormont (2020) explains that the way in which larders work means a person does not have to justify their financial hardship. They can collect food and donate it back another day if they have the means.
- Greenberg et al (2010, p.2022) also state that food larders provide a sense of independence and dignity because people are able to choose their own food.
- Stormont (2020) explains that the North-East of Scotland has benefited from a partnership being formed between the Co-operative food store (Co-op) and community-based larders. This has enabled their patrons to gain fresh produce that would have been wasted.
- Stormont (2020) explains that the partnership between the Co-op and food larders not only benefits the community in terms of gaining fresh produce, but that it also prevents food waste, therefore having a positive impact on the environment.

3.3.2 – What could work better?

- Beck (2018) argues that while food banks treat short-term food security, long-term food insecurity is often neglected.
- Food provision such as food banks, pantries and larders do have immense potential to improve the dietary quality of vulnerable populations. However, whether that potential is met is contested, due to low quantities and often poor-quality of the food being provided (Simmet et al., 2017).
- Dowler and Lambie-Mumford (2020) argue that an increase in quality and quantity of food provided by these services would be beneficial to service users.
- Caraher and Furey (2018) compare the average UK household food expenditure (£56.80) to the cost of a food bank diet (£17.66). The stark inequality illustrates the shortfall in the living standard between these two dietary experiences.
- Wang (2010) argues that providing access to affordable food does not automatically lead to healthy eating or diet, nor does it fulfil social needs to access food. This is because many of those who utilise emergency food provisions lack knowledge surrounding healthy living. Wang states that larders, pantries and food banks need to integrate access to healthy food with other factors such as cooking skills and nutrition knowledge, equipping users with the skills they need to ensure nutrition and sustenance is achievable (Booth et al, 2018).
- Knight et al. (2018) highlight how the media negatively portrays food banks users, stereotyping them as benefit scroungers who bring poverty on themselves because of their own idleness. This negative discourse creates a shame surrounding food bank usage.

- Feeding America pioneered a system in which food banks ‘bid’ for resources using a market mechanism, a system which has been effective at distributing resources fairly and allowing individual food provisions to prioritise certain food products. Prendergast (2017) argues that a similar system may prove effective in the United Kingdom.
- Psarikidou et al. (2019) conclude that “despite their efforts, as they currently stand, “local food hubs” are unable to address stigma in food poverty”.

3.4 – Social Supermarkets

3.4.1 – The Evidence Base

- Social supermarkets across Europe are seen as beneficial, not only to those who need them. Alongside providing low-cost food, there is the added benefit of the support service they provide for customers (Derain et al, 2015).
- Derain et al (2015, p.4) report that social supermarkets contribute to food waste prevention, as well as offering several social benefits. For example, when a person can buy affordable items from places such as social supermarkets, it can help build confidence and ensure a dignified approach to food provision. Social supermarkets therefore can bridge the gap between traditional food donation and retailing.

3.4.2 – Where Are They?

- At the time of publication, Derain et al. (2015, p.44) report only two social supermarkets in the UK, which explains why most of the data is from other countries in Europe such as France and Switzerland.
- Derain et al. (2015, p.34) mentions the work of social supermarkets in Switzerland, where they help to reduce social exclusion by providing its users with tickets to the cinema or theatre, special holiday offers and subscriptions to newspaper and magazines. They also write that the social supermarkets in Switzerland employ former unemployed people who are part of employment schemes to train them for future work in food retail.
- Derain et al. (2015, p.36) also states that Switzerland has two types of social supermarkets: one is organised like a normal supermarket that offers their products at extremely reduced prices; and the other supermarket has their customers pay the price of one Swiss franc per purchase.
- Derain et al. (2015, p.38) also explore social supermarkets in France, where their purpose is to provide a form of food aid that is respectful and dignified so it can help people reintegrate into “working society”. The main challenges for the social supermarkets in France is establishing partnerships with local supermarkets for access to surplus food.
- Additionally, social supermarkets in France work with social services who make themselves available to their users and provide beneficiaries with guidance and administrative support (Derain et al., 2015, p.38). French social supermarkets also

provide activities for members such as cooking lessons, cosmetic workshops, and parents and children activities, which can help break patterns of social isolation.

- Derain et al. (2015, p.25) report that interviews with established facilities in Austria have shown the benefits of opening a café at the social supermarkets.
- According to Knezevic et al. (2017, p.8), a social supermarket in Osijek, Croatia "actively promotes its operation through national traditional and electronic media". Other social supermarkets such as ones in the towns of Rijeka and Varaždin "intensively" use social networks, especially Facebook, "as the vital communication channel in their everyday operation".
- Marić et al. (2015, p. 241) also mention social supermarkets such as one in Rijeka in their work saying typical users have no income and are unemployed, while pensioners and people working in low-wage jobs also use the supermarket.
- Bergström et al. (2020, p. 4-5) explore Sweden's different focus on food redistribution; their focus is not on eradicating hunger and food poverty, but on providing a safety net to help people whose socioeconomic conditions may limit access to a balanced diet, as well as advancing sustainability goals and environmental factors by reducing waste. This is because Sweden has a stronger and well-established social welfare system which means food insecurity, instability and poverty are not as problematic.
- Bergström et al. (2020, p.4) identify seven different types of food redistribution units in Sweden. These are: transport to charity; soup kitchen; food bank centre; social supermarket; food bag in retail; reprocessing; and a virtual market. found that social supermarkets had the highest revenue of all seven types of food distribution in Sweden. However, they also noted that all types of food distribution relied on private and government funding.
- Dowler and Lambie-Mumford (p. 413) assert that decreasing state responsibility has led to the growth of social supermarkets and similar food insecurity systems in Canada, Finland and the UK.
- For Andriessen and colleagues (2020, p.6-7), research on social supermarkets in Belgium provides vital information on the dignity achieved through autonomy of choice for the consumer at a social supermarket, one that resembles closely the experience of shopping at a traditional supermarket.

3.4.3 – What works?

- Holweg et al. (2010, pp.52-55) argue that the popularity and success of social supermarkets in Europe has increased in recent times, with around 80 located in every major city in 2010. This evidence suggests the original blueprint of social supermarkets has been successful, and existing research shows social supermarkets can alleviate large amounts of food surplus that would unnecessarily be sent to landfill, thus improving the environmental aspect of food waste.
- Dowler and Lambie-Mumford (2015, p.413) suggest public attitudes towards poverty have historically been negative and social supermarkets have been useful in reshaping attitudes towards poverty within society. This in turn has resulted in higher levels of provision by social supermarkets.

- Andriessen et al. (2020, p.15) find that staging a market interaction can make the social supermarket user's experience more positive**.** The feelings users have about charitable food is not just about *what* food is offered, but *how* and *through what kinds of social and economic relations* it is accessed. Since the service user pays for the products, this offers a means of countering the debt of charitable giving; in a market transaction, the social debt of exchange is immediately paid, thus cancelling the obligation between the receiver and the service, which in turn protects the status and dignity of the user.
- Derain et al. (2015a, pp.10-11) find evidence from their own, and existing research, that social supermarkets have "…strong potential to compliment the portfolio of existing food aid programmes and provides another mechanism to prevent food surplus becoming waste." They also suggest a key success factor for social supermarkets is the social setting they provide, which supports social inclusion and helps to build a strong relationship between the social supermarket and the community it serves.
- Derain et al. (2015b, p.44) note that in the UK, an important benefit of the social supermarket is the ability for members to engage in a personal development plan with support from a "mentor" who is based at the social supermarket. The development plan provides training, confidence-building and interview skills to prepare the member for future employment and offers the member invaluable life skills.
- Klindzic et al. (2016, p.162) note that commercial supermarkets can improve their efficiency by becoming stakeholders in social supermarkets, which can lower storage costs and reduce food surplus from the supply chain. They also suggest that social supermarkets have enormous potential to continue improving the image of poverty and food insecurity in local communities which will develop and improve social initiatives (p.159).
- Knezevic et al. (2017, p.6) find that the use of social media has highlighted the benefits of using social supermarkets and is "…extremely useful as consumers are deeply involved in creating information and using it in various situations, such as buying decision making". They suggest social media pages run by social supermarkets are an extremely useful tool because they "…manage to reach people in severe material depravation and the SSM shares information on distribution and events to users" (p.8).
- Saxena and Tornaghi (2018, p.14) find that social supermarkets offer access to affordable food but also provide social support to vulnerable people. Furthermore, they suggest that social supermarkets are currently situated in areas where access to mainstream shops is problematic. This limited access to fresh fruit and vegetables therefore allows social supermarkets to play a key role in improving access to affordable food as well as support.
- Marić et al. (2015a, pp.237-239) argue that social supermarkets attempt to make social changes through volunteer work and help to provide basic groceries for people on the verge of poverty. They suggest that social supermarkets offer users choice from a given assortment of foods, while keeping human dignity at a high level. Marić et al. note that social supermarkets are a social innovation in food distribution in a

way which reduces poverty and prevents amongst the most socially vulnerable citizens.

- Saxena and Tornaghi (2018, p.4) identify that a key success of social supermarkets is the dignified retail experience they provide for the user, noting that the user becomes a customer as opposed to being a "receiver" from a food bank.
- Research by Booth et al. (2018, p.8) finds that participants described social supermarkets as "dignified" and universally eligible. Furthermore, they suggest that the idea of users being a "member" of the social supermarket and not just a recipient fits in line with the move from "gift" to "entitlement". They find that participants spoke highly of social supermarket due to the fact users can procure food by socially accepted means and with a sense of empowerment.
- Andriessen et al. (2020, p.9) find that offering product choice can give social supermarkets users a feeling of dignity. All food clients interviewed expressed that they felt free to choose the products they wanted. The result of good product choice led to a sense of relief for the service user, as they did not have to find alternative provision or to have to pay full price for items that they may not be able to afford.
- Saxena and Tornaghi (2018, p.16) find that social supermarkets help to address economic austerity and welfare reforms. They note that they improve environmental issues such as reducing food waste by turning food surplus into social value through selling it to people experiencing food insecurity.

3.4.4 - What could work better?

- Social supermarkets may create dependency and entitlement (Saxena and Tornaghi, 2018).
- Derain et al. (2015) state one social supermarket in the UK struggled to meet operational costs month-to-month.
- The reliance on volunteers instead of paid employees in many social supermarkets is also a risk for ongoing operational requirements according to Saxena and Tornaghi (2018).
- It is argued that social supermarkets are compromising wages, job security and sustainability of providing healthy foods (Dowler and Lambie-Mumford, 2015).
- Dowler and Lambie-Mumford (2015, p.142) argue that some social supermarkets are "designed around corporate gain and do not address the structural reasons behind why people cannot afford food".
- Food often goes to waste unnecessarily, which is not being given to social supermarkets. It has been estimated that between 3%-8% of the value of food products along the entire food supply chain have the potential to be rescued for further consumption (Holweg, Lienbacher, and Zinn, 2010).
- Ability to access food does not fully address food insecurity (Caraher and Furey, 2018, p.5).

3.5 – Conclusions

Austerity measures and a reduction in social welfare provision have exacerbated food poverty and food insecurity in recent years, leading to an increase in charitable food provision. Emergency food provision models such as foodbanks often have uncertain futures as income is never guaranteed. An increase in government financial support through financial backing and increase social welfare provision could help tackle food poverty in the long-term. In the medium-term, however, alternative models of addressing food poverty and insecurity attempt to move away from emergency food responses. Food pantries and social supermarkets instead aim to provide more sustainable and dignified solutions, often reducing food waste and providing wraparound support services for community members. Though the evidence is not yet fully comprehensive, there is clear potential for these models to provide an alternative medium-term solution to mitigating food insecurity.

4. Shopping for Food in South West Glasgow

" I don't have a car so … I would normally … go up to Aldi or Lidl or Tesco … and I would get a taxi back … Sometimes I use the local shop but mostly Lidl because it's cheaper, and I just walk up and buy whatever I can carry back home.

(Female, 50-59, Unemployed, Priesthill / Darnley)

" I use all different stores for different things. Like, I use Sainsbury's for baby milk, I use Lidl for … Pepsi-max because it's cheaper. I go to Tesco if I want to buy [spices] because they have got a bigger range of spices. … You find … what the shop is best for and utilise it for that."

(Male, 65+, Retired, Darnley, G53)

" I don't think that Sainsbury's is the most appropriate supermarket for many people in the area. … I don't use it for my main shop because it's too expensive, I've got to be honest. I use Asda up in Newton Mearns. … but because it's, it's handy, … I pop into Sainsbury's. … Sainsbury's [food] supply is for the people in the … bought houses. But for the council housing association [tenants], I don't think it is the most appropriate.

(Male, 30-39, Working full time and part time, South of Southpark, G53)

4.1 – Introduction

In this section, we summarise key findings in relation to shopping for food in South West Glasgow, drawing directly on residents' experiences that were reported in the survey and in-depth interviews. Findings are presented for four themes – accessing food (4.2), families and their experience of food (4.3), food spending (4.4) and factors that influence where families shop for food (4.5).

4.2 – Accessing Food

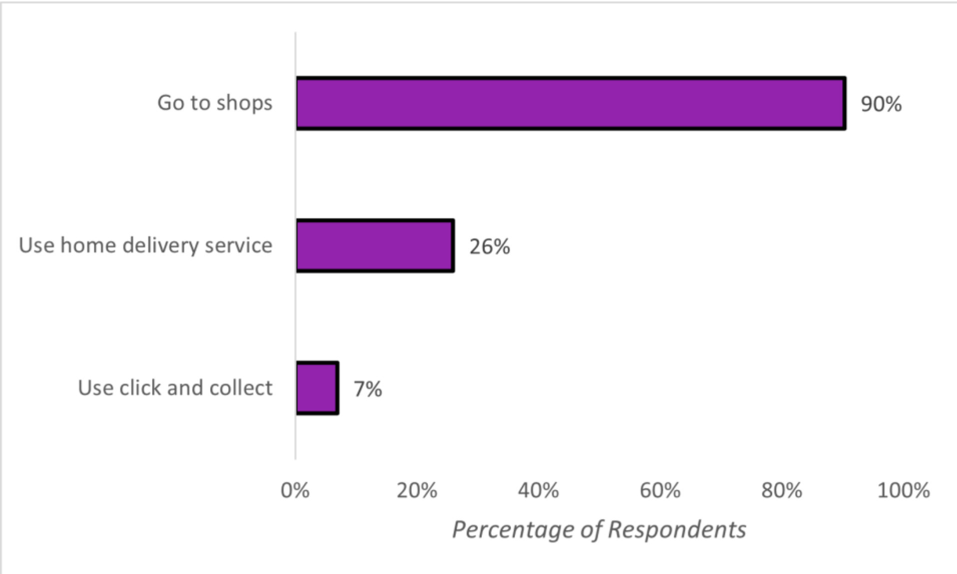
4.2.1 – How we shop

It is important to understand how households are shopping for food, in order to deliver a service that meets their needs. The COVIC-19 pandemic changed how many households accessed food. Home delivery became more commonplace. Supermarkets were still visited, but less of these visits comprised everyone within the household. It is unclear whether these trends will persist beyond the pandemic.

In the survey, we asked respondents: "what best describes how your household shops for food? Please tick all that apply to your household." We offered three response options (we go to the shops; we use click and collect; and we use a home delivery service), whilst also offering respondents the opportunity to provide an “other” response. All respondents answered the question.

Although a significant minority of households in South West Glasgow were using click and collect (7%), or a home delivery service (26%), the vast majority reported going to the shops to buy food (Figure 4.1). These results confirm findings from other research: for example, research for Waitrose found that one in four consumers now buy food and essentials at least once a week online, and more than three-quarters order at least some of their regular household goods from supermarket websites (The Guardian, 2020[44]).

Figure 4.1: How households shop for food



Notes: 247 respondents. Multiple responses were possible.

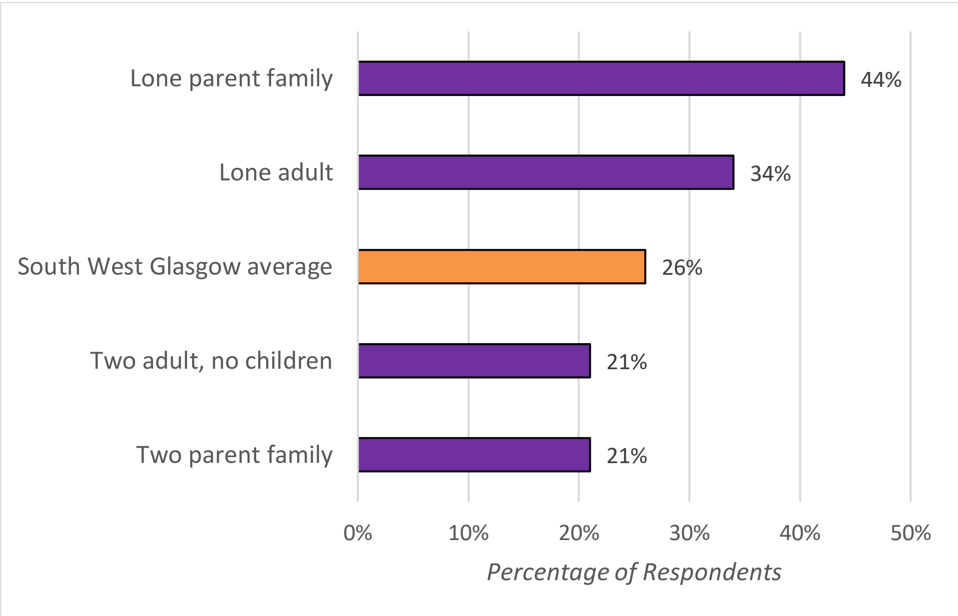
The statistical evidence from South West Glasgow seems to suggest that these ‘new’ ways of accessing food seem to be supplementing rather than replacing the weekly shop. Furthermore, it is not clear that these alternative ways of accessing food will persist beyond the pandemic. For some, these are temporary arrangements, “*Previous to the pandemic, I did not use click and collect or delivery services. I would expect to return to shops when safe*.”, that are deemed appropriate for a pandemic, “[*we] used click and collect a lot more due to pandemic*.” On the other hand, home delivery was meeting other needs. One interviewee who lives alone in a sheltered housing complex noted that home delivery made shopping easier, although even with regular home deliveries, s/he is reliant on a relative who cares for him/her to bring additional goods that do not arrive with the weekly home delivery. Another interviewee explained that they used home delivery because of work commitments and lack of time.

[44] GUARDIAN?

Although mobility issues and work patterns were reported to encourage home delivery, on the whole, there were no significant differences in how households shopped for food across different groups of people: gender, age, presence of children in household, work status, disability, whether or not they lived in poverty, deprivation area status, and where people lived had no bearing on how they shopped for food.

On the other hand, some differences were observed according to household composition. Going to the shops was the most common way to shop for food for all household types. However, there was some variation among households in the likelihood of using a home delivery service (Figure 4.2). Single adult households (particularly those with children) were more likely to use a home delivery service.

Figure 4.2: Use of home delivery service, by household type



Notes: 244 respondents. Drawn from a multiple responses question. Chi-square 9.137, d.f. = 3, No cells with an E.F. <5, Significance at 0.028.

These findings are significant for the development of Threehills Social supermarket, as although the majority still go to shops for food, the COVID-19 pandemic has increased demand for home delivery and click and collect services. If the aim of Threehills Social supermarket is to meet the needs of all low income households in the target areas, then consideration may have to be given to those whose needs are best met through home delivery and click and collect services.

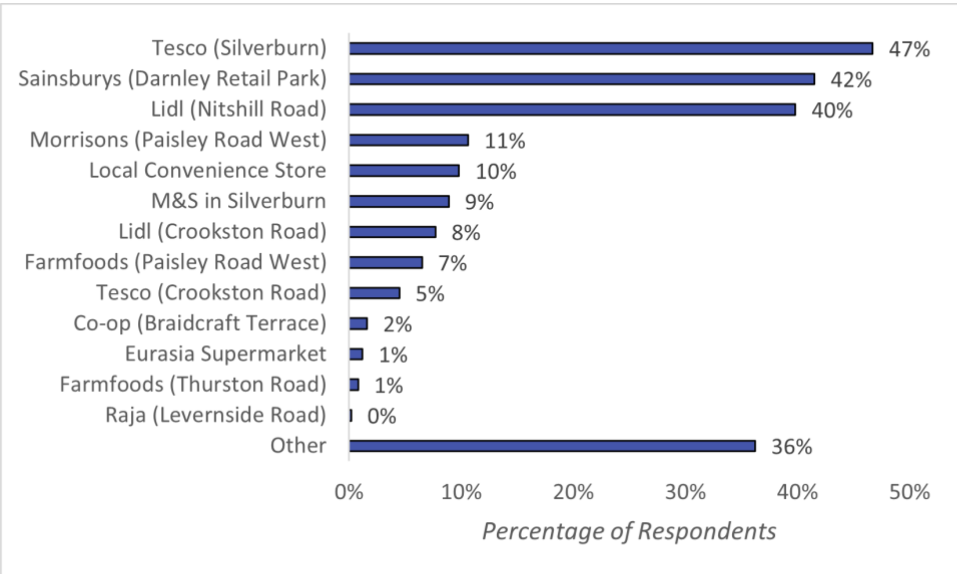
4.2.2 – Where we shop

There are no shortage of supermarkets in South West Glasgow, with several located within Greater Pollok. In the survey participants were asked: "Where does your household USUALLY buy MOST of their food?". The participants were given sixteen choices, fifteen of which were supermarkets within South West Glasgow, with an additional option of 'Other' also listed. An additional comment box was also provided should they wish to provide more information.

Although the emphasis of the question was to identify the 'main' outlet visited, it was understood that some households would use more than one outlet on a regular basis (as the second epigraph highlights at the start of this chapter). Therefore, multiple responses were permitted. Indeed, fewer than one-third of respondents reported using a single supermarket for their food shopping (30%). Just over one-third indicated using two outlets (35%), with the remainder reporting using three or more (35%). Lone parents

Collectively, the 246 respondents provided 532 responses, with three local supermarkets being used by significant numbers of local residents – Tesco in Silverburn, Sainsbury's in Darnley Retail Park and Lidl on Nitshill Road (Figure 4.3). Aldi and Asda were mentioned by many of those, reporting 'other' options.

Figure 4.3: Main Supermarket Used for Food Shopping



Notes: 246 respondents (542 responses were provided). Multiple responses were possible. An average of 2.16 stores were reported.

Having access to a car, made it possible to visit different shops, providing more choice. For example, one lone parent from Priesthill explained that having a car enables him/her to access a wider range of shops than might otherwise be available. Without access to a car, options were more restricted. Several interviewees noted that more affordable supermarkets - like Lidl and Aldi - are further away and are more difficult to access via public transport. Others made considerable efforts to benefit from what low-cost supermarkets had to offer. One resident walks to discount supermarkets like Lidl and gets a taxi or walks home afterwards (depending on how much is purchased). There would appear to be demand for more accessible access to low-cost food provision in the area – as one interviewee observed, "I would like to see more of a kind of a big national discount [store] or like Iceland or Farmfoods".

Although access is important, it is not the only factor that shapes how households shop for food. One interviewee cares for a relative who lives in the Nitshill area and shops in the area, although not themselves residing there. Another long-term resident of Nitshill shops for food in Darnley as their children attend primary school there.

The range of options is also important. Here, opinions were mixed. Some residents were critical of local food options, expressing concern at the higher costs in local convenience stores, particularly for essential items such as bread. One interviewee with three young children explained that a lack of choice in local shops forced her to travel further afield to access larger supermarkets. While there are differences of opinion over what is an acceptable distance to travel for food, there is evidently a demand for more affordable and localised food provision.

Locality also matters to some residents in South-West Glasgow. One long-term Priesthill resident suggested that people are unlikely to travel between different neighbourhoods. Although there is evidence that challenges this viewpoint, the statistical evidence highlights patronage of local outlets. Table 4.1 describes the proportion of residents from different parts of Greater Pollok who shop for food in the three most frequented stores in the area. The cells highlighted in grey highlight the percentage of those from the nearest neighbourhoods who visit that supermarket.

Table 4.1: Patronage of Supermarket, by Locality

	Row Percentages			
	Supermarket used for Main Shop			
	Sainsburys at Darnley	**Lidl at Nitshill**	**Tesco at Silverburn**	*Cases*
Locality				
Darnley, Old Darnley, Nitshill, South Nitshill and Priesthill	42%	56%	53%	*109*
Carnwadric, Kennishead, Jenny Lind	38%	16%	32%	*37*
Corkerhill, Househillwood, Pollok	15%	18%	60%	*40*
Cowglen, Crookston, Parkhouse, Roughmussel, Sycamore Pk	40%	39%	35%	*57*

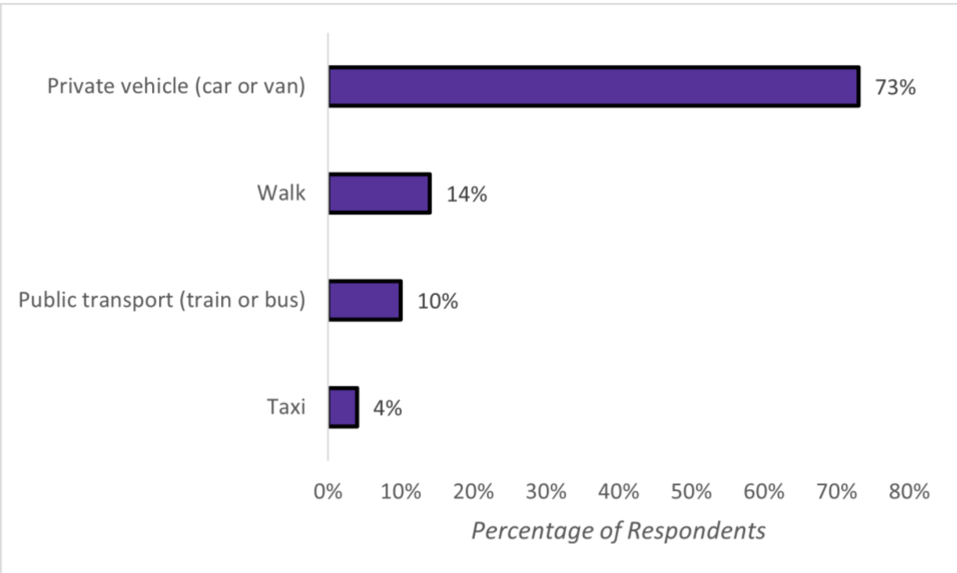
Notes: 243 respondents. Drawn from a multiple responses question. There was a statistically significant difference in patronage for each supermarket. Sainsburys: Chi-square 19.567, d.f. = 3, No cells with an E.F. <5, Significance at 0.000. Tescos: Chi-square 10.803, d.f. = 3, No cells with an E.F. <5, Significance at 0.013. Lidl: Chi-square 30.167, d.f. = 3, No cells with an E.F. <5, Significance at 0.000.

Several observations can be drawn from the geography of supermarket patronage in South West Glasgow. First, there is a tendency to shop local, which was most notable for the patronage of Tescos by those from neighbouring areas. Second, those from more affluent neighbourhoods are not averse to shopping for food in budget supermarkets; notably, 39% of those from non-deprived neighbourhoods reported shopping in Lidl on Nitshill Road. Finally, although patronage is relatively lower, a significant minority of households from further afield reported shopping in Nitshill; notable, 18% of those from Greater Pollok travelled to Nitshill.

4.2.3 – Travel mode

It is important to understand how people travel to access food. In the survey, we asked respondents: "When COVID restrictions end, how will you travel to shop for most of your food?". We offered nine response options, including six different forms of transport (both public and private, for example, taxi, bus and car) and three alternative answers, i.e. "home delivery service", "other" (with a comment box), and "rather not say". Most of the respondents (241 of 247) answered the question.

Figure 4.4: Method of travel to food shop



Notes: 227 respondents. Twenty reported using a home delivery service. Six skipped the question. No respondents reported cycling for their food shop.

Three quarters of respondents travelled by private vehicle to shop for food (Figure 4.4). Only a minority walked (14%) or travelled by public transport (10%). This patterning is interesting when compared to how people from South West Glasgow are reported to travel to work and study. The Understanding Glasgow data portal reports that, for example, 47% of people in

South West Glasgow walked, cycled or used public transport to access work and study, and only 45% reported having access to a car.[45]

Many interviewees emphasised the importance of having access to a car in order to reach a broader range of food shops. As the first epigraph in this chapter suggests, not having a car restricts options. Others without a car rely on relatives who own a car to take them food shopping. Walking to a supermarket is a necessity or preference of some, but is not always an option that is welcomed. Indeed, one Deaconsbank resident noted that the mile-long walk along a dual carriageway to Sainsburys is “really quite unpleasant”. Similarly, a Darnley resident without a car explained that although public transport was the only way of accessing certain supermarkets, this often involved waits of up to one hour for a bus for the return journey. Ease of access to a supermarket is also a factor to consider in decision-making.

It is well established that low-income households are less likely to be able to afford to buy and meet the running costs of owning a car. It comes as no surprise that work status is associated with how people travel to shop for food in South West Glasgow. As Table 4.2 shows, households with more work are more likely to travel by private vehicle. For example, 87% of households with full-time work travel to their food shop in a private car, compared to 61% of those from households with no work.

Table 4.2: Mode of travel to food shop by household character

	Row Percentages			
	Mode of Travel to Food Shop			
	Private Vehicle	**Public Transport**	**Walk**	*Cases*
Work Status in Household				
Some full-time work	87%	4%	9%	*107*
Some part-time work	72%	10%	18%	*39*
No work	61%	19%	20%	*69*
Deprivation Area Status				
In 5% Most Deprived Area	63%	16%	21%	*56*
Other in 20% Most Deprived Area	71%	13%	16%	*56*
Not in 20% Most Deprived Area	86%	5%	9%	*108*
Deprivation Area Status for Part-Time Workers				
Live in 20% Most Deprived Area	53%	21%	26%	*19*
Do Not	90%	0%	10%	*20*
Locality for Households Without Full-Time Work				
Darnley, Old Darnley, Nitshill, South Nitshill and Priesthill	48%	23%	29%	*56*

[45] Add full bibliographic detail – in addition to the weblink. https://www.understandingglasgow.com/profiles/neighbourhood_profiles/2_south_sector).

Carnwadric, Kennishead, Jenny Lind, Corkerhill, Househillwood, Pollok	77%	13%	10%	*30*
Cowglen, Crookston, Parkhouse, Roughmussel, Sycamore Pk	91%	0	9%	*22*
Lone Adult in Households Without Full-Time Work				
Lone adult	40%	30%	30%	*20*
Two or More adults	74%	16%	11%	*19*

Notes: Not all of these crosstabulation are statistically significant. Work status: Chi-square 17.559, d.f. = 4, One cell has an E.F. <5, Significance at 0.002. Deprivation area status for part-time workers: Chi-square 12.762, d.f. = 4, No cells with an E.F. <5, Significance at 0.013. Deprivation area status for part-time workers: Chi-square 7.551, d.f. = 2, Excess number of cells have an E.F. <5 (66.7%), Significance at 0.023. Locality for households without full-time work: Chi-square 15.891, d.f. = 4, Excess number of cells have an E.F. <5 (33.3%), Significance at 0.003. Lone adults in households without full-time work: Chi-square 4.614, d.f. = 2, Excess number of cells have an E.F. <5 (66.6%), Significance at 0.100.

This association of work status and mode of travel to food shop also finds expression in deprivation area status. As households with less work are more likely to live in deprived areas, we also find that travelling to food shop by private car is more commonplace outside deprived areas. For example, one fifth of those living in the very most deprived areas report walking to their food shop (21%), with a further one in even taking public transport (16%). with Those with experience of poverty are more likely to walk or to travel by public transport to do their shopping, although the majority still travel by private vehicle.

Low survey returns necessitate caution in further analysis. However, there may be local nuances to these aggregate patterns. At Table 4.2 also indicates, there is a suggestion that the key differences travel mode in deprived areas are among the sub-populations with less work. There may even be a local dimension to these behaviours: those living in Threehills neighbourhoods who are also in households without full-time work seemed to be equally likely not to drive by private car to their weekly food shop (29% walking, and 23% travelling by public transport).

The findings on how people will travel to shop for food post-COVID are relevant to the Threehills Project because they can be used to inform factors such as ease of access to the service. The high proportion who travel to shop for food by car highlights the importance of adequate parking facilities. However, locally, it may also be important to provide for those who travel by other means. Safety and the adequacy of wider provision for those who rely on walking, (and potentially cycling) and wheeling to access the supermarket such as resting benches, bike racks, dropped curbs, lighting and well-maintained pavements should also be reviewed. On the other hand, one respondent suggested that there was a need to take the food out to the wider community:

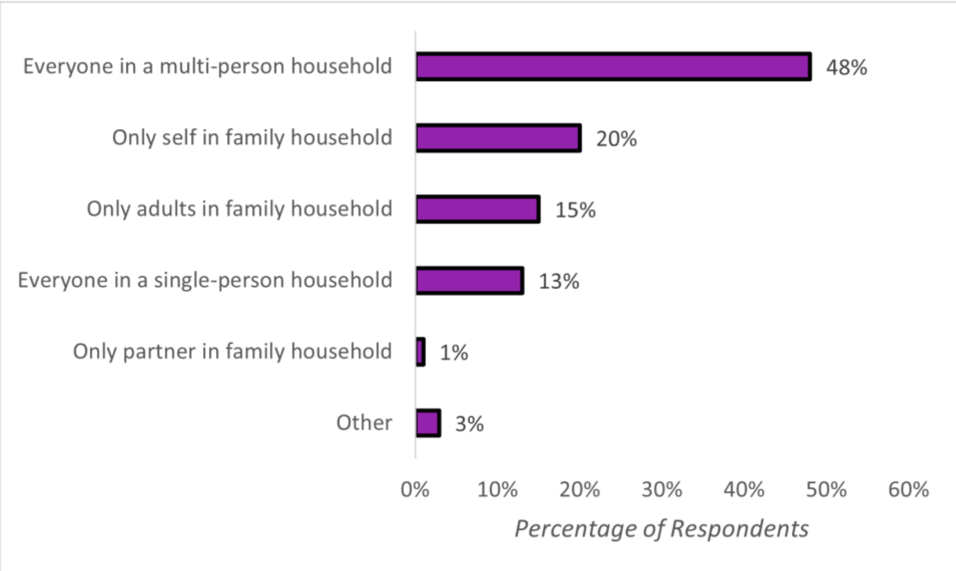
> "Outreach mobile unit for harder to reach / less mobile customers. Ice cream van style approach for essential items in the most deprived communities"
>
> (Male, 30-39, Working full-time, Jenny Lind, G46)

4.3 – A family experience?

4.3.1 – Decision-making

It is important to understand who usually makes the decisions about what food to buy. In the survey, we asked respondents, "who usually makes the decisions about what food to buy?". We offered five response options (with a range of options including everyone in the household; only me; only myself and my partner/spouse and only my partner/spouse), whilst also offering respondents the opportunity to answer "other" to provide an alternative answer. All respondents answered the question. As Figure 4.5 highlights, in three-fifths of households everyone was involved in the decision-making (48% were multi-person households and 13% were single person households).

Figure 4.5: Who makes decisions on food shopping



Notes: 244 respondents. Data derived from household composition and decision-making data.

Table 4.3: Household decision-making for food shopping, by household character

	Row percentages		
	Who makes food decisions in the household		
	Everyone	**Some**	*Cases*
Children in household			
None	89%	11%	*116*
Some	37%	63%	*121*
Deprivation Area Status where there are children in household			
In 5% Most Deprived Area	54%	46%	*28*
Other in 20% Most Deprived Area	43%	57%	*28*
Not in 20% Most Deprived Area	28%	72%	*65*

Notes: Each crosstabulation is statistically significant. Children in household: Chi-square 67.250, d.f. = 1, No cells has an E.F. <5, Significance at 0.000. Deprivation area status where children are in the household: Chi-square 6.112, d.f. = 2. No cells have an E.F. <5 (66.6%), Significance at 0.047.

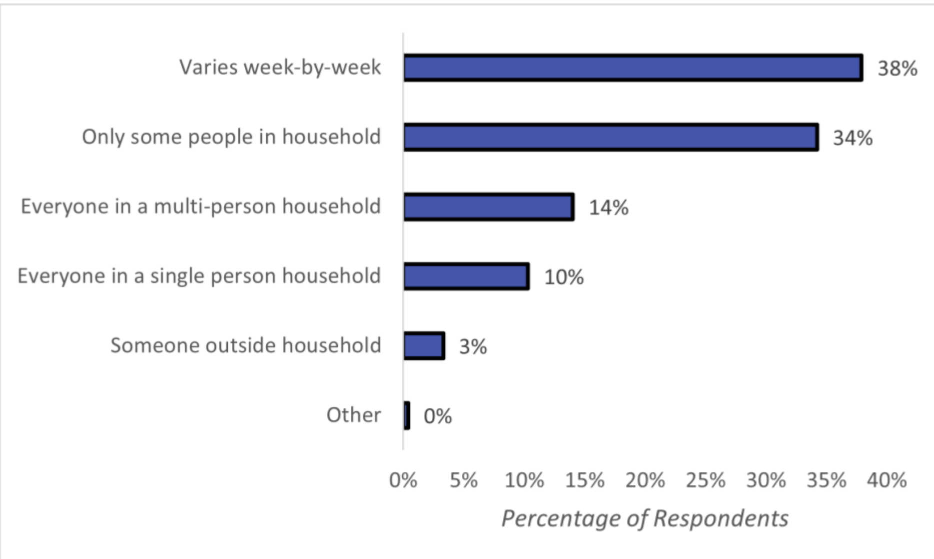
The key factor that shapes decision-making is presence of children in the household. As Table 4.3 highlights, whereas in households without children the majority contribute to decision-making, the converse applies in households with children. However, interestingly, households with children in the very most deprived areas were reported to be more likely than those in less deprived areas to contribute to decision-making. The significance of this becomes apparent when considered alongside who goes shopping (4.3.2).

4.3.2 – Who goes shopping

Complementing the insights on decision-making (4.3.1) are insights on who is present on the food shop. The survey asked, "Who usually goes shopping for your food?" Respondents were offered six response options, which mirrored those from decision-making, but also included an option on "varies week by week". Almost all (243) of the 247 survey participants responded to this question.

As Figure 4.6 shows, a significant minority of households have an irregular arrangement, which varies week-by-week (38%). A cursory comparison of Figures 4.5 and 4.6 highlight that not everyone who contributes to decision-making is present at the weekly shop. This is reported in more detail in Table 4.4. Although it is more likely that people will contribute to decision-making when they are present in the weekly shop, this is not always so. As Table 4.4 highlights, in one quarter of those households where everyone contributes to the decision-making, only some go shopping (27%); conversely, everyone contributes to the decision-making on what to buy in one in ten of those households where only some of the householders go shopping (12%).

Figure 4.6: Who goes food shopping



Notes: 243 respondents. Data derived from household composition and shopping journey data.

Table 4.4: Who goes shopping, by decision-making

	Row Percentages **Who goes food shopping**			
	Varies by week	**Everyone goes shopping**	**Only some go shopping**	*Cases*
Household Decision-Making				
Everyone in household	39%	34%	27%	*138*
Some	40%	12%	47%	*89*

Notes: This crosstabulation is statistically significant. Chi-square 16.451, d.f. = 2, No cells has an E.F. <5, Significance at 0.000.

As for decision-making, the presence of children in the household was associated whether everyone from the household was present in the weekly shop. Convenience is therefore a consideration that shapes the shopping patterns of some households. One participant who is a long-term resident of Nitshill with two children explains that they often shop during their lunch break at work. As table 4.5 shows, although there was still much variation on a weekly basis, it was more likely that everyone would go on the weekly shop in households without children.

Table 4.5: Who goes shopping, by household character

	Row Percentages **Who goes food shopping**			
	Varies by week	**Everyone goes shopping**	**Only some go shopping**	*Cases*
Children in household				
None	32%	43%	26%	*110*
Some	46%	10%	44%	*123*
Household size, in households without children				
1	11%	89%	0%	*28*
2	32%	38%	30%	*47*
3	50%	9%	41%	*22*
4 or more	46%	15%	39%	*13*
Household size, with children in household				
2	24%	29%	47%	*17*
3	47%	0%	53%	*30*
4 or more	51%	9%	40%	*76*

Notes: Each crosstabulation is statistically significant. Children: Chi-square 33.647, d.f. = 2, No cells has an E.F. <5, Significance at 0.000. Household size (no children): Chi-square 39.968, d.f. = 6, One cells has an E.F. <5 (16.7%), Significance at 0.000. Household size (with children): Chi-square 12.983, d.f. = 4, Two cells have an E.F. <5 (22.2%), Significance at 0.011.

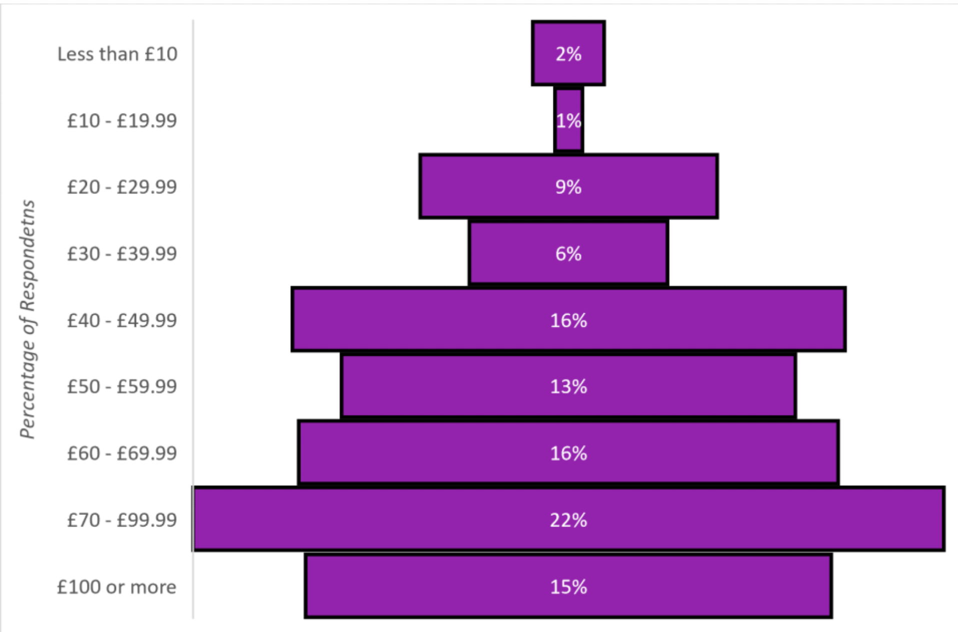
Table 4.5 also shows that – in both households with and without children – everyone in the household is more likely to go shopping in smaller households.

4.4 – Spending

4.4.1 – Typical weekly spend

Threehills Social supermarket aims to increase the value of whatever low-income households spend on food. It is useful to know how much households typically spend on food, although, it is anticipated that not all household needs will be met in the store, and that some food shopping will be made in other stories. In the survey, we asked respondents, "How much do you typically spend on food and non-alcoholic drinks in a typical week?". We offered nine quantified response options (ranging from "less than £10", then £10 to £19.99", in £10 bands until "£70-£99.99" and £100 or more), in addition to 'don't know" and "rather not say" options. Respondents were afforded the opportunity to provide more details in comment. For some, this spend comprised a significant proportion of their income, one describing, "the amount of our income that you spend on food is just extraordinary". Figure 4.7 describes the weekly spend.

Figure 4.7: Typical Weekly Spend on Food and Non-Alcoholic Drinks



Notes: 241 respondents. Estimated weekly spend.

Somewhat surprisingly there were no strong associations between socio-economic status and weekly spend on food – deprivation area status, work status and current poverty status did not appear to shape how much was typically spent on food. The key determinant of food spend was household size, with larger households spending more on food (Table 4.6).

Table 4.6: Weekly spend on food, by household size

	Row Percentages			Cases
	Low (under £50)	Medium (£50, but under £70)	High (above £70)	
Household size				
1	61%	30%	9%	*33*
2	45%	39%	17%	*65*
3	29%	31%	39%	*51*
4 or more	16%	21%	63%	*89*

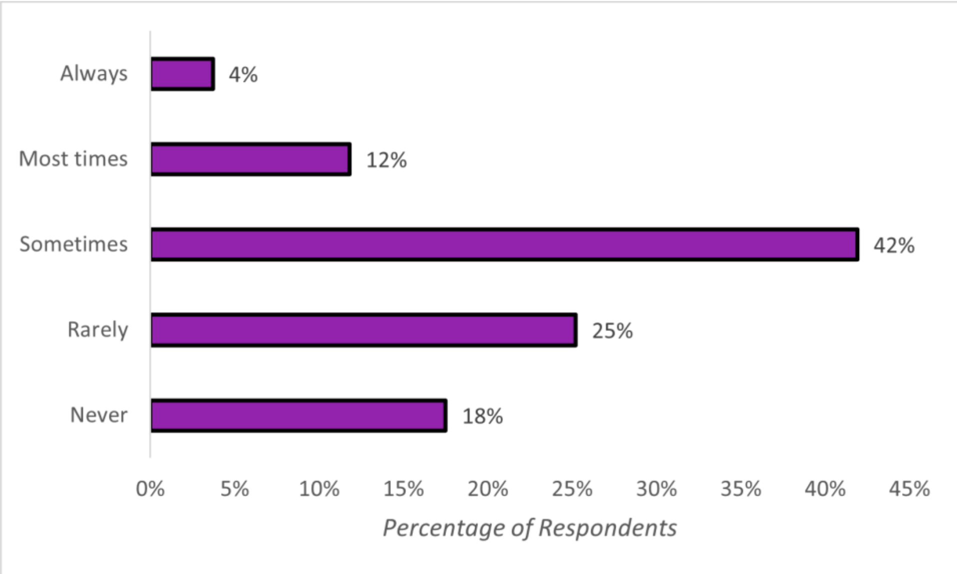
Notes: Crosstabulation is statistically significant. Chi-square 52.063, d.f. = 6, No cells have an E.F. <5, Significance at 0.000.

4.4.2 – Visits to cafes

Schneider and colleagues (2014, p. 6-8) found that social supermarket cafés are not only a great place to foster social cohesion, inclusion, food waste management but, importantly, the income generated from café sales provides a sustainable income stream for the project, while offering employment opportunities for people experiencing poverty as described by Derain and colleagues (2015, p.49). It is expected that the Threehills café will play an key role in meeting the Threehills Social supermarket's wider aims of community engagement, support, and long-term economic sustainability. It is useful to anticipate how many prospective will access the café space, based on current patterns around food shopping.

In the survey we asked participants "Before COVID impacted, how often did you – or another member of your household – visit a café before/after/during your food shop?" the wording of the question stressed its pre-COVID timeframe. Understanding café usage patterns pre-pandemic should give a better understanding of predicted café usage when pandemic restrictions have been lifted. Participants were given five substantive options from which to choose: "always", "most times", "sometimes", and "rarely" and "never', in addition to a "don't know" option. Once more, a comment box was provided if respondents wished to elaborate on their answer. Almost all responded to the question. With the majority indicating that they at least "sometimes" visited a café as part of their food shop (Figure 4.8).

Figure 4.8: How Often Do You Visit Cafes Around Food Shopping



Notes: 246 respondents.

There was no significant social patterning to café use. It is significant to note that one half of those from the very most deprived areas reported that they rarely/never visited cafes (52%), with similar results reported from households without work (51%), those who currently live in poverty (55%) and those from Threehills neighbourhoods (47%). While these patterns may not be significantly different from other groups, they do indicate that many of those in the key target groups for Threehills are not typically visiting cafes as part of their weekly food shop.

For some respondents, the cost of visiting a café was the main barrier to participation, with one respondent asserting “the cafés in Silverburn are a bit expensive”, while another highlighted that “budget too tight for extras such as visiting a café…”. Making the café affordable may have an impact on customers’ ability to visit. For other respondents, there were no cafés available for them to visit during their food shopping excursions and so further analysis is needed to assess whether shoppers will be likely to use a social supermarket if an affordable café becomes available.

Visiting a café during or around the time of their food shop is a regular occurrence for some and a much-enjoyed experience. One respondent advised the supermarket café was a place to “meet up with friends once a week”, while another participant noted that they “love to meet a pal for coffee” at a café in or around the time of their food shop. This suggests that a café in the Threehills Citizen Supermarket has the potential to become a through which the wider social goals of the project can be achieved.

Resolving any barriers to access will determine the success of the café in becoming a space of community empowerment, in which information and support will be distributed. This is vital as according to Saxena and Tornaghi (2018), social supermarkets are distinct from other food insecurity projects like food banks in their pursuit of social goals such as community-building, tailored support for service users, and relationship-building. Furthermore, income generated through the café will also contribute to the viability and sustainability of the Threehills Supermarket.

4.4.3 – Experiences of food shopping

In the in-depth interviews with residents, we explored wider outlook on food shopping, complementing and extending the focus in the survey on café patronage and shopping patterns. Some people view food shopping as a chore; one interviewee who lives alone and is on Universal Credit said of food shopping: "I hate it, I'm fed up with it", while other interviewees commented on how food shopping can be stressful, particularly when shopping with children or on a low budget.

In contrast, others view food shopping as a positive experience. One Priesthill resident explains that they enjoyed "getting out", particularly during the pandemic when lockdown measures meant there was less to do. Another resident with three children noted that food shopping gives them "time away from the kids". The presence of non-food items in supermarkets was also highlighted as a bonus for some; one participant explained that they enjoyed being able to "wander round the clothes and the homeware and look at stuff, and then actually just go and get the thing that you went in to get".

Several respondents also picked up on the importance of the food shopping experience for children; one parent explains that they enjoy allowing their children to pick items, while another Pollok resident commented:

> *"I think it's an important thing for kids to go along and learn about choices and carrots and bananas … if you're kinda interacting with food and, you know, food purchasing from a young age then, och I might be wrong, but I think that does sort of engender health food choices".*
>
> (Female, 50-59, Working part-time, Priesthill / Darnley, G53)

Although there are mixed opinions, it is clear that food shopping serves wider purposes in the lives of low-income families.

4.4.4 – In-shop decision-making

Earlier, we considered contributions to decision-making from within the household (4.3.1) and how much is spent on food (4.4.1). In the in-depth interviews with residents, we also explored their decision-making processes when purchasing food in shops. Some participants noted the importance of food quality, with one Priesthill resident explaining that the use-by dates on food are important as they do not necessarily want to consume food straight away. Another resident said that even when foods are discounted, they will always ensure that the quality is good, before purchasing. One long-term resident of Nitshill explained that one of the reasons they shop in-store rather than online is being able to assess the quality of the food. Some interviewees associated cheap food with poorer quality, one resident saying of white bread “it’s probably full of absolute rubbish for 70 pence”. Quality – and the perception of quality – is therefore important to residents of South-West Glasgow, and this should be considered when stocking and promoting Threehills Social supermarket.

The use of coupons and loyalty cards was also valued by a number of interviewees. Several residents noted that they always make use of loyalty cards and money-off coupons. These encouraged consumers to shop in particular stores. One resident noted that they specifically shop when they know goods will be discounted, while other interviewees explained that although they did not specifically shop for discounted goods, they were always on the lookout for “bargains” and found discounts to be a bonus. However, one interviewee mentioned that loyalty cards with minimal savings were “more trouble than it’s worth to get your card out and scan it”.

On balance, it would seem that concerns with quality are reported to be more important in shaping shopping patterns than incentives to save money.

4.5 - Factors influencing where people decide to shop

Most of the survey questions comprised questions with fixed response options. An important exception was the open-ended format that was used when respondents were asked, “What are the most important things you consider when deciding where to shop for food?”. A content analysis of responses was undertaken, the results of which are reported in Table 4.6.

Table 4.6: Most Common Reasons Cited for Influencing Where People Shop for Food

Mentions	Category	Descriptors
228	Cost or price of food	'Price', 'Cost', 'Value for money', 'Offers', 'Affordable', 'Affordability', 'Cheap', 'Cheaper', 'Cheapest', 'Deals', 'Budget', 'Finances', 'Expense', 'Promo', 'How much money I have to spend', 'Money-value'
99	Quality and Freshness of Food	'Quality', 'Expiry date', 'Fresh', 'nutritious', nutrition, 'nutrionally', 'healthiness '
62	Distance and convenience	'Convenience', 'Availability', 'Local [relating to distance], 'Distance', 'Location', 'Close', 'Closest', 'Near', 'Easy to get to shop'
46	Choice and Variety	'Variety, 'Choice', 'Selection', 'Range [referring to range of items]'
29	Availability of specific foods	'Fruit', 'Veg', 'Vegetable', 'Meat', 'Vegetarian', 'Vegan', 'Lactose free milk', 'Scottish produce', 'Organic and free-range choice', 'Chicken', 'Milk, bread, yogurt […] and snacks', 'Tins', 'Cleaning stuff',
7	Cleanliness	'Cleanliness'
6	Sustainability	'Local produce', 'sustainable', 'sustainability', 'reduced packaging', 'recycleable packaging'
5	Accessibility	'Comes to my door', 'Ease of access', 'Accessibility', 'How easy it is', 'Big aisles'
4	Shop Layout	'Finding items', 'Layout', 'Spaciousness
3	Queues	'Queues'
3	Busyness	'Busy', 'Quietest'
3	Parking	'Parking'
9	Miscellaneous (=<2 mentions)	i.e. 'delivery', 'loyalty rewards', 'Covid safe'

Descriptors such as ‘price’, ‘cost’ and ‘value for money’ were used most often - 228 times in response to the question, indicating that the price structure of the social supermarket will be of pivotal importance. The second most important consideration was the quality and freshness of food, with terms such as ‘quality’, ‘expiry date’ and ‘fresh’ mentioned 99 times. Other prominent themes included ‘distance and convenience’, ‘choice and variety’ and ‘availability of specific foods’. Notably, responses seldomly included terms relating to themes such as ‘cleanliness’, ‘sustainability’, ‘parking’ or ‘queues’.

In understanding what matters, it is also important to consider the emphasis placed on the issues (in addition to how often they were mentioned). Here, it is significant to reflect on observations around themes relating to health and wellbeing, accessibility, choice and the social aspect of the supermarket, which are exemplified through the following responses:

> *“Unhealthy food is more available and cheaper to buy. I would like to see more healthy food at an affordable price. A lot [sic] of people can't afford to buy the good food.”*
>
> (Female, 30-39, Working part-time, Parkhouse, G53)

> *“Would be really great to [have] affordable healthy meals, snacks and ingredients available.”*
>
> (Female, 65+, Working full-time, Priesthill, G53)

> *“I like shopping and company and I think a social supermarket and cafe will be very good for my area. And me.”*
>
> (Female, 65+, Retired/Volunteer, Darnley, G53)

> *“Nutritious food that is fresh and reasonably priced”*
>
> (Male, 40-49, Working full-time, Crookston, G53)

> *“Comes to my door as I am disabled”*
>
> (Male, 65+, Not working, Cardonald, G52)

> *“Food choice is limited. It would be great to see local butchers, bakers etc nearby. Currently there aren't any within walking distance.”*
>
> (Female, 40-49, Working full-time, Parkhouse, G53)

> *“Easiness to get to the supermarket, accessibility”*
>
> (Male, 50-59, Not working, Crookston, G53)

The in-depth interviews with residents reinforce the survey data. The quality and nutritious value of food were often discussed and presented as a fundamental consideration when shopping for food. Quality sometimes was presented as over-riding the advantages of low cost. As one Deaconsbank resident (Female, 60-64, Not Working, Pollokshaws, G43) commented in relation to one budget supermarket, “Farmfoods is not necessarily offering nutritious food”. Indeed, when asked what their expectations were for a social supermarket, one interviewee (Male, 30-39, Working full-time and part-time, Darnley, G53) said they would expect “good quality ingredients, but not at high prices”. However, the choice and range of products available at different shops was equally important to a number of participants; one interviewee (Female, 40-49, Working full-time, Jenny Lind, G46) discussed how restricted choice made them more likely to shop elsewhere.

Nevertheless, affordability remains a key issue and was identified by many interviewees as a key factor that helped them decide where to shop. Typically, cheaper shops such as Farmfoods, Lidl and Aldi were mentioned, with one interviewee with two children stating they mostly use Lidl “because it’s cheaper”. Another noted:

> “*If there was something that offered like that same level of freshness and variations of produce that was lower price that would be amazing*”
>
> (Female, 60-64, Not working, Pollokshaws, G43)

More expensive retailers – such as Marks & Spencers – were used for “special occasions”, and therefore on a less frequent basis. In general, low-cost retailers were typically preferred.

Interviewees were also concerned over the physical appearance and ambience of shopping in a supermarket. One participant commented: “the important thing is if you make it less sterile, people kind of feel more appreciative of the supermarket if you know what I mean?” (Female, 60-64, Not working, Pollokshaws, G43). Similarly, another resident mentioned feeling uncomfortable when shopping in a “busy and mobbed” shop in Crookston, meaning that they were less likely to return there. Space to navigate in store was highlighted by multiple interviewees, as well as adequate staff members who can help customers. The physical environment matters, and may determine the likelihood that customers will return on a regular basis.

4.6 – Conclusion

The research confirmed many expectations, although it layered this understanding with some local insights and nuances that may be important in designing the Threehills Social supermarket service. On the whole, Threehills would appear to provide a service that will meet the needs of many local residents, but understanding how local residents currently shop for food should inform the design.

5. On social supermarkets

" … maybe at some point they'll not be necessary, but I just think for people if there was a social supermarket type of thing surely that must be a more dignified way of [accessing food]."

(Female, 50-59, Working part-time, Priesthill / Darnley, G53)

" I just like the idea of it. I like the idea that … it is to help people … what I'm hearing is the social supermarket is there to not … hopefully not make masses of profit, but I imagine - as a business [it] has to make a profit - but as long as it is helping the community … if they do it [and] try to [put] profits back into providing good, sustainable cheap food … why not?"

(Male, 65+, Retired, Darnley, G53)

5.1 – Introduction

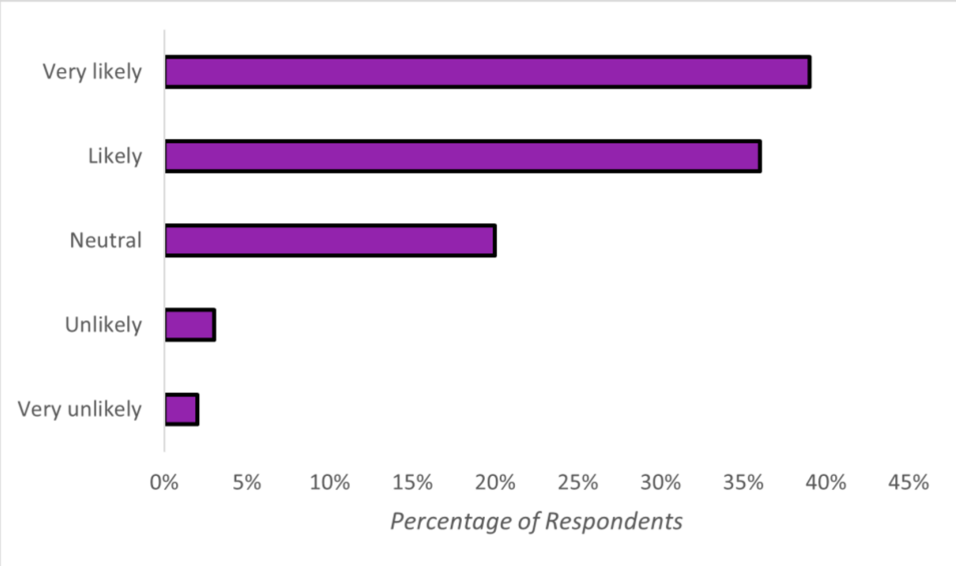
In this section, we focus on factors that are more directly related to the Threehills Social supermarket. Once more, we draw on survey evidence and semi-structured interviews with people from South West Glasgow. Findings are presented for six themes –likelihood of using a social supermarket (5.2); perceived benefit to the wider area (5.3); the likelihood of shopping on Nitshill Road (5.4); expectations of the Threehills social supermarket (5.5); awareness of marketing and promotion of the Threehills social supermarket (5.6); and residents thought on additional (non-food) service provision (5.7).

5.2 – Likelihood of using a social supermarket

We sought to establish how likely households in South West Glasgow would be to use a social supermarket. In the survey, we asked respondents, "How likely would you be to use a social supermarket?". We offered five response options (ranging from "very unlikely"' to "very likely"), and also offered the respondents an opt out option. Most (240) of the 247 survey respondents answered the question. As Figure 5.1 demonstrates, three quarters of respondents indicated that they were at least likely to visit a social supermarket, with only a small minority suggesting that this was unlikely (5%).

Clearly, this is a positive finding, although it will inevitably reflect a tendency for those more positively inclined toward a social supermarket to participate in the research.

Figure 5.1: Likelihood of Using a Social Supermarket



Notes: 240 respondents. Seven respondents indicated that they did not know.

The interviews with residents confirmed a positive inclination toward social supermarkets. One participant (Male, 65+, Retired, Darnley, G53) particularly liked the idea that it would "help the community", adding that they hoped it would be "bright and welcoming" for people, something they felt was not typically associated with that part of Nitshill.

Although expressing a likelihood of visiting a social supermarket, there was sufficient variation to explore whether some sub-populations may be more likely to visit than others. To explore this possibility, we compared those who indicated it was "very likely", to those who indicated it was "likely" and all others (neutral, unlikely or very unlikely to visit).

As might be expected, those with experience of poverty were more likely to express an stronger inclination to use a social supermarket. Significantly, those who had previously lived in poverty were also more likely than those who had never lived in poverty to indicate that they would use (Table 5.1). Notwithstanding this association between experience of poverty and likelihood to visit, it must still be acknowledged that the majority of those responding to the survey who had never lived in poverty also indicated that they were likely to visit (61% in Table 5.1). Further analysis also indicates that among those who do not currently live in poverty, those experiencing a disability or long term limiting illness are more likely than those who do not to visit.

Table 5.1: Likelihood of visiting a social supermarket, by household characteristics

	Row Percentages			
	Likelihood of visiting a social supermarket			
	Very Likely to visit	**Likely to visit**	**Less than likely to visit**	*Cases*
Experience of poverty				
Currently experiencing poverty	55%	36%	9%	*22*
Previously experienced poverty	46%	34%	20%	*99*
Never experienced poverty	27%	34%	39%	*79*
Have disability or long-term limiting illness and not currently living in poverty				
Have	52%	29%	19%	*84*
Do not have	24%	38%	38%	*90*

Cases: 200. Notes: Both crosstabulations are statistically significant. Experience of poverty: Chi-square 14.406, d.f. = 4, No cells have an E.F. <5, Significance at 0.006. Disability status among those with no experience of poverty: Chi-square 14.406, d.f. = 4, No cells have an E.F. <5, Significance at 0.006.

Although there was positivity, there was also some uncertainty. In a number of cases, respondents were unsure of what type of customer a social supermarket is aimed at.

> *"…Although I'm not sure if I would be entitled to as I work part time".*
>
> (Female, 50-59, Working part-time, Priesthill, G53)

> *"… I'm not sure about who the social supermarket would want to attract as their main customers."*
>
> (Female, 60-64, Working full-time, Crookston, G53)

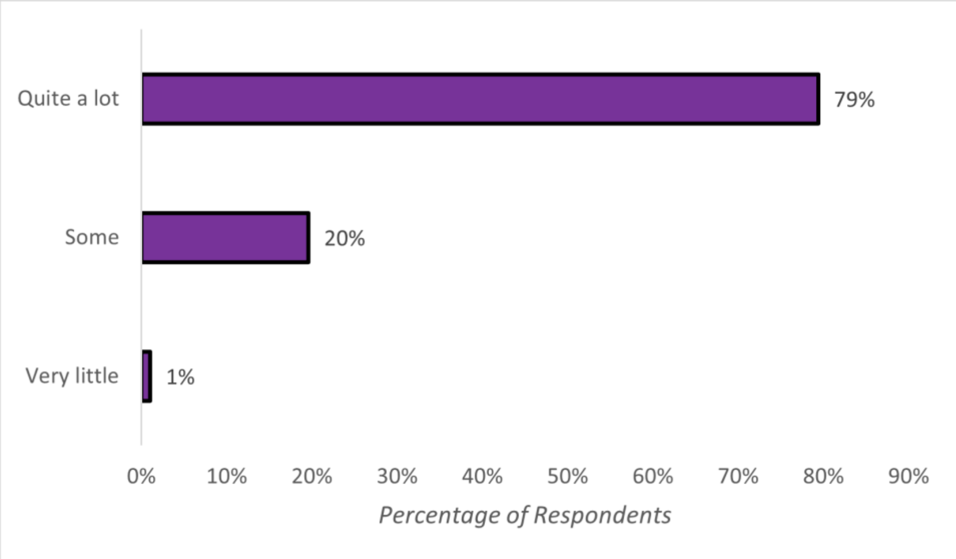
One interviewee added that "the (owners) are going to have to work very hard to target it and they are going to have to use people to welcome them that are not going to be condescending" (Male, 30-39, Working Full time and part time, South of Southpark, G53). Thus, although there is positivity, there are issues that have to be addressed and clarified (see also 5.6)

5.3 – Perceived benefit to wider area of a social supermarket

We also explored whether the people of South West Glasgow perceived that a social supermarket would be beneficial to their neighbourhood. In the survey, we asked respondents, "How many people in your neighbourhood do you think would benefit from using a social supermarket?". We offered four main responses ranging from "None" to "Quite a lot", while including another two options which offered respondents the opportunity not to answer by selecting "Rather not say" or "Don't know". Most (246) of the 247 responded, with 15% selecting 'Don't know'.

As Figure 5.2 demonstrates, the majority of those who offered an opinion, indicated that "quite a lot" would benefit (79%). No-one suggested that nobody would benefit from a local social supermarket.

Figure 5.2: Perception of How Many in Neighbourhood Would Benefit from Using a Social Supermarket



Notes: 209 respondents. 37 respondents indicated that they did not know, and one skipped the question.

Although there was an association between those likelihood of visiting (Figure 5.1) and perception of wider benefit to the community (Figure 5.2) – those visiting more likely to perceive that there would be wider community benefit – it is also significant to note that the majority of those who indicated that it was 'less than likely' that they would visit, nevertheless perceived that it would have benefit for the wider community (67%, as reported in Table 5.2).

Table 5.2 – Perceived community benefit, by likelihood of visiting a social supermarket

	Row percentages		
	How many in community would benefit		
	Less than 'quite a lot'	**Quite a lot**	*Cases*
Likelihood of visiting			
Very likely	10%	91%	*84*
Likely	25%	75%	*76*
Less than likely	33%	67%	*45*

Notes: Crosstabulation is statistically significant. Chi-square 11.707, d.f. = 2, No cells have an E.F. <5, Significance at 0.003.

More generally, there was limited variation in outlook among sub-populations, although personal experience of poverty tended to be associated with a perception that more within the wider community would benefit (Table 5.3). Interestingly, among those who had previously lived in poverty, those who were currently living in a deprived area were more likely to perceive that more within the wider community would benefit.

Table 5.3 – Perceived community benefit, by household character

	Row percentages		
	How many in community would benefit		
	Less than 'quite a lot'	**Quite a lot**	*Cases*
Experience of poverty			
Currently experiencing poverty	5%	95%	*19*
Previously experienced poverty	19%	82%	*92*
Never experienced poverty	30%	70%	*64*
Deprivation area status, if have previous experience of poverty			
Live in deprived area	11%	89%	*54*
Do not	29%	71%	*35*

Notes: Crosstabulations are statistically significant. Experience of poverty: Chi-square 6.6068, d.f. = 2, One cell with an E.F. <5, Significance at 0.048. Deprivation area status for those with previous experience of poverty: Chi-square 4.390, d.f. = 1, No cell with an E.F. <5, Significance at 0.036.

Those with experience of poverty are more likely to identify the need for this provision, firstly for themselves and then for others in their area. Those from within the 20% most deprived areas who have previous experience of poverty are more likely than those now not living in deprived areas to recognise the benefits a social supermarket could have on their community. Although it is important not to overstate the difference (as the majority recognise that quite a lot within their community would benefit), it is a reminder that not everyone appreciates the need. This is illustrated by one respondent who expanded on the question by claiming that they "think most people are relatively comfortable" in their area (Female, 60-64, Working full-time, Crookston, G53).

Strong support for the social supermarket was was expressed by those participating in the in-depth interviews. Interviewees almost universally believed that the social supermarket would greatly benefit local residents. The very positive attitude towards the social supermarket residents expressed during the interviews can be exemplified through the following exclamation:

> *"Hallelujah. That was my initial reaction."*
>
> (Male, 30-39, Working Full time and part time, South of Southpark, G53)

It was highlighted that many residents are financially stricken, which could be ameliorated by the low prices of the social supermarket. Some interviewees mentioned that the social supermarket could be a welcome alternative to food banks as it could allow residents to access food in a more dignified way. One interviewee (Male, 30-39, Working Full time and part time, South of Southpark, G53) emphasised the importance to eliminate the stigma associated with receiving help to access food. In his view, some local residents who need support refuse to use food banks as they do not want to be seen in them. More generally, it was considered that many residents are very reluctant to ask for help, resulting in an intensification of their problems. Interviewees also suggested that the social supermarket and its café could combat social isolation, a problem which has been made worse by the pandemic. One resident highlighted that some residents utilise food shopping as a way to socialise:

> *"They've got very little in their basket cause they don't necessarily need to be there but they're there because they want some company "*
>
> (Male, 60-64, Working part time, Old Darnley, G53)

There were other suggestions as to how the social supermarket could benefit the local community before offering access to low-cost food. Interviewees suggested a range of potential services that could benefit local residents, including gambling advice, wellbeing advice, financial advice, and employability support. Some interviewees suggested that the social supermarket could have positive knock-on effects for the wider community by improving access to healthier diets, improving social ties, and increasing awareness of sustainability. One interviewee (Female, 60-64, Not working, Pollokshaws G43) suggested that the car park of the social supermarket could be used as a community space, for instance by doubling up as a car boot sale and event space.

On the other hand, three interviewees expressed concerns regarding the social supermarket. It was remarked that the space around the social supermarket could potentially be used for undesirable congregations, stigma could arise from using a social supermarket, and that the social supermarket may not be viable and may be unable to compete with commercial food providers.

Yet, the strongest message was that it would beneficial to respondents and those in their community and would help tackle problems related to food poverty:

> *"I think a lot of people will use the social supermarket. I'm a volunteer at a local breakfast club and we get 50-60 people each week attending for various reasons, including social interaction and food poverty."*
>
> (Female, 50-59, Not working, Priesthill, G53)

> *"Socially deprived areas are screaming out for a place like this. Not just the supermarket but the social aspect of the café. And the advice centre will be a godsend. Even for me."*
>
> (Female, 40-49, Working full-time, Priesthill, G53)

> *"There have been so many job losses in the past year, so many people must be struggling financially."*
>
> (Female, 40-49, Working part-time, Jenny Lind, G46)

> *"There is a lot of unemployment in my area."*
>
> (Female, 50-59, Working part-time, Priesthill, G53)

Some respondents stressed that the difficulties experienced by different groups within the community are often hidden, and which the social supermarket could help to address:

> *"I think there is a lot of hidden poverty and parents going without food to provide for their children. Worse due to COVID."*
>
> (Female, 50-59, Working full-time, Cowglen, G43)

> *"There are area's in south west Glasgow that are not classed as deprived but this doesn't mean people are struggling to meet day to day bills"*
>
> (Female, 40-49, Working full-time, Parkhouse, G53)

Support for the social supermarket was also expressed from areas beyond the immediate 'Threehills' target area (below Jenny Lind and then Crookston):

> *"I know my family are in a fortunate position and I greatly appreciate it. No-one should go hungry in these times, nor should anyone be ashamed of falling on hard times - it could happen to anyone at any time. I think this area has a huge mix of people from all backgrounds and we should all be looking out and helping each other where we can. A shop of this kind could be a huge help in the area."*
>
> (Female, 40-49, Working part-time, Jenny Lind, G46)

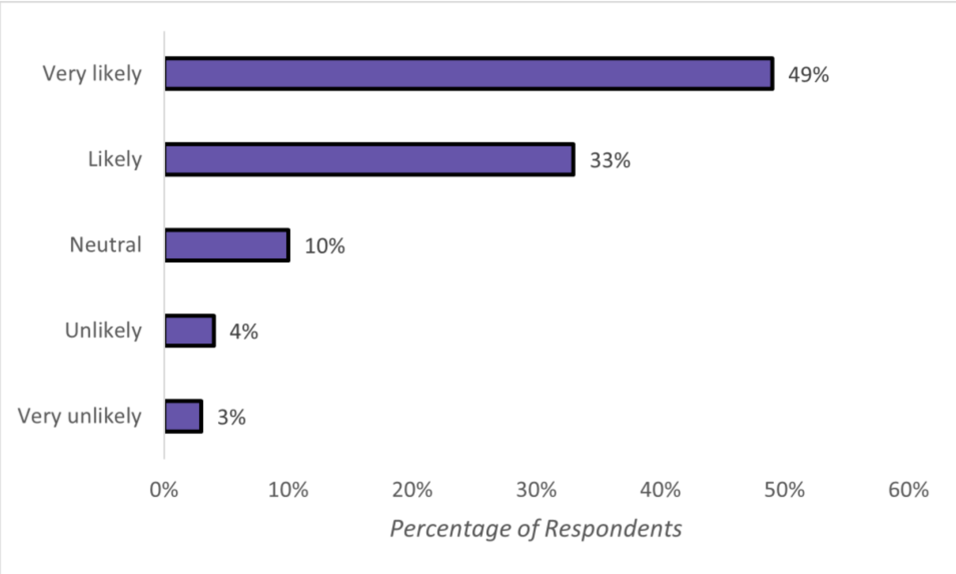
> *"I think a social supermarket in the area would be a great resource and is long overdue. If it was to provide wholesome and inexpensive food supplies to the community while preserving peoples dignity. This would be invaluable in growing and encouraging real community spirit, especially with the inclusion of a cafe where people of all ages and backgrounds can meet and socialise in a safe and welcoming area. I would love to see a social supermarket in Glasgow South West."*
>
> (Female, 60-64, Working full-time, Crookston, G53)

5.4 – Likelihood of shopping for food on Nitshill Road

Earlier, we noted the importance of shopping locally (4.2.2). We also explored more directly whether people would be prepared to shop for food on Nitshill Road, the proposed location for the Threehills Social supermarket. In the survey, we asked respondents 'How likely would you be to shop on Nitshill Road if a supermarket opened there that met your needs'. Respondents were asked to express their opinion on a five-point scale, ranging from "very likely" through to "very unlikely", with an additional "don't know: option provided. Once more a comment box was provided for those who wanted to provide additional information.

The majority of respondents indicated that they were at least likely to shop on Nitshill Road (more than four out of every five respondents). Only a small minority indicated that this was unlikely (Figure 5.3).

Figure 5.3: Likelihood of Shopping for Food on Nitshill Road



Notes: 244 respondents. Two respondents indicated that they did not know, and one skipped the question.

Once more, with such a strong positive response, there was little scope for variation among sub-populations. However, those with experience of poverty were much more likely to indicate that they would shop on Nitshill Road if there was a shop there that fulfilled their needs. As Table 5.4 highlights, 57% of respondents who had answered that they had previously lived in poverty indicated that they would be very likely to shop on Nitshill Road. As we might expect – given social complexion of neighbourhood and convenience – this finds expression in geographical variation. Those from the Threehills neighbourhoods are more likely to indicate that they would shop on Nitshill Road.

Table 5.4: Likelihood of visiting a social supermarket, by household characteristics

	Row Percentages			
	Likelihood of shopping on Nitshill Road			
	Very Likely	**Likely**	**Less than likely**	*Cases*
Experience of poverty				
Currently experiencing poverty	76%	19%	5%	*21*
Previously experienced poverty	53%	31%	16%	*100*
Never experienced poverty	37%	42%	21%	*81*
Locality for Households Without Full-Time Work				
Darnley, Old Darnley, Nitshill, South Nitshill and Priesthill	62%	24%	15%	*109*
Carnwadric, Kennishead, Jenny Lind,	49%	34%	17%	*35*
Corkerhill, Househillwood, Pollok	37%	46%	17%	*41*
Cowglen, Crookston, Parkhouse, Roughmussel, Sycamore Pk	36%	39%	25$	*56*

Cases: 200. Notes: Both crosstabulations are statistically significant. Experience of poverty: Chi-square 11.694, d.f. = 4, One cell has an E.F. <5, Significance at 0.020. Locality: Chi-square 14.647, d.f. = 6, No cells have an E.F. <5, Significance at 0.023.

Interviews reinforced the point that the location of the social supermarket was important, both for and against patronage. While some interviewees noted that the proposed location is not in their neighbourhood and was therefore 'not for their area (Male, 40-49, Working, Darnley, G53), those closer to Nitshill Road were more positively inclined:

> *"I am close to Nitshill centre and on budget"*
>
> (Male, 50-59, Working part-time, Priesthill, G53)

> *"Its nearer than Lidl and it should be cheaper"*
>
> (Female, 50-59, Not working, Priesthill, G53)

5.5 - Expectations of Threehills Social supermarket

Interviewees were asked about their expectation for the social supermarket. Although there were clear expectations that the cost of food would be lower than alternative providers and that there would be a social/community aspect to its work, there was also much uncertainty of what to expect.

On cost and related issues, there were expectations of a range of discounts and that quality products would be offered at a decent price. Similarly, some interviewees also expected that the social supermarket would offer fresh foods and a good selection of fruits and vegetables:

> *"I was thinking plenty of fruit and vegetables because … you can go into a supermarket and you've got your tins of your non-perishables … but … fruit and veg … seems to be the dearest and it's a thing that a lot of people probably wouldn't buy."*
>
> (Female, 60-64, Not working, Pollokshaws, G43)

Regarding the social aspect of the social supermarket, interviewees expected that staff would be very friendly, the shopping experience would be pleasant, the enterprise would support local produce, and that the supermarket would create job opportunities for local residents. Some interviewees mentioned how Threehills could make its operations more social or accessible, through provision, for example, of comfortable seats or a secure area for children to play. One interviewee highlighted the importance to be allowed to have a *'wee blether'* at the supermarket:

> *"…to go round the shops and have a wee blether … I am hoping that would be encouraged in a social supermarket. That is what they're wanting. They want to build connections and links …"*
>
> (Male, 65+, Retired, Nitshill, G53)

However, a number of interviewees reported that they were unsure what to expect, with one interviewee (Male, 65+, Retired, Nitshill, G53) stating they found it difficult to reimagine the food shopping experience. One interviewee also expressed concerns that some will "misuse" the supermarket, conveying an understanding that the supermarket is exclusively for low-income households:

"Others are going to walk in there, put an old coat on and be like I need this I need that, get all types of help and its going to be absolute nonsense."

(Female, 50-59, Working two jobs full time, Jenny Lind, G46)

5.6 - Awareness and Promotion of Threehills Social supermarket

Interviewees were asked how they first became aware of Threehills Social supermarket. Many explained that they became aware of the social supermarket via social media, for instance through public neighbourhood groups, private group chats, or posts by acquaintances. Word of mouth was also important, with neighbours, friend, or clubs identified as source.:

"… within the breakfast club you get quite a lot of people coming in then start having conversations… "

(Female, 50-59, Not working, Priesthill, G53)

There was not much reference to material generated by Threehills, although one interviewee made reference to a video produced by Threehills:

"...there was a fella did a video on it, to show that [it] was going to … coming soon"

(Female, 50-59, Not working, Priesthill / Darnley, G53)

Given that there was some uncertainty about exactly what a social supermarket sought to achieve, some thought might be given to a public information campaign that utilises these existing modes of communication.

5.7 – Desirable Services in Threehills Social supermarket

Interviewees were asked for their opinion on the additional services that could be offered by Threehills that would benefit their community. It was clear that there was a belief that Threehills could benefit their community beyond tackling food insecurity.

The majority of the interviewees suggested that financial advice services - such as those offered by Citizens Advice, such as financial advice, welfare and debt support, and signposting to other services – would be welcome and beneficial to the local community. Several also proposed counselling or wellbeing services, particularly in relation to addiction would be beneficial. Two interviewees highlighted the potential benefit of offering nutrition, diet and cooking support. One other interviewee suggested that providing employability support would be helpful to assist some local residents return to work (Female, 50-59, Not working, Priesthill / Darnley, G53). One participant (Female, 60-64, Not working, Pollokshaws, G43) also discussed the relationship between Threehills and wider services; for example, they noted that Glasgow City Council had implemented new bin and recycling regimes, but they felt that wider advice on using these could be helpful.

Some responses also focused on issues around food, one suggesting there was a need to provide guidance on how to cook:

> *"Some people need help to cook. An idea would be recipes cards with a list of products that the shop has in stock"*
>
> (Female, 50-59, Working part-time, Nitshill, G53)

The issue of help to minimise domestic food waste was also raised, suggesting that Threehills could help to tackle this problem:

> *"We occasionally have to throw food out, due to adult children changing their eating habits, or we had to buy a larger pack than we needed. A neighbourhood fridge might be a good idea"*
>
> (Male, 60-64, Furloughed, Darnley, G53)

Function was also understood beyond specific services that could be provided. Some suggested that Threehills could function as a community hub, providing an opportunity to share local information and providing space that residents could hire for community functions. It was also suggested that providing free WiFi and access to charging points or computing facilities could allow the supermarket to tackle digital exclusion in the wider community (Male, 60-64, Working part-time, Jenny Lind, G46).

However, one interviewee was cautious over the prospects for adding wider services to the supermarket provision (Female, 50-59, Working two job full time, Pollok, G53). The concerns were both practical and points of principle. There was a preference for signposting to other services, to avoid the risk of "… offering too many services, none of which can be fulfilled". The same resident also noted that one might not expect to access support services at a traditional supermarket, and that this may detract from attempts to recreate a 'normal' shopping experience.

There is also the need to ensure that support services at Threehills complement existing provision (although no sense was conveyed that the area was already well served). Perhaps the key challenge is to ensure that an additional service function is not provided at the expense of Threehills' core offering – food provision.

5.8 - Conclusion

On the whole, research participants were positive in their outlook in relation to what Threehills Social supermarket will be able to offer. Nevertheless, there are some uncertainties that need to be clarified; in particular, a clearer understanding of what the Threehills shopping experience will comprise and who is able to access the service.

6. On food insecurity in South West Glasgow

"… food purchasing is always … a really stressful thing for families – they just don't have enough money."

(Female, 50-59, Working part-time, Priesthill / Darnley, G53)

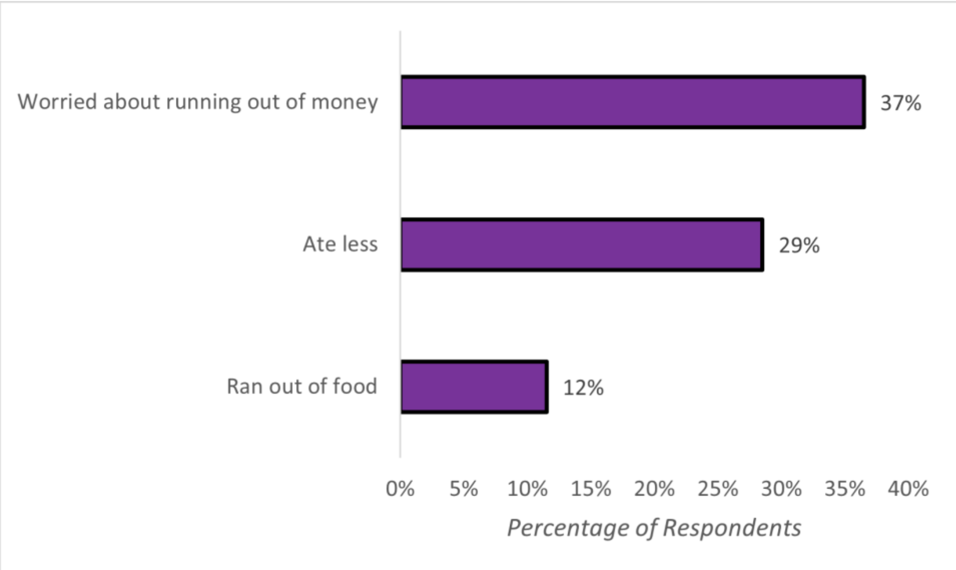
" … that is a big thing about this area … people will not admit that they need help. Until it is too late. … I knew of a couple … a young married couple [who] were absolutely up to their eyeballs in debt and they ended up getting their house repossessed and they never told us … until, it was too late to do anything."

(Male, 30-39, Working full-time and part-time, South of Southpark, G53)

6.1 – Introduction

In this section, we review experiences the wider socio-economic circumstances of the survey respondents from South West Glasgow. The objective is not to profile respondents, but rather to better understand how low-income living impacts on everyday life. We starts by considering the three metrics of food insecurity that are used by the Scottish Government – worries over running out of food (6.2), eating less (6.3), and running out of food (6.4). Use of wider food assistance (6.5) and challenges in 'getting by' (6.6) are also discussed, before we conclude with some observations on community strengths and weaknesses. Figure 6.1 summarises key data that are discussed in more detail in sections 6.2 through 6.4.

Figure 6.1: Food Insecurity in South West Glasgow



Notes: 233, 221 and 227 respondents, respectively. 1. These questions were framed in the same manner as the Scottish Health Survey. Three separate questions were asked, framed against the last 12 months and assessed in relation to being unable to afford due to a lack of money or other resources. 2. For worries, 3 indicated that they 'did not know' and 11 indicated that they would 'rather not say'. 2. For ate less, 3 indicated that they 'did not know, 11 indicated that they would 'rather not say', and 12 provided a descriptive answer. 2. For ran out of food, 2 indicated that they 'did not know, 11 indicated that they would 'rather not say', 6 provided a descriptive answer, and 1 skipped the question.

6.2 – Worries over running out of food

According to the Scottish Health Survey, just under one in ten adults in Scotland have worried at some time over the last 12 months that they would run out of food on account of not having enough money or other resources (9%).[46] As might be expected, there is a social gradient to this worry across Scotland, with most worry expressed by the most disadvantaged, for example 20% of single adult households, 23% of those from households with the lowest incomes and 16% of those living in the 20% Most Deprived Areas in Scotland.[47]

To compare the experiences of residents from South West Glasgow to those in Scotland as a whole, we used the same wording in our survey, asking respondents, “During the past 12 months, was there a time when you were worried you would run out of food because a lack of money or other resources?”. Respondents were invited to indicate “yes” or “no”, but were also provided with “prefer not to say” and “don’t know” options. The majority (233) out of the total 247 respondents answering yes or no.

As Figure 6.1 demonstrated, more than one third of those responding to the survey reported that they had worried about running out of food over the last 12 months on account of lack of income or other resources (37%). This level of worry is not only far greater than the Scottish average as a whole (9%), it is also a level of worry that is much higher than that typically found in Scotland’s Most Deprived neighbourhoods.

Table 6.1 – Worry over running out of food, by experience of poverty and work status

	Row percentages		
	Worry about running out in last 12 months		
	Have worried	**Not**	*Cases*
Experience of poverty			
Currently experiencing poverty	91%	10%	*21*
Previously experienced poverty	39%	61%	*97*
Never experienced poverty	17%	84%	*79*
Work status, if not currently living in poverty			
With full-time work	18%	82%	*95*
With part-time work	44%	56%	*27*
No work	42%	58%	*52*

Notes: Crosstabulations are statistically significant. Experience of poverty: Chi-square 40.788, d.f. = 2, No cells with an E.F. <5, Significance at 0.000. Work status for those not currently experiencing poverty: Chi-square 13.200, d.f. = 2, No cell with an E.F. <5, Significance at 0.001.

[46] McLEAN, J. and WILSON, V. (2020) *Scottish Health Survey 2019 Edition. Volume 1. Main Report*. Edinburgh: Scottish Government. https://www.gov.scot/publications/scottish-health-survey-2019-volume-1-main-report

[47] Supplementary data tables. Number 16 (Food insecurity). Available at: https://www.gov.scot/publications/scottish-health-survey-2019-supplementary-tables/

As with Scotland as a whole, these worries are unevenly distributed in ways that might be anticipated (Table 6.1). First and foremost, it is almost a universal experience for those currently experiencing poverty (91% reporting these worries). However, levels of worry are also significant among those who have previously experienced poverty (39%) and among almost one-fifth of those who report never having lived in poverty (17%).

Work status and experience of poverty are self-evidently related (those with less work being more likely to live in poverty). However, even when we control for the effect of poverty, it is found that work status is also related to whether worries over food are reported. Among households who are not living in poverty, two in every five households in which there is not full-time work report that they have worried over running out of food in the last twelve months (Table 6.1).

Table 6.2 – Worry over running out of food among households without work, by household characteristics

	Row percentages		
	Worry about running out in last 12 months		
	Have worried	**Not**	*Cases*
Children in household, among those households without work			
Have children	73%	27%	*30*
Not	45%	55%	*47*
Household form, among those households without work			
Lone adult	54%	46%	*26*
Two or more adults, no children	35%	65%	*20*
Lone parent	69%	31%	*13*
Two or more adults, with children	77%	24%	*17*
Age of household head, among those households without work			
Up to 30s	77%	23%	*22*
40s	67%	33%	*9*
50s	71%	29%	*14*
60s and above	31%	69%	*32*
Locality, among those households without work			
Darnley, Old Darnley, Nitshill, South Nitshill, Priesthill	70%	30%	*40*
Carnwadric, Kennishead, Jenny Lind,	38%	63%	*8*
Corkerhill, Househillwood, Pollok	67%	33%	*18*
Cowglen, Crookston, Parkhouse, Roughmussel, Sycamore Pk	0	100%	*10*
Deprivation area status, among those households without work			
5% Most Deprived	84%	16%	*25*
Other in 20% Most Deprived	64%	36%	*25*
Outside 20% Most Deprived	23%	77%	*26*

Notes: Crosstabulations are statistically significant, or close to significance at the 95% confidence level. Have children: Chi-square 6.097, d.f. = 1, No cells with an E.F. <5, Significance at 0.014. Household form: Chi-square 7.455, d.f. = 3, One cell with an E.F. <5 (12.5%), Significance at 0.003. Age of household head: Chi-square 13.753, d.f. = 3, No cell with an E.F. <5,, Significance at 0.059. Locality: Chi-square 17.894, d.f. = 3, Three cells with an E.F. <5 (38%),, Significance at 0.000. Deprivation area status: Chi-square 20.090, d.f. = 2, No cells with an E.F. <5),, Significance at 0.000.

It is recognised that there are factors that compound the impact of poverty, reinforcing other disadvantages.[48] Independently of work status and poverty status, there are other factors that lead some households to be more likely to experience worry over running out of food. Table 6.2 shows there are factors that compound the impact of living in a household without work.

The low cases in Table 6.2 reflect that these data are drawn from the smaller sub-population who are in a household without work. Although some caution is required in interpreting each statistic, it is clear that when we examine variation with a finer lens, we find that there are sub-populations for which worrying about food is the experience of the majority. Work status (and experience of poverty) are important causes (Table 6.1), but alone do not account for these worries (Table 6.2). Notably, seven of every ten households without work in the Threehills area has worried over running out of food in the last twelve months.

Restrictions related to Covid-19 may have played a role in increasing food insecurity:

> *"From March 23rd 2020 to Feb 26th 2021 my business was forced to close due to the pandemic".*
>
> (Male, 30-39, Working part-time, Nitshill, G53)

> *"I've been furloughed from my work & only get 80% of my weekly wage".*
>
> (Female, 50-59, Working Part-time, Thornliebank, G46)

Nevertheless, the depth of food insecurity in South West Glasgow suggests that these worries cannot be attributed to Covid-19 alone (and should not be expected to disappear when we move beyond the pandemic). Some of this worry over the ability to secure food may be related to regular sources of income. Furthermore, one interviewee in receipt of Universal Credit (Male, 65+, Retired, Nitshill, G53) noted that money can be "quite bad" and is "everyone's issue", explaining that Universal Credit was their sole source of income.

[48] STATHAM, R. (2021) *Intersectionality: revealing the Realities of Poverty and Inequality in Scotland.* Edinburgh: Poverty and Inequality Commission. https://povertyinequality.scot/wp-content/uploads/2021/05/Intersectionality-Revealing-the-Reality-of-Poverty-and-Inequality-in-Scotland-May-2021.pdf

6.3 – Eating less

The second national indicator of food insecurity in Scotland might be considered a more intense level of insecurity in that there is a tangible impact on food intake. According to the Scottish Health Survey, 6% of adults in Scotland have ate less at some time over the last 12 months on account of not having enough money or other resources.[49] As for worries (6.2), and as might be expected, there is a social gradient to eating less across Scotland, with higher incidence of eating less being reported by the most disadvantaged, for example 18% of single adult households.
As for worries, to compare the experiences of residents from South West Glasgow to those in Scotland as a whole, we used the same wording in our survey, asking respondents, "During the past 12 months, was there a time when you ate less food because a lack of money or other resources?". Respondents were invited to indicate "yes" or "no", but were also provided with "prefer not to say" and "don't know" options. The majority (221) out of the total 247 respondents answering yes or no.

As Figure 6.1 demonstrated, almost one third of those responding to the survey reported that they had ate less food at some time over the last 12 months on account of lack of income or other resources (29%). This is far greater than the Scottish average as a whole (6%).

Once more, experience of poverty and work status are key determinants of who is at greatest risk of food insecurity (Table 6.3). First and foremost, it is common experience for those currently experiencing poverty (83% reporting that they ate less). However, eating less food are also significant among those who have previously experienced poverty (33%) and one-in-ten of those who report never having lived in poverty (17%).

Table 6.3 – Ate less food, by experience of poverty and work status

	Row percentages		
	Ate less food in last 12 months		
	Yes	**No**	*Cases*
Experience of poverty			
Currently experiencing poverty	83%	17%	*18*
Previously experienced poverty	33%	67%	*94*
Never experienced poverty	9%	91%	*77*
Work status, if previously lived in poverty			
With full-time work	20%	80%	*51*
With part-time work	46%	54%	*13*
No work	50%	50%	*30*

Notes: Crosstabulations are statistically significant. Experience of poverty: Chi-square 42.111, d.f. = 2, No cells with an E.F. <5, Significance at 0.000. Work status for those previously experiencing poverty: Chi-square 9.079, d.f. = 2, One cell with an E.F. <5 (16.7%), Significance at 0.011.

49 McLEAN, J. and WILSON, V. (2020) *Scottish Health Survey 2019 Edition. Volume 1. Main Report*. Edinburgh: Scottish Government. https://www.gov.scot/publications/scottish-health-survey-2019-volume-1-main-report

Once more there is an interaction between work status and experience of poverty. However, this time, when we control for the effect of poverty, the key differences are found among the population who previously lived in poverty. Among households who previously lived in poverty, eating less is much more likely in households in which there is not full-time work (Table 6.3).

The social patterning of who is most at risk of eating less reflects that for worry (Tables 6.1 and 6.2), with differences being evident among different sub-populations of those households without work (Table 6.4).

Table 6.4 – Ate less food, among households without work, by household characteristics

	Row percentages		
	Ate less food in last 12 months		
	Yes	**No**	*Cases*
Children in household, among those households without work			
Have children	70%	30%	*27*
Not	30%	70%	*40*
Household form, among those households without work			
Lone adult	39%	61%	*23*
Two or more adults, no children	19%	81%	*16*
Lone parent	69%	31%	*13*
Two or more adults, with children	71%	29%	*14*
Disability or long-term limiting illness in household, among those without work			
Yes	55%	46%	*44*
No	29%	71%	*17*
Locality, among those households without work			
Darnley, Old Darnley, Nitshill, South Nitshill, Priesthill	65%	35%	*37*
Carnwadric, Kennishead, Jenny Lind,	17%	83%	*6*
Corkerhill, Househillwood, Pollok	46%	54%	*13*
Cowglen, Crookston, Parkhouse, Roughmussel, Sycamore Pk	0	100%	*10*
Deprivation area status, among those households without work			
5% Most Deprived	80%	20%	*20*
Other in 20% Most Deprived	50%	50%	*22*
Outside 20% Most Deprived	17%	83%	*24*

Notes: Crosstabulations are statistically significant, or close to significance at the 95% confidence level. Have children: Chi-square 10.567, d.f. = 1, No cells with an E.F. <5, Significance at 0.001. Household form: Chi-square 11.632, d.f. = 3, No celsl with an E.F. <5, Significance at 0.009. Disability or illness: Chi-square 13.753, d.f. = 3, No cell with an E.F. <5, Significance at 0.059. Locality: Chi-square 15.830, d.f. = 3, Three cells with an E.F. <5 (38%), Significance at 0.001. Deprivation area status: Chi-square 17.689, d.f. = 2, No cells with an E.F. <5), Significance at 0.000.

As for all food insecurity indicators (also 6.2 and 6.4), some caution is required in interpretation when we examine variation with a finer lens. Notably, two thirds of households without work in the Threehills area have ate less at some point in the last twelve months.

6.4 – Running out of food

The final national indicator of food insecurity in Scotland is the estimate of the more intense level of food insecurity. According to the Scottish Health Survey, 3% of adults in Scotland ran out of food at some time over the last 12 months on account of not having enough money or other resources.[50] As for the other indicators (6.2 and 6.3), and as might be expected, there is a social gradient to running out of food across Scotland, with higher incidence of eating less being reported by the most disadvantaged, for example 14% of single adult households.

As for the other indicators, to compare the experiences of residents from South West Glasgow to those in Scotland as a whole, we used the same wording in our survey, asking respondents, "During the past 12 months, was there a time when you ran out of food because a lack of money or other resources?". Respondents were invited to indicate "yes" or "no", but were also provided with "prefer not to say" and "don't know" options. The majority (227) out of the total 247 respondents answering yes or no.

As Figure 6.1 demonstrated, just over one in ten of those responding to the survey reported that they had ran out of food at some time over the last 12 months on account of lack of income or other resources (12%). This is four times higher than the Scottish average as a whole (3%).

Once more, experience of poverty and work status are key determinants of who is at greatest risk of food insecurity (Table 6.5). First and foremost, almost one-half of those currently experiencing poverty report running out of food (45%). However, running out of food is also reported among one-in-ten of those who have previously experienced poverty (11%).

Table 6.5 – Ran out of food, by experience of poverty and work status

	Row percentages		
	Ran out of food in last 12 months		
	Yes	**No**	*Cases*
Experience of poverty			
Currently experiencing poverty	45%	55%	*20*
Previously experienced poverty	11%	89%	*93*
Never experienced poverty	1%	99%	*79*
Work status			
With full-time work	4%	96%	*98*
With part-time work	20%	80%	*30*
No work	17%	83%	*60*

Notes: Crosstabulations are statistically significant. Experience of poverty: Chi-square 32.734, d.f. = 2, One cell with an E.F. <5 (16.7%), Significance at 0.000. Work status: Chi-square 9.491, d.f. = 2, One cell with an E.F. <5 (16.7%), Significance at 0.009.

[50] McLEAN, J. and WILSON, V. (2020) *Scottish Health Survey 2019 Edition. Volume 1. Main Report*. Edinburgh: Scottish Government. https://www.gov.scot/publications/scottish-health-survey-2019-volume-1-main-report

Work status is also associated with the risk of running out of food. The lower numbers reporting running out of food offer less potential for finely grained analysis. As Table 6.5 reports, risk of running out of food is significantly higher among households without full-time work. The social patterning of who is most at risk of eating less reflects that for worry (Tables 6.1 and 6.2). Interactions highlight sub-populations who are at particularly high risk of eating less food, although health status and deprivation area status, each have an effect, independent of work status and experience of poverty (Table 6.6).

Table 6.6 – Ran out of food, by selected household characteristics

	Row percentages		
	Ran out of food in last 12 months		
	Yes	**No**	*Cases*
Disability or long-term limiting illness in household			
Yes	38%	63%	*112*
No	19%	81%	*100*
Deprivation area status, among those households without work			
5% Most Deprived	51%	49%	*53*
Other in 20% Most Deprived	33%	67%	*54*
Outside 20% Most Deprived	16%	84%	*111*

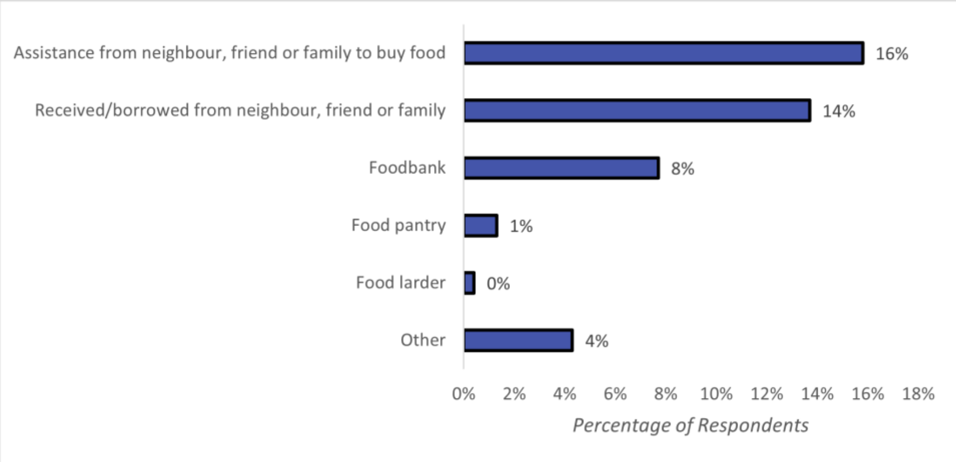
Notes: Crosstabulations are statistically significant. Disability and illness status: Chi-square 8.822, d.f. = 1, No cell with an E.F. <5, Significance at 0.003. Deprivation area status: Chi-square 21.741, d.f. = 2, No cells with an E.F. <5), Significance at 0.000.

6.5 – Use of wider food assistance

It is important to be aware of the different types of food assistance households in South West Glasgow have used over the last 12 months to be able to better respond to the demand for food support. In the survey, the respondents were asked, “Which of the following have you or your household used over the last 12 months?” and asked to tick all options that apply. There were a total of five options to choose from, in addition to a “none of the above”, “rather not say” and “Other” option. Respondents were free to add comment. Most (235) of 247 respondents answered the question.

The vast majority reported that they had not used food assistance in the last 12 months (70%). Among those who used food assistance, informal sources of support were used most often. As Figure 6.2 demonstrates, one in every seven respondents had received assistance from neighbours (16%), friends or family to buy food, with a similar proportion receiving or borrowing food from the same (14%).

Figure 6.2: Sources of Food Support Used in the Last 12 Months



Notes: 235 respondents. Multiple responses were possible. 163 respondents indicated had not used food assistance (69.7%), 10 indicated that they would 'rather not say' and 2 skipped the question.

To facilitate further analysis, we grouped these responses into two categories – use of formal support to ensure food security (pantries, larders, food banks and other), and use of informal support to ensure food security (friends, neighbours, family). Around 30% of those who responded indicated using at least one of the listed options for food assistance (including the option "other"), with 23% reporting using informal means of support and 13% reporting using organised support.

Once more, there was social patterning in the likelihood of sub-populations drawing on both formal and informal sources of food support. The groups that were more likely to draw on formal support, were also more likely to draw on informal support. Table 6.7 summarises the use of food support according to experience of poverty and work status.

Table 6.7 – Use of informal and formal food support, by experience of poverty and work status

	Row percentages			*Row percentages*		
	Use informal support			**Use formal support**		
	Yes	**No**	*Cases*	**Yes**	**No**	*Cases*
Experience of poverty						
Currently experiencing poverty	68%	32%	*19*	37%	63%	*19*
Previously experienced poverty	24%	76%	*100*	14%	86%	*100*
Never experienced poverty	10%	90%	*80*	4%	96%	*80*
Work status						
With full-time work	12%	88%	*115*	5%	95%	*115*
With part-time work	41%	60%	*37*	22%	78%	*37*
No work	31%	69%	*78*	21%	80%	*78*

Notes: Crosstabulations are statistically significant. Informal support and Experience of poverty: Chi-square 30.166, d.f. = 2, One cell with an E.F. <5 (16.7%), Significance at 0.000. Informal support and Work status: Chi-square 16.675, d.f. = 2, No cell with an E.F. <5, Significance at 0.009. Formal support and Experience of poverty: Chi-square 16.566, d.f. = 2, One cell with an E.F. <5 (16.7%), Significance at 0.000. Formal support and Work status: Chi-square 12.447, d.f. = 2, One cell with an E.F. <5 (16.7%), Significance at 0.002.

The patterning is predictable with higher use of both formal and informal support by those with more experience of poverty and less engagement in paid work. One anomaly relates to the use of informal support by those in part-time work. The highest levels of use of informal support are reported by those in households with part-time work (and not by households without work). What is predictable is that households with full-time work are much less likely to draw on both informal and formal sources of food support.

Variations is support were also evident for household form, deprivation areas status, presence of children in the household and whether there was any disability or long-term limiting illness in the household. For example, 41% of lone parents reported drawing on informal food support, compared to 24% of lone adults, 23% of households with two adults and children and 16% of two adult households without children. However, when controlling for the effect of work status, no significant differences were evident across these sub-populations.

Several interviewees were aware of foodbank use, including provision that was available through local primary school and church. The issue of stigma associated with foodbank use was highlighted by some participants. One interviewee (male, 30-39, with three children) described how nobody "wanted to be seen using" the foodbank at a local school primary school, while another participant stated:

> "A lot of people don't like to use foodbanks. They don't like to feel there's a social stigma towards it".
>
> (Female, 50-59, unemployed, Priesthill / Darnley, G53)

In contrast, one participant said that while they would not use a foodbank because of stigma or pride, they would be interested in using a "social shop" (Female, 59-59, Not Working, Priesthill, G53). One interviewee (Female, 50-59, Working part-time, Priesthill / Darnley, G53) highlighted the need for "longer term" solutions rather than just "stepping in in an emergency", adding that the lack of choice in emergency food provision must feel "awful". Another (Male, 30-39, Working full time and part time, South of Southpark, G53) highlighted that in the area, "people will not admit that they need help until it is too late", indicating a need for more preventative and long-term support for residents. The suggestion was that current provision was not meeting need, whilst allowing for dignified access to food.

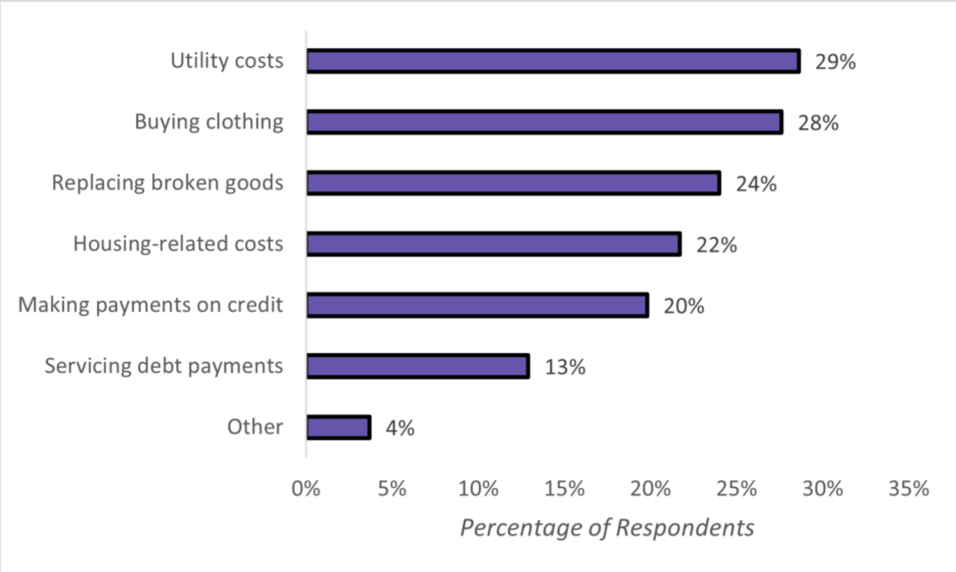
6.6 – Difficulties encountered in 'getting by' in South West Glasgow (Q18)

We were interested in whether the people of South West Glasgow had experienced difficulties meting the cost of goods other than food. We asked, "Have you faced difficulty paying for any of the following over the last 12 months?", as a multiple-choice question. Six fixed-response options were provided, in addition to an "other" and a "rather not say" response.

The majority reported encountering difficulty meeting a payment over the last 12 months (58%), almost one-fifth reporting one difficulty (18%), one fifth reporting two difficulties

(18%) and almost one-quarter reporting three or more difficulties (22%). Figure 6.3 describes the nature of the problems that were encountered. A wide range of difficulties were encountered, although no single issue was a problem for more than one third of the local population.

Figure 6.3: Difficulty Meeting Payments Over Last 12 Months



Notes: 217 respondents. Multiple responses were possible. 93 respondents indicated had no difficulties over the last twelve months (42.9%). Thirty skipped the question.

As might be expected, there was a now familiar social gradient to the risk of encountering difficulties, both in terms of whether or not a difficulty was encountered, and in terms of the number of difficulties that were encountered. Table 6.8 describes how current experience of poverty and work status are associated with the number of difficulties that were encountered.

Table 6.8 – Number of payment difficulties encountered in the last 12 months, by experience of poverty and work status

	Row percentages				
	Number of difficulties				
	None	**One**	**Two**	**Three or more**	*Cases*
Experience of poverty					
Currently experiencing poverty	5%	10%	14%	71%	*21*
Previously experienced poverty	39%	17%	23%	21%	*92*
Never experienced poverty	67%	14%	14%	6%	*72*
Work status					
With full-time work	54%	20%	16%	10%	*107*
With part-time work	37%	17%	14%	31%	*35*
No work	31%	15%	24%	31%	*68*

Notes: Crosstabulations are statistically significant. Experience of poverty: Chi-square 52.549, d.f. = 6, Three cells with an E.F. <5 (25%), Significance at 0.000. Work status: Chi-square 18.923, d.f. = 6, No cell with an E.F. <5, Significance at 0.004.

There are marked differences in the extent to which difficulties meeting payments are encountered. Notably, almost three quarters of those currently experiencing poverty reporting encountering three or more different difficulties (71%). The majority of those in households with part-time work reported encountering a difficulty.

Further analysis explored whether there was variation in the risk of encountering difficulty among a wider range of population groups. As for the indicators of food insecurity, differences were evident among those households without work. Interestingly, there was also differences according to disability/health status among households with work (Table 6.9).

Table 6.9 – Whether encountered payment difficulties in the last 12 months, by household character

	Row percentages		
	Experienced difficulty		
	No	**Yes**	*Cases*
Children in household, among those households without work			
Have children	11%	89%	*27*
Not	44%	56%	*41*
Household form, among those households without work			
Lone adult	35%	65%	*23*
Two or more adults, no children	53%	47%	*17*
Lone parent	0%	100%	*11*
Two or more adults, with children	19%	81%	*16*
Disability or long-term limiting illness in household, among those without work			
Yes	23%	77%	*42*
No	50%	50%	*20*
Disability or long-term limiting illness in household, among those with work			
Yes	41%	59%	*44*
No	64%	36%	*61*
Deprivation area status, among those households without work			
5% Most Deprived	17%	83%	*23*
Other in 20% Most Deprived	20%	80%	*20*
Outside 20% Most Deprived	50%	50%	*24*

Notes: Crosstabulations are statistically significant, or close to significance at the 95% confidence level. Have children: Chi-square 8.201, d.f. = 1, No cells with an E.F. <5, Significance at 0.004. Household form: Chi-square 10.218, d.f. = 3, Two celll with an E.F. <5 (25%), Significance at 0.017. Disability or illness in households without work: Chi-square 4.506, d.f. = 1, No cell with an E.F. <5, Significance at 0.034. Disability or illness in households with work: Chi-square 5.461, d.f. = 1, No cell with an E.F. <5, Significance at 0.019. Deprivation area status: Chi-square 7.285, d.f. = 2, No cells with an E.F. <5, Significance at 0.026.

As for much of the analysis in this section of the report, these results confirm that when populations are defined more precisely – when the intersections between poverty and other social characteristics are considered – the scale of the problems encountered are intensified.

Overall, these data have provided Threehills with valuable insight into the difficulties faced by those experiencing food insecurity, that are not just about food itself.

6.7 – Conclusion

This section of the report makes clear the scale of the challenges that present in South West Glasgow. There is clear evidence of food insecurity. However, there is also evidence of wider difficulties being encountered. The need for the services that would be provided by Threehills Social supermarket are readily apparent.

7. What Next? Some Concluding Thoughts

" I think it would be , bring a kind of freshness to the area and something different to the area it would definitely stand out."

(Female, Deaconsbank, G46)

" … there's no kind of civic identity. We have a community centre … and it's mainly used by afterschool and … more classes. There's no kind of… it's not really community ran … and kind of delivering services that are really for that community."

(Male, 40-49, Working, Darnley, G53)

7.1 – Overview

In conclusion, we summarise the key findings by responding to each of the four research aims, outlined in 1.4.3.

- To estimate the extent of food insecurity in the Threehills catchment area;
- To describe patterns of household food shopping in the Threehills catchment area;
- To capture an understanding of social supermarkets among those living in the Threehills catchment area;
- To specify design considerations for Threehills Social supermarket .

7.2 – Food Insecurity in the Threehills catchment area

The research evidenced the scale of the problems being faced by residents in South West Glasgow.

- ***High levels of food insecurity.*** Levels of food insecurity in South West Glasgow are not only higher than the Scottish average; they are also higher than levels typically reported for deprived areas in Scotland – in the last 12 months, 37% worried over running out of food, 29% ate less and 12% ran out of food.
- ***The most disadvantaged are much more likely to encounter food insecurity***. Although this is predictable, the levels of food insecurity among the most disadvantaged are striking. Households without full-time work and those currently experiencing poverty are much more likely to report food insecurity. For example, among households currently living in poverty, 91% reported worries, 83% ate less and 45% ran out of food at some point in the last 12 months.
- ***Food insecurity is also present among a minority of those groups who are thought not to be disadvantaged.*** Although food insecurity is much less prevalent among these groups, it is far from absent. For example, among households with full-time work, 18%

reported worries, 20% ate less and 4% ran out of food at some point in the last 12 months.

- ***Food insecurity is prevalent in Threehills neighbourhoods.*** Among those living in one of the Threehills neighbourhoods, 70% reported worries, 65% ate less and 19% ran out of food at some point in the last 12 months.
- ***Informal sources of food support and more widely used than formal sources.*** Although the majority had not used food assistance in the last twelve months, among those who had, drawing on the 'informal' support of neighbours, friends and family was much more common that 'formal' sources, such as pantries, larders or food banks.
- ***Food support is more likely to be used by the most disadvantaged.*** Once more, although entirely predictable, the differences are quite marked. For example, 68% of those currently experiencing poverty reported using informal sources of food support, compared to 10% of those who had never experienced poverty.
- ***Difficulties are not limited to accessing food.*** The majority reported some difficulty in meeting payments for non-food goods and services over the last 12 months, with one-quarter reporting difficulties with three or more goods and services. As would be expected, more problems were reported by the most disadvantaged.

7.3 – Patterns of Household Food Shopping in the Threehills catchment area

The research helped us to better understand how different families in different parts of G53 shop for food on a regular basis.

- ***Going to the shops***. Although home delivery services and click and collect are used by a significant minority, 90% report going to the shops for food shopping. Lone adult households are more likely than others to use home delivery services.
- ***No dominant supermarket in Threehills.*** No single supermarket currently dominates the market in Threehills. Significant numbers visit Sainsbury's at Darnley, Lidl in Nitshill and Tesco at Silverburn.
- ***Multiple shops are visited for food***. Almost two thirds of respondents visit either one or two different shops when shopping for food and over one third visit three shops or more.
- ***Car is king***. Almost two thirds of participants use a private vehicle to access food shops; those without access to a car find it more difficult to access a range of shops. On the other hand, more of the most disadvantaged walk or travel by public transport.
- ***Irregular patterns of family shopping.*** Who goes food shopping varies from week-to-week in many households, with everyone going shopping being reported in a minority of households. Many of those who do not going food shopping still contribute to the family decision-making of what to buy.
- ***Weekly spend.*** The sums spend on food and non-alcoholic drinks varies greatly. Only a very small minority of households report spending less than £20 per week on food, while

one in seven report spending £100 per week or more. The key determinant of spend is household size, rather than socio-economic circumstance.

- ***Cafes and food shopping.*** Visiting a café is a regular feature of the food shop for a minority and an occasional aspect for many households. There was no social patterning to the likelihood of visiting a café.
- ***Choosing where to shop for food.*** Cost was the most commonly cited reason that influenced the decision where to shop, although the quality of produce was also mentioned by many. Other importance considerations were accessibility of the store and the extent to which the store facilitated choice.

7.4 – Understanding and Prospects for a Threehills Social supermarket

The research found much evidence that was supportive of the introduction of a social supermarket in the Threehills area.

- ***Shopping Patterns are already conducive to a social supermarket***. Many households already visit multiple stores for their weekly shop. This is consistent with the model of using social supermarkets to reduce the cost of a weekly shop, without necessarily providing for all food needs in the one place.
- ***Interest beyond the most disadvantaged***. Current shopping patterns, outlook and expressed intentions, all suggest that there would also be interest in Threehills social supermarket from those living in more affluent neighbourhoods within the G53 and G52 6 areas.
- ***Café and food shopping***. Although only a regular aspect of food shopping for some households, the majority of households (almost three-fifths) reported at least sometimes visiting cafes around their food shop.
- ***Importance of value for money and cost of shopping***. The primary concerns when considering where to shop for food are financial. However, while 'cost' is the priority, other considerations shape the decision-making of many households (food quality, store accessibility and choice of products, for example).
- ***High levels of expressed interest.*** The majority expressed an interest in using a social supermarket, with the strongest interest expressed by those currently experiencing poverty and also those from households in which someone has a disability or endures a long-term limiting illness.
- ***Perception of wider community benefit.*** A strong majority considered that a social supermarket would benefit 'quite a lot' of people in their neighbourhood.
- ***No aversion to shopping on Nitshill Road.*** Those from the Threehills neighborhoods and those currently experiencing poverty were most likely to report that they would shop on Nitshill Road is a supermarket met their needs. Notably, the majority from deprived areas further afield and non-deprived areas were also likely to shop on Nitshill Road should a supermarket meet their needs.

7.5 – Design Considerations for Threehills Social supermarket

The research identified some issues that should be considered as the Threehills social supermarket is being developed.

- ***Facilitating cars***. The majority of residents in South West Glasgow are travelling by car for their weekly food shop. Consideration needs to be given to the infrastructure that facilitates food shopping by car.
- ***Public and community transport options for key target groups***. To cater for the most disadvantaged – larger minorities of whom do not use private transport – consideration needs to be given for how the store can be accessed through non-vehicular means (walking or cycle) or public/community transport.
- ***Issues for all 'deprived areas' are not the same.*** Those responding to the survey from Greater Pollok and deprived areas east of the M77, were more likely than those from the Threehills neighbourhoods to travel to food shop by private transport,
- ***Family decision-making***. Not all of the decision-making over food shopping is made in store. Consideration might be given as to how information of what is available in store is made available to those contributing to the decision-making who will not be present in the store.
- ***More than food***. Support was expressed for the 'more than food' function of a social supermarket in the Threehills area. A wide range of possible support services were mentioned as having potential value by research participants.
- ***Marketing and raising awareness.*** There was much uncertainty over what the Threehills social supermarket would offer and who it was permitted to use it.

Annex 1 – *Survey Schedule*

The printed version of the survey extends to sixteen pages. Soft copy can be provided on request. The survey comprised 31 questions. **Open-ended questions are emboldened** in the list below.

1. Would you like more information before deciding whether to complete the survey?

   Routing to information sheet for those responding 'yes'. Straight to Q2 for those responding 'no'

2. Would you like to complete the survey?
3. What best describes how you household shops for food*? Please tick all that apply to your household.*
4. Who usually makes decisions about what food to buy?
5. Who usually goes shopping for your food?
6. When COVID restrictions end, how will you travel to shop for most of your food?
7. Where does your household USUALLY buy MOST of their food? (*You can tick more than one if your shopping if split fairly evenly across stores*)
8. **What are the most important things you consider when deciding where to shop for food?**
9. Before COVID impacted, how often did you -or another member of your household – visit a café before/during/after your food shop?
10. How much do you typically spend on food and non-alcoholic drinks in a typical week?

A social supermarket in Scotland is one that aims to provide access to affordable nutritious food. They aim to meet the needs of their community and operate on a non-profit basis.

11. How likely would you be to use a social supermarket?
12. How many people in your neighbourhood do you think would benefit from using a social supermarket?
13. How likely would you be to shop on Nitshill Road is a supermarket opened there that met your needs?
14. During the past 12 months, was there a time when you were *worried you would run out of food because of a lack of money or other resources?*
15. During the past 12 months, was there a time when you were *worried you would run out of food because of a lack of money or other resources?*
16. During the past 12 months, was there a time when you *your household ran out of food because of a lack of money or other resources?*
17. Which of the following have you or your household used over the last 12 months? *Please tick all that your household have used.*

18. Have you had difficulty paying for any of the following over the last 12 months? *Please select all that apply to you.*
19. Looking back over your life, have there been times in your life when you think you have lived in poverty by the standards of that time? *Please select all the times when you have lived in poverty.*
20. **Please use the space below to share any additional experiences or thoughts that you think we need to know about food provision in South West Glasgow.**
21. Are you male or female?
22. What age are you?
23. How many children (aged 17 or under) live in your household?
24. Including yourself, how many adults (aged 18 or over) live in your household?

    Routing to Q25 or Q26, depending on answer
25. If you live with your partner or spouse, what best describes their current work status?
26. What describes your current work status?
27. Do you or anyone else in your household have a physical or mental health condition or illness lasting or expected to last 12 months or more?
28. Please provide the full postcode for where you live.
29. Would you like us to send you a copy of the results?
30. We would like to talk to some families about the issues we raise in the survey. This would involve you taking part in a telephone or video interview, which would last around 30 minutes. You would receive a £10 voucher for taking part. Would you be interested in taking part?

    Routing depending on answer.
31. If you said yes to any of the last two questions, please add your details below.

Annex 2 – *Interview Schedule*

Introductions covering standard topics

- Thank them for agreeing to be interviewed
- Aims of the research
- Explain who research is for
- Explain who 'we' are
- About the interview
- Explain how interview will be used (reassuring them that this will be anonymous and that only GCU researchers will have access to these data)
- Ask for permission to record (confirming informed consent)
- Explain that they can stop the interview at any stage, or choose not to answer any particular question
- Ask if they have any questions they want to ask

The first group of questions is about you and your neighbourhood.

1. Can you tell me a bit about yourself and how long you have been living in the area?

2. Can you tell me about your involvement in the community – are you a member of any groups? Do you use community facilities or services?

3. If you were to introduce your community to a stranger what would you say were its good points and bad points?

We know that – whether we are rich or poor, single or partnered, in paid work or not, in good health or not – managing everyday life can be a juggling act.

4. How much of a challenge is it to manage family life and all it involves?
   - And, if not a challenge …
     - What is it that you do that makes it manageable – doing without, not getting involved, something else?
   - And, if a challenge …
     - What makes it challenging?

The next group of questions is food provision in the area and food shopping (overleaf).

5. Can you tell me about the options that are available for food shopping in the area?

6. How easy is it for you to access – to travel to these places / to use them when you are there?

7. Are there any other providers that you would like to see located in your neighbourhood?

8. Are there any other stores that you have used, but that you would not use again?

9. Are there any other stores that you would use at special times during the year, but that you wouldn't use regularly? For example, at Christmas, or at birthdays

10. Can you tell me about how you usually shop for food

11. Can you tell me if any of the following are relevant to how you shop

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The last set of questions is about the plans for a social supermarket in Nitshill Road.

12. How did you first come to hear about the plans for a social supermarket?

13. What would you expect shopping for food in a social supermarket to be like?

14. Would a social supermarket be good for the area?

15. If you were to save money from your weekly shop, what would you be likely to do with these savings?

16. If a social supermarket was to offer services and advice that would be useful to its users, what you do you think should be offered by Threehills?

Sign off covering standard topics

- Thanking them for participation
- Confirming address details for voucher (postal or e-mail)
- Ask preferences for voucher
- Explaining what happens now with the interview
- Explaining what happens with the final report

Annex 3 – *Papers Reviewed in the Rapid Literature Review*

AN, RUOPENG ET AL. (2019) A systematic review of food pantry-based interventions in the USA. Public Health Nutrition. 22: 1704-1716. Cambridge University Press.

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BERGSTRÖM, PAULINE; MALEFORS, CHRISTOPHER; STRID, INGRID; HANSSEN, OLE JØRGEN; ERIKSSON, MATTIAS; (2020) Sustainability assessment of food redistribution initiatives in Sweden. Resources. 9: 27. Multidisciplinary Digital Publishing Institute.

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HOLWEG, CHRISTINA; LIENBACHER, EVA; ZINN, WALTER; (2010) Social supermarkets-a new challenge in supply chain management and sustainability. Supply Chain Forum: An International Journal. 11: 50-58. Taylor & Francis.

KLINDŽIĆ, MAJA; KNEŽEVIĆ, BLAŽENKA; MARIĆ, IVANA; (2016) Stakeholder analysis of social supermarkets. Poslovna izvrsnost. 10: 151-165. Sveučilište u Zagrebu, Ekonomski fakultet Zagreb.

KNEZEVIC, BLAZENKA; DAVIDAVICIENE, VIDA; SKROBOT, PETRA; (2017) Social networks as a communication tool in social supermarkets. SOTICS 2017, The Seventh International Conference on Social Media Technologies, Communication, and Informatics. : 1 to 10. IARA.

KNIGHT, ABIGAIL; BRANNEN, JULIA; O'CONNELL, REBECCA; HAMILTON, LAURA (2018) How do children and their families experience food poverty according to UK newspaper media 2006-15?. Journal of Poverty and Social Justice. 26: 207-223. Policy Press.

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MICHELINI, LAURA; PRINCIPATO, LUDOVICA; IASEVOLI, GENNARO; (2017) Understanding Food Sharing Models to Tackle Food Waste. Ecological economics. 145: 205-217. Elsevier BV.

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SANDERSON, JESSICA; MARTIN, KATIE S.; COLANTONIO, ANGELA G.; WU, RONG (2020) An Outcome Evaluation of Food Pantries Implementing the More than Food Framework. 15:4, 443-455.

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