

Sustainable Regeneration: Everyday Landscapes of Food Acquisition Pendleton

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1. Introduction

Within the context of the urban regeneration programme currently taking place in Pendleton, Salford there is an interest in the retail offer and food provisioning available to residents. A substantial element of the regeneration work involves the redevelopment of public urban spaces alongside the refurbishment of residential properties. There are plans for an urban farm as well as the provision of growing spaces for the community. Additionally, there is a commitment to create jobs and training for local people. The programme focuses on helping and developing existing communities, including ensuring that Pendleton's community will be digitally included and that it can 'eat itself'.

The 'Pendleton will eat itself' proposal is about maximising the amount of space available for local food production, building on existing initiatives such as Incredible Edible Salford, and creating opportunities for providing low-cost fresh local food.

Engagement with the local community is the key to ensuring the success of such a wide-ranging programme, focussing as it does on such wide-ranging deliverables. This requires the local community to have ongoing opportunities for discussion and deliberation about the effects, both positive and negative, of the regeneration process.

An essential factor in developing the future food landscape is understanding the current food landscape, including the barriers to acquiring fresh produce. Additionally, to help develop digital inclusion it is necessary to understand baseline levels of digital skills in the community.

In order to assess the food landscape within the context of this large urban regeneration scheme this project was funded jointly by HEIF funds from

the University of Salford and Pendleton Together. The report presents evidence about the effectiveness of the food offer in the area, the need for further food provisioning, and the role digital technologies play in residents' lives. It provides insight into the food landscape experiences of individuals and communities at a time of significant urban regeneration.

The research team conducted a phased, mixed-method programme of research, involving 21 residents who were recruited from a variety of locations across Pendleton. The study is primarily qualitative to ensure a depth to the findings, providing explanations for opinions and behaviours. Efforts were made to obtain a diverse group of residents, although it is not claimed that the cohort is a statistically representative sample of residents in the area.

The report is structured as follows. Chapter two provides the context to the research, outlining why a study of food acquisition and digital inclusion is necessary in Pendleton at this time, and why both issues are linked to the current regeneration programme. Chapter three sets out the methodology employed along with details of the recruitment of participants. Chapter four provides a detailed analysis of the findings from the digital skills side of the research including: digital usage, confidence and competence, and digital skills and shopping, and chapter five focuses on findings related to the food landscape. Chapter six summarises the key findings by identifying what is going well, making recommendations for changes at a variety of scale, as well as specific recommendations for the on-going regeneration programme, and recommendations for further research.

2. Context

2.1 Introduction

Processes of urban regeneration have not always been so closely linked to ideas of food provision and acquisition. Neither have they always been associated with concerns about digital inclusion. However, there is a significant evidence-base for concerns about gentrification within local communities undergoing such major transformations, and these concerns centre on the provision of transformations benefiting existing communities.

Within the first phase of redevelopment in Pendleton, residents have seen a major makeover to many residential properties alongside plans for developing the food productiveness of the area. Additionally, there has been a focus on developing digital inclusivity. It is therefore essential to understand the varying food acquisition practices within the community and to understand how these practices are shaped by broader factors outside the remit of the regeneration programme. Furthermore, it is important to identify ways to improve accessibility, in terms of food and digital access, for local residents as the regeneration programme moves towards its next phase.

2.2 Food Acquisition

There is a large body of literature on food acquisition, much of which positions itself within debates about nutrition, access and/or affordability. There is also an increasing body of literature focusing on food security, on food sovereignty, and on food justice. In parallel, there is a further body of research concerned with the prevalence and magnitude of food poverty in the UK. This includes work funded by Defra (Defra, 2010; Lambie-Mumford et al., 2014), Oxfam (Cooper & Dumbleton, 2013; Cooper et al., 2014), and the Food Standards Agency (King et al.,

2015). This report fits into this broader programme of research.

Food poverty affects vulnerable people most, especially single-parent families and older populations (Griffiths et al, 2013), and can be defined as the inability to access healthy, affordable food. Structural factors including unemployment, low income, rising fuel bills, and increased food prices contribute to food poverty, as do a lack of shops, a lack of healthy food in local shops, a lack of transport options to affordable shops, fear of crime in certain areas, lack of knowledge about healthy diets, or lack of skills to grow or prepare healthy meals. This report looks at the relative importance of these explanations in Pendleton, Salford.

Across the UK, emergency food provision for people in crises has increased dramatically; the number of food banks has increased and across Greater Manchester the number of referrals to them has increased. At the same time there has been a decline in the average nutritional quality of foods purchased by households, driven by the substitution of processed sweet and savoury foods for fruit and vegetables which has led to more saturated fats and sugars in food purchases (Griffiths et al, 2013). People are also less able to grow their own food. There is evidence that people are interested in urban and domestic food production, but that they lack the skills to get started.

40% of children in Greater Manchester live in poverty, where there has been a 30% fall in fruit and vegetable consumption in the lowest income groups since 2006. Additionally, 40% of children are overweight or obese and 14% of people over 65 are malnourished (Clarke & Dyson, 2013). People are spending more on food but eating less. Expenditure on food and non-alcoholic beverages

has increased by almost 20% in the last five years, but the volume of food consumed has fallen by 7% (Centre for Economics and Business Research, 2013). Greater Manchester Police report that, whilst shoplifting offences are falling, the proportion involving groceries is rising (Butler & Norton, 2013). Referrals to food banks are increasing and it is believed that benefit delays and sanctions are the most significant reasons for this (Food Poverty Inquiry, 2014).

Pendleton, in the Langworthy ward of Salford, Greater Manchester, has high levels of deprivation. In the 2011 Census, 11% of people in Langworthy were long-term sick or disabled compared to the national figure of 4% and the Salford figure of 6.9%. 7.5% were unemployed compared to the national figure of 4.4% and the Salford figure of 5.2%. Only 31.4% were fulltime employed compared to the national figure of 38.6 and the Salford figure of 39.3% (Salford City Council, 2011).

2.3 Digital Inclusion

The Office for National Statistics has shown that digital inclusion is increasing, with 44.6 million adults (87%) in the UK having used the internet in the first quarter of 2014 (ONS, 2014). This was an increase of 1.1 million since the same quarter the previous year. At the same time, however, 6.4 million adults (13%) had never used the Internet. Age is determined to be a key factor with almost all 16 to 24 years (99%) having used the internet, in contrast to 37% of adults aged 75 and over.

Digital inclusion is often misunderstood, especially by those without good digital literacy. Digital skills include being able to use computers and the internet, whilst connectivity refers to being able to access the internet. The two are not the same. With the current levels of welfare reform, public service reform and austerity measures in the UK, the UK government is moving towards a policy of 'digital by default' in its delivery of public services. There is a real concern that the digitally excluded

will also be excluded from accessing public services.

Social housing providers are in a unique position to support tenants to get online and gain basic digital skills (Tinder Foundation, 2014). A large proportion of tenants do not have internet access in their homes, and not all social housing providers in the UK have internet access in their communal areas. Additionally, tenants may not be able to afford or access connectivity which may be related to low income or low credit ratings (Tinder Foundation, 2014).

The impact of being digitally excluded includes missing out on contemporary life, having no agency to shape one's own living experience, and can further marginalise those who already feel marginalised from their community and society.

To improve the lives of people in Pendleton this major regeneration programme was launched in 2012, and includes building 1,500 new homes, retrofitting 1,250 existing homes, creating new parks and open spaces, sports pitches, new streets and footpaths, new retail spaces and a new city farm (Tennant et al., 2011).

This research project seeks to inform that process, by understanding the current food landscape in Pendleton and the food stories of those who live there at a time of a large urban regeneration programme.

3. The Research

3.1 Introduction

Links between regeneration, food consumption and health and wellbeing outcomes are poorly understood. Regeneration is often associated with gentrification outcomes but regeneration programmes like that in Pendleton aim to improve the liveability of an area for existing communities, with clear sustainability goals focussed on people (Tennant et al., 2011). This project explores links between regeneration, food acquisition and health and wellbeing in one of the most deprived parts of Greater Manchester, Pendleton. For the research a flexible methodology was developed that may be utilised with other communities nationally who are undergoing regeneration, helping them to identify the food landscape currently in their neighbourhood and to identify the community's needs in terms of the design process of the regeneration scheme in relation to that food landscape.

3.2 Aims

The overall aims of the project were to explore links between regeneration, food acquisition and health and wellbeing in one of the most deprived parts of Greater Manchester: Pendleton in Salford, and to evaluate the digital literacy of the residents specifically in relation to food acquisition.

This was done in collaboration with the local community in order that their experiences and perspectives would underpin the entire research process. Their narratives authenticate the research findings which are positioned in relation to wider political and social agendas.

The research involved four phases, whereby residents worked with researchers to develop an understanding of the food landscape of Pendleton

and to utilise and develop digital skills in capturing that landscape.

Phase 1

This phase explored the availability of digital technologies and the level of digital skills amongst the residents.

We used a short digital skills questionnaire to assess people's access to and use of digital technologies and to determine their level of ability, and confidence, with different digital technologies and programs. Participants were asked to judge their own ability, using a scale of one to five, and were then asked about different programs they'd used previously, including Word and Excel, and any social media they currently use. They were also asked whether, and how, they used these technologies in their food acquisition practices. Results from this phase determined the methods utilised in phase two by each participant.

Phase 2

This phase explored current everyday landscapes of food acquisition in Pendleton, identifying where people acquire food and looking at the contents of a weekly 'food basket'.

Residents were initially to be tasked with making video and photo diaries to capture their 'food landscape' over a one week period. This method was modified to allow participants without a digital device to record their food landscape using more conventional forms (including a scrapbook or journal). Due to a lack of digital skills only two participants collected data digitally; the rest used scrapbooks and journals.

Following the food diaries, a semi-structured interview and questionnaire were conducted to collect background data from all participants and

to identify the variety of ways in which people access food locally. This covered a range of issues from transport use, to kitchen equipment and income. Closest and preferred shops, takeaways, restaurants and pubs were also identified, along with the number of meals eaten per day and a typical meal in the household. Discussion included views about the range of shops and the food in the area as well as the current regeneration venture and its impact. Food acquired from shops, food banks, and community and home gardens were included.

This interview and questionnaire allowed for a mixture of quantitative and qualitative information to be collected about the participants, and formed the basis for the framework used in phase three.

Phase 3

This phase explored the food landscape of Pendleton in detail, identifying what was working well and what changes residents would like to see. It also identified barriers to successfully utilising the full food landscape and priority areas that the community felt were important to develop as part of the regeneration scheme.

All participants from Phase 1 and Phase 2 were invited to a daylong workshop at the University of Salford. The workshop was structured to help households identify and deliberate their own household food security concerns and to identify barriers and solutions to local food security provision. A range of activities were conducted throughout the day to allow for the further exploration of themes revealed during the project. We utilised Ketso as an engagement tool (Tippett, undated), alongside a mapping exercise.

The Ketso toolkit utilises the metaphor of a tree to facilitate discussion, consensus building and decision making, whilst allowing for disagreement and alternative proposals to be explored. The trunk is the project 'Food in Pendleton' with the branches representing aspects of the main theme to be explored in detail. Initially these were 'food in

my home', 'where I get food', and 'regeneration' along with a couple of blank branches which the residents were encouraged to name themselves.

The activity encourages participants to place ideas on coloured leaves to help facilitate open and in-depth discussions. The facilitator supplied leaves, one colour at a time, to stimulate discussion.

Table 1 illustrates how the leaves were classified.

Brown	What is working well/what already exists in Pendleton?
Green	Think about the future: what's needed? What should change?
Grey	Barriers/challenges to success
Yellow	Solutions - how the barriers might be overcome

Table 1 Leaf classifications

The simplicity of the exercise allowed participants to explore their thoughts and opinions on each topic, while not getting bogged down with any expected outcomes of the activity. Supplying leaves one colour at a time allowed participants to focus on each part of the activity without being aware of the next section.

The discussions throughout the day were audio-recorded on iPads, allowing for detailed transcripts of all discussions to be produced. This produced a significant body of qualitative data to help make sense of the tree produced with the Ketso kit.

The final part of the workshop involved participants working with an A0, black and white printed map. Streets of interest, places in need of refurbishment and areas for green space and growing activities were highlighted on the map. The map was chosen to be the last activity as the Ketso brought out points of interest in the

community, allowing the map to be used as an anchor for the ideas discussed.

Each participant finished the day by highlighting the most important thing they would be taking away, or had discovered, during the workshop. These ideas, along with the mapping exercise, were audio recorded, so the thoughts and opinions of those present could be captured and analysed effectively.

Phase 4

This was the final phase of the research where a draft report was presented to Pendleton Together. Research participants were then invited to a meeting in November 2015 where the key findings were presented to themselves and Pendleton Together. The funder was provided with the opportunity to respond to the key findings and their responses have shaped this final report.

3.3 Recruitment

Participants were recruited in Pendleton using a snowballing technique, starting with the Pendleton Assembly and Lark Hill Primary School. No minors were recruited to participate in the study; we only worked with residents aged 18 plus, although we acknowledge that developing an understanding of young people's food landscapes would be of additional benefit due to the very different legal status young people have in relation to wages, benefits, housing etc. Access was arranged through the Lark Hill's Family Support Officer who has set up a number of initiatives at the school including a new Parents' Forum and a Growing Club. Parents were recruited during visits to the Parents' Forum, at the beginning and end of the school day, and at the School's Summer Fair.

Furthermore, to ensure we obtained a diverse cohort including different age groups and household types (and not just parents of small children), participants were also recruited via local churches, leisure centres and community centres, outside local supermarkets and shopping centres,

and through the Senior Apartment Services Officer with Pendleton Together. Leaflets and posters were also displayed locally.

A letter stating the aims of the project and what participation would entail was presented to the school and to each participating adult. Informed consent was obtained via a consent form which was signed in person where possible, or taken verbally over the phone.

A £10 incentive in the form of a voucher was provided to each participant for each phase of the project completed. All participants received the vouchers at the end of Phase 3.

3.4 Analysis

Data was analysed using both quantitative and qualitative techniques. Excel was used for logging much of the diary, digital skills and interview/questionnaire data and has been used to produce findings about the socio-economics of the participants and their food acquisition habits. An inductive thematic analysis was undertaken on the transcripts from the workshop to identify factors influencing food acquisition in Pendleton.

3.5 Ethics and Anonymity

The research obtained ethical approval from the University of Salford's College of Science and Technology Research Ethics Panel (ref CST 15/37).

In total 21 residents took part in the project. Real names of individuals have not been used in this report; all names are pseudonyms.

4. Digital Skills

This chapter provides a detailed analysis of the findings from the digital skills side of the research including: digital usage, confidence and competence, and digital skills and shopping. The following chapter focuses on findings related to the food landscape.

Findings from the digital skills questionnaire are augmented with details from the interviews and the workshop where this helps to clarify and explain the main findings. Seventeen of the 21 participants (81%) completed the digital skills questionnaire. This chapter is written on the basis of these 17 respondents.

4.1 Digital Usage

An initial remit of the research was to determine the level of digital confidence and competence amongst the participants and the levels of digital access.

4.1.1 Access to digital devices

The research found that 71% of participants had access to either a PC or a laptop at home, with the remaining 29% saying they could access a computer either at work or in the public library. However, 12% have no mobile phone or smartphone and one person has access only because his partner has one. The participants who didn't have a phone at all did have access to a computer.

It appears that access to digital technologies is fairly good, although access in itself is not sufficient for people to access the increasing range of services available online; competence in a range of skills is also essential.

4.1.2 Digital confidence and competence

When asked which device they preferred to use, 35% said their smartphone because it is user friendly and always available.

- 'Its just easier, always got it' (Cheryl)
- 'Handy because its always there' (Lisa)
- 'The camera is very easy to use' (Ali)
- 'It's great on the go. The touchscreen on the tablet is great too' (Jennifer)

While 47% said their laptop or PC was their preferred device it was clear that levels of competency varied greatly, with some able to do everything and some unable to download. Others prefer using a tablet and John told us that he'd just recently learned to send email.

- 'I can't download though' (Kathy)
- 'I'm used to it, I use it for everything' (Nicole)
- 'I'm computer illiterate; I've just learned to send my 1st email a week ago. For father's day I bought a tablet, I don't like the computer. I'm unemployed so I need to job search daily; the tablet is easy to use'. (John)

Participants were asked to rate themselves on a scale of 1 to 5 (with 5 being very confident and 1 being not confident at all) on their ability with a variety of digital devices. 41% said they were either confident or very confident, some of whom had very little experience. Sharon had undertaken the ECDL2 and found it easy, while others listed a range of basic digital literacy tasks that they couldn't do by themselves, including email.

- 'I'm not confident, I can't do emails or looking things up' (William)
- 'I thought I was rubbish with IT, but the ECDL 2 was really easy' (Sharon)

Almost one third (29%) rated themselves as having little confidence, with only one person rating themselves as not confident at all.

In terms of access to digital devices, 14% had never used a smartphone and said they had no confidence in their ability to use one. Of these one had used a friend's smartphone and didn't feel the experience warranted him getting one.

- 'I've only used my mate's one once. I don't see the point in getting one. I've got a phone' (Thomas)

4.1.3 Ability to do certain tasks

We asked people to rate their ability to do a variety of tasks on a scale of 1 to 5 (where 5 is very confident and 1 is not confident at all).

- Uploading photos: 35% said they were confident or very confident; 35% said they had little confidence or no confidence at all. Some participants did not respond to this question.
- Sharing content: 35% said they were confident or very confident; 35% said they had little confidence or no confidence at all. Some participants did not respond to this question.
- Use Word or other word processing software: 47% said they were confident or very confident; 47% said they had little confidence or no confidence at all. Only one participant said they in the middle.
- Use Excel or other numeracy software: 24% said they were confident or very confident; 53% said they had little confidence or no confidence at all. 23% said they in the middle.
- Search online: 78% said they were confident or very confident; 18% said they had little confidence or no confidence at all. 12% said they in the middle, and 1 didn't respond to this question.
- Use apps on phone to search online: 47% said they were confident or very confident; 29% said they had little confidence or no confidence at all. 6% said they were in the middle and 18% didn't respond to this question.
- To find information, newspapers etc: 59% said they were confident or very confident; 29% said they had little confidence or no confidence at all. 12% said they in the middle.
- Ability to protect devices: 24% said they were confident or very confident; 41% said they had little confidence or no confidence at all. 12% said they were in the middle, 6% said they had no devices and 1 person they had a Mac which didn't need anti-virus protection. 6% did not respond to this question. When asked whether they do protect their devices 35% said they did this themselves, 18% said someone else did it for them, and 24% said the devices probably weren't protected. 24% did not respond to this question.
- Ability to protect personal information: 36% said they were confident or very confident; 29% said they had little confidence or no confidence at all. 18% said they in the middle. 24% did not respond to this question. When asked whether they do protect their personal information 47% said they did although some had help to do this and 29% said they did not protect their personal information. 24% did not respond to this question.

When asked to rate their overall digital ability on a scale of five from expert to not confident at all, 29% said satisfactory (the middle rating), 29% said they weren't very confident and 42% said they were intermediate (the rating below expert). No one said they were experts.

4.1.4 Importance of learning digital skills

When asked about how they viewed the importance of learning digital skills views were split. 41% said they didn't think they were important, while 53% said they were important. Reasons varied from the perception that at a certain age these skills are less relevant, to the perception that having other members of the family available to help with things meant a reduced need to learn oneself.

- 'I'm at the age group, it doesn't seem like I need to [learn]' (Kathy)
- 'I'm 52, not at my age, it's just not important now' (Martin)
- 'Not interested in it and don't bother learning. Went on a 10 week course to learn basic things - fonts etc. In the past my teenage daughters they did it for me' (Lisa)

Strikingly, Martin aged just 52 felt that it wasn't important to learn digital skills. Given the roll-out of public services across the internet, the fact that people as young as 52 feel that the internet age is irrelevant to them is of concern.

Others, however, did feel that developing digital skills was important with the majority of explanations including that they were needed for life in the modern world and for career progression.

Despite some people clearly seeing the need for them in the contemporary world, others who have used computers and mobile phones in previous

- 'To use them in life, you can't not have them' ... 'be in touch with everything' (Ali)
- 'Not for myself but for career development. Without it you can't move forward, its how it is in this country' (Nicole)
- 'It's got to be, it's the way the world is. But it's not safe, in the Daily Mail today they said they can clone your card from inside your car now' (Mary)
- 'We live in the age of it now don't we, you need them' (Thomas)

work situations, no longer feel the need for them now that they're not working.

- 'I'm not massively [confident], I used to type in basic but it's all changed now. I can write an email, but I've not had a mobile phone for 8 years. I still use the PC for the internet. ... I've still got a manual typewriter' (David)

4.1.5 Desire to learn further digital skills

Some participants were already taking short courses including in Word. When asked if they would like to develop further digital skills 81% of participants said they would be keen to, although some of these were still a bit reluctant.

- 'I suppose so, for software like Word. I use Skype to contact people in different countries' (Jennifer)
- 'Yes, I am doing a 10 week course' (Lisa)
- 'I don't know really, I had a heart attack three months ago so I don't really want to' (Larry)

4.1.6 Social Media and other software

Participants were asked about which social media they currently use; 41% use Facebook and 18% use Twitter. One participant also has their own Youtube channel, and blogs on Wordpress and Blogspot. However, 53% don't use social media at all.

The following section focuses specifically on the uses and potential uses of digital devices in relation to shopping and food acquisition.

4.2 Digital skills and shopping

Participants were asked whether they thought that developing their digital skills would have an impact on their shopping. 65% said that they didn't think it would impact their shopping. 24% said it would and the remaining 11% said they didn't know.

4.2.1 Online shopping

The experiences of participants in terms of their online shopping have been varied; only 24% have previously shopped online, and only sometimes for food. Concerns about online food shopping included having to spend a minimum amount of

money, substitution of products and frustration with how long the process took.

- 'I've used online shopping before, at ASDA. But sometimes they have to ring to be let in. The shopping's great, if you spend the minimum amount. Sometimes they substitute things in though' (Jennifer)
- 'With Tesco it's frustrating. I don't know if it's just me, but their website, I spend hours trying to get a few things. The same with Asda. If I was more comfortable. I look for things in my basket and its missing' (Nicole)

Others didn't trust the supermarket to select the best quality items and many felt they preferred to see and feel items before purchasing them.

- 'I don't trust online shopping, I go out to pick my own stuff. You don't know the sell by dates or the freshness online' (Kathy)
- 'I wouldn't shop online for food' (Lisa)
- 'I don't like online, my wife prefers it. When I want to buy something I want to see it. My wife buys clothes for the children, sometimes they're too big, sometimes they're too small' (Ali)
- 'I'm not one for tech, it would be a massive leap. I like going into shops and seeing it. It might just be my age I don't know' (Martin)
- 'I tried it once, I didn't complete the shopping. I like to touch the food to see the quality. Someone else would do it, for fresh food I like to go myself. I might do it when I'm busy' (Larry)

- 'I refuse to shop online, I don't trust handing money over on the internet' (David)
- 'I would never shop online; it would put someone out of a job. I won't have direct debit, I pay everything separately. I like to meet people in the community' (William)

More significantly perhaps, in terms of digital inclusion, David said that he didn't trust exchanging money over the internet, while others felt that shopping online would put people out of a job. Only one participant mentioned that if they shopped online it could help with budgeting.

For others, shopping is a matter of getting some exercise and meeting people, and going to the local shops enables this where online shopping doesn't.

4.2.2 Takeaways and Restaurants

We asked participants about eating takeaways. Nearly one third (29%) said they never eat takeaways and so didn't see the value of learning digital skills for that purpose. Some already order takeaways online, while others feel more confident ordering on the phone.

Some residents do go online to research restaurants to eat in or to use google maps to find them. However, most don't use digital technologies in relation to restaurants at all.

- 'I feel more comfortable over the phone. I have flyers and I can pick from the menus. Apart from pizza I just feel it's better over the phone' (Nicole)

4.3 Summary

All participants have access to either a PC or laptop, although for some this is via work or the public library. Levels of confidence in using digital devices was mixed with less than half of participants rating themselves as confident or very confident.

12% of participants do not own a phone or smartphone and 14% of participants had never used a smartphone at all.

Significantly, 41% of participants said they didn't think learning digital skills was important and some felt that their age meant that it wasn't necessary. 53% said it was important. Despite this variation in assessing digital skills as important, 81% expressed a desire to learn more digital skills, although some were reluctant.

The majority of residents didn't think developing digital skills would have an impact on their shopping. Only 24% have used online shopping at all, and some found the process frustrating. There was also some distrust about whether supermarkets would select the freshest products if food was ordered online.

Nearly a third of participants never eat takeaways and didn't see the relevance of developing digital skills for ordering that purpose. Some do order takeaways online, although others feel more in control ordering over the phone. Most don't use digital technologies to find restaurants, indeed many don't eat out in restaurants.

53% of participants don't use social media at all. 41% use Facebook and 18% use Twitter.

Nearly half were confident in their word processing skills (using Word or similar), whilst only 24% were confident in their numeracy software skills (using Excel or similar). Only 35% were confident about uploading photos or sharing online content.

78% were confident about searching online (using Google or similar), and 59% were confident about finding information, newspaper articles etc. However, only 24% were confident about their ability to protect their devices and 36% were confident about protecting their personal information. 24% said their devices probably weren't protected and 29% said their personal information was not protected.

The above sections demonstrate that only a quarter of participants have used online shopping at all, whether for food or other items, and the experience wasn't always positive. It was felt that it took a long time to work the way around the online store and that when food arrived it wasn't always as fresh as if they had selected it themselves. Issues of trust were at the fore of this as it was perceived that supermarkets would be more interested in selling food before the expiry date than maximising the length of time it would last in the customers' homes.

In relation to the online shopping experience it may be that the lack of skill and confidence in using digital technologies make the online shopping experience a frustrating one. Development of digital skills and more experience of using digital technologies may help to make this process more straightforward.

This demonstrates that there is mixed opinion about the need for digital skills, so any programmes set up to help develop such skills would need to address the fact that some of those who are digitally excluded are not making connections between their lack of skills and the availability of services that may directly affect them.

5. Pendleton's Food Landscape

This chapter provides a detailed analysis of the findings from the research in relation to key themes associated with Pendleton's food landscape. These are organised under the categories of the physical environment, the social and cultural environment, and the economic environment. The chapter is further broken into sub-sections including, regeneration, productive green space, food availability, transportation, neighbourliness and community, cooking skills, foraging, food and affordability, and food banks. In the following chapter the key findings are summarised in relation to what is going well, and recommendations are made for changes in Pendleton, along with specific recommendations for the on-going regeneration programme, and recommendations for further research.

To set the scene for this chapter it's important to know that the majority of the research participants live in flats without any outside space, and they do not grow food. With the exception of two participants, none of those taking part in the research currently have a car.

Additionally, the majority of participants have been in the area for over ten years, with most having been born in or around Salford. All the participants rent their homes from a Housing Association; Pendleton Together is the Housing Association identified by all but one participant, with Salix Homes being the other.

The findings in this chapter include data from all phases of the research including the workshop, the interviews and phase four when Pendleton Together was given the opportunity to respond to the draft report.

5.1 The Physical Environment

The section covers discussion of the current food availability, the regeneration programme, productive green space, and transportation. Through focussing on the physical environment it is possible to identify key design and development scenarios affecting residents, thus enabling identification of features that may be addressed or provided in future phases of the regeneration programme.

5.1.1 Food availability

A significant concern in recent years is the existence of 'food deserts', a term coined in the United States for an area where there is a dearth or absence of shops selling fresh food (Wrigley, 2002). Participants discussed the food availability in Pendleton in some detail and agreed there was a good range of food available in Pendleton, including a good range of out of season fruit and vegetables.

There was general agreement about a good range of shops selling food in the area including Sainsburys, M&S, Aldi, Lidl, Tesco, Asda, Gabbots and Home Bargains, and discussion focussed on both price and availability. Residents favoured shops where they could get the best prices and many expressed disappointment that Netto had closed. In discussing the Pound Shops and Home Bargains participants agreed that it was necessary to be careful with checking prices as often the pound shops were pricier than Home Bargains.

Some of the more expensive shops were discussed too. For example, Holland and Barrett was mentioned as a place where vegetarian food could be bought and where they had offers for 1p. The drawback was that only certain products were available for 1p if you bought another full price item. Many felt that Holland and Barrett was well

beyond their pocket. However, some also felt that Tesco and Iceland were too expensive.

Lisa, who relocated from Poland to Salford, is very impressed with the food availability locally. She says the markets sell everything she needs, including fresh vegetables, fruit and yoghurt for her children, and that food is much cheaper than in Poland with a wider range of produce to choose from. The first time she went to Tesco she was amazed by the vast array of food. She cooks every meal from scratch, and never buys ready meals.

Ali likes Lidl and Aldi because they are cheap but says that, as a Muslim from Iraq, he has a problem with the meat not being Halal. He finds meat in Tesco is very expensive and so he goes to Rusholme because it's half the price there. However, he likes Tesco because it is clean. He looks for the 'suitable for vegetarian' labels on food but it isn't always available, especially at Lidl, and so he has to read all the ingredients. Sometimes he finds that there is Arabic writing on the food, depending on where it comes from, which makes reading ingredients easier for him.

Nadia, who has moved to Salford from India, finds that most of the things she needs are available in Tesco; they have all the spices she requires. She finds that Aldi and Lidl have fewer of the things she needs. Others mentioned a lack of Caribbean foods or a proper Indian shop, 'to get all the spices and not just Schwartz' (Debra). Sharon says she goes 'all the way to Chorlton' to get curry leaves.

On a more nostalgic note, people talked about wanting some smaller shops and businesses to come back, like the fish monger, the milk man, the Corona man (delivering pop), and the bread man. People liked the idea of supporting small businesses like this as they felt their money would help local people. They talked about wanting a 'community shop' or food co-operative to be set up, one which could be run by the community, for the community. The Unicorn in Chorlton was

mentioned by example. They felt savings would then pass to local people rather than providing profits to big business; there was some feeling that food shops shouldn't be run for profit. They also linked this to the amount of food that supermarkets waste. The residents felt that supermarkets should be giving food away if they couldn't sell it by the sell-by date, and that it could be used to set up a soup kitchen to feed hungry people.

David said he'd like to see a real fishmonger's, one that sold a range of fish, not just trout and halibut and sole. Thomas suggested going to Tesco's early in the morning, because it's possible to pick up a piece of halibut or sole that's been set aside by Tesco's to being destroyed. He implied it was possible to get the fish before it was destroyed. It was felt that Chorlton was probably the closest place to find a fishmonger.

All the longer-term residents said they missed the large market that used to exist in Pendleton; they said the current outdoor market changes its days and isn't as good. However, Thomas mentioned the 'man by the red van, the one by the school' and said that if you give him £2 he'll give you a full bag of vegetables. Many of the participants were not aware of this.

The price of food is a constant concern for residents. Some suggested that supermarkets weren't completely honest about where the food came from and that the same product would be sold with a different label on it in different supermarkets at different prices: 'Who's to say Warburton doesn't have a side contract to make it for Aldi. You take away the packaging and it's probably the same manufacturer' (David). This issue of trust and lack of transparency comes up a number of times in relation to how residents feel about the food system more broadly; there is a feeling that they don't and can't know about where their food actually comes from. In contrast, however, others thought that price reflected quality and that the ingredients in the cheaper product

wouldn't be as nutritious; for example Thomas said he'd prefer to buy a 30p loaf of top-end bread that had been reduced rather than a cheaper brand, as he felt it was a better product.

Another concern for residents on a budget was portion size; in the cheaper shops produce is pre-bagged with no facility to buy just a few items. Participants felt it would be better if shops sold individual items as people would waste less.

In one of the few references at the workshop to online shopping, Charles mentioned that it would be good if people could do an online supermarket shop without having to use data on their phone. Given that some people only have internet access via their phone he felt they are reluctant to do online shopping because it takes a long time, and therefore a lot of data, to shop. They are effectively excluded from shopping in this way. This would benefit people who are unable to get out of their homes for various reasons. Diane added that delivery services need to be cheaper.

Takeaways were mentioned, but only briefly. There was feeling that there are too many of them and that the local authority shouldn't give licenses for any more. As an example, David talked about the amount of 'junk mail for junk food' that he receives through his door, which encourages people to buy unhealthy food.

It is clear that for many it is not the availability of food that is an issue, but price. Additionally, they want to be able buy food in the quantities they need, not in pre-bagged quantities that leads to waste. It was felt that a community shop or co-op could help to address this concern.

5.1.2 Regeneration

There was a good deal of satisfaction with the progress being made with the regeneration programme, although there was some feeling that

the area had been okay as it was and that there wasn't a need for improvement. This reflected the strong attachment residents feel to the area, and the sense of pride that people in Pendleton have about where they live.

Some residents felt that there were things that could be done to improve the physicality of the locality. One idea was to put solar panels on the blocks like 'the CIS building in Manchester ... has solar panels all the way down and runs four shops on the floor, it's all run off solar power' (David). Whilst acknowledging that this would involve significant upfront investment it was felt that the Housing Association would then be a green energy firm too and could make back the initial investment.

Pendleton Together has invested in an energy programme to reduce energy consumption, and therefore spend, on energy use. However, this has been in the form of a new heating system which has received a mixed reception. Previous research has indicated that many are happy with this system, especially if it was set up by the contractor (Sherriff *et al.*, 2015).

A number of residents expressed fears about gentrification, that the redevelopment might be at the expense of existing communities:

'It's all just houses at the moment, getting rid of all the old ones and building houses for people who've got the money. They're pushing out the people like ourselves. Like in the Broughton area, pushing them out' (Diane)

This is something the local authority needs to address in order to maintain good relations between communities in developing areas. People want to see that improvements benefit themselves and that any change in tenure mix is of value to current residents.

Some specific infrastructure ideas were put forward about the improvements residents would like including a new swimming pool, health centre and shops, a community centre and a cinema. It was argued that these would need to be available for low income people and families as often it is unaffordable to go to such places.

Additionally, there was a sentiment that resources should be equally or fairly distributed between the various blocks but that this wasn't always the happening. It was felt that more should be done to ensure that one block doesn't get more investment than others, as they all pay the same rent and so should receive the same benefits. One of the reasons for it appearing to be the case that resources are not divided equally is that some blocks have a very strong and active Tenants Association. This often relies on key individuals taking on leadership roles, through which they ensure their own blocks are well catered for. A key issue is how to find tenants in all the blocks willing to take on such roles.

Those participants whose flats have been renovated are reasonably happy with them, although they would have liked more say in the decorations. There is some concern that if residents complain they may be evicted, and that the housing association would 'get a new person in, a working person, and putting the rent up' (Larry). Charles agreed that he had also heard this rumour and that people of varying affluence were put in different places '...we'll have him on our block, nice and clean. Oh they've got two dogs, we'll stick them over there ... ethnic minorities and asylum seekers get put in certain places'. This demonstrates that some residents feel insecure in their tenancy status and are concerned that the regeneration will lead to gentrification and displacement. Consultation and communication is key to ensuring residents feel involved in and aware of new developments.

The above issues suggest that more transparency may be needed to ensure that spending and

housing decisions are clearly understood by existing communities.

A further concern amongst participants is the lack of facilities for young people and old people, especially the perceived lack of a community centre or youth club. It is argued that one of the reasons for youth crime is that young people are bored because there's nowhere for them to go. A number of venues were mentioned that have closed down. Diane added that a lot of older people go and sit in the Precinct because it is warm. She herself goes to the Angel Centre but says a lot of people don't know about it or don't think that it offers anything for them. She feels more needs to be done to ensure that people know about what facilities are available to them; they may exist but are not known about.

Part of the Pendleton regeneration involves putting gardens and outside seating areas around some of the tower blocks. One participant expressed concern that the project has gone over budget and that part of the regeneration has been sacrificed to cover the costs. He was concerned that a BBQ, multiple seating areas, outdoor chess tables and a car park were planned around Spruce Court and that this has been reduced to one seating area and the car park. A further suggestion was developing the roof tops so that they could be used either as communal garden spaces or for generating energy with solar panel.

In terms of the retail offer available in Pendleton, Tesco was discussed in some detail. There was concern that Tesco had moved from the Precinct to their current locations 18 months previously, but that they still rent the old premises which are currently vacant. This has meant the space is unavailable to another retailer and has given the area a run-down atmosphere. There was some sentiment that big retailers with more money shouldn't be allowed to prevent others from using local spaces in this way.

Despite concerns about empty units, it was felt that the area was well provisioned in terms of its food offer. There is good range of supermarkets locally, catering for a range of budgets. However, as will be discussed in the Economic Environment section, this doesn't mean that everyone has access to fresh affordable foodstuffs.

5.1.3 Productive Green Space

One of the central aspects of the regeneration programme is the development of productive green space in Pendleton. Many residents feel strongly about the amount of green space in the area as they are aware that they are well provisioned for in terms of quantity of green space. They want to ensure that this space is maintained and available for the benefit of local people.

They were particularly enthusiastic about the proposed urban farm; many thought this was a great idea and were looking forward to its development. Charles said he would definitely volunteer to help on the farm and would like it to have a variety of animals including a pony or horse. He is a qualified riding instructor and knows how to look after horses. Further suggestions included a nature garden or wildflower area as a beneficial addition to the area around the new urban farm. There are skills in the community which can be tapped to ensure the farm is a workable venture.

Many of the residents were also enthusiastic about the possibility of growing their own food. Some have tried to grow food in the past while others felt they had no skills or no places to grow at home. They felt that education was the key and that if school children were part of the process they would then help to educate the adults. Kathy mentioned her children's school has allotments and that it would be good to get more schools involved in growing food. Her group had approached the local Tesco to ask for any old plants or herbs that the store didn't need and were given plants which they planted in the school

garden. Through developing growing schemes at school whole families are learning new skills.

With some of the participants volunteering at the school's Growing Club, the families are learning about new produce. They grow food, sell it to parents cheaply, and reinvest the money into the garden for the next growing cycle. They have 15 volunteers at present. The biggest problem they've had is vandalism; the fences were stolen and the plants uprooted. Initially, the plot of land was adjacent to the school and had 16 raised beds. When these were vandalised they found there was no insurance to replace them. Through fund raising and support from Tesco and Aldi (which provided seeds and tools) the school bought a community cabin for up to 20 people. This facility has a kitchen and will be used for cooking demonstrations. The group now have some land inside the school grounds and have moved the raised beds there, along with a green house and potting shed. They're very keen to encourage others to grow food too. Last year when they harvested their potatoes they took them round the neighbouring houses but people were reluctant to take them. In the end they gave some to the Church. Part of the challenge is to help develop a community spirit whereby people don't feel there is either a catch or a stigma to being given free food.

While some participants do grow food in their gardens, many cannot as they have no space to do so; many residents live in tower blocks with one participant living on the 22nd floor. However, one participant grows herbs on the windowsill and suggested others might do that too. For many having an allotment would be ideal solution, although they had concerns about whether it would cost a lot of money. The availability of appropriate space for growing food is a key issue and the new allotments and community growing spaces will help to meet this demand. However, maximising the use of small spaces (including windowsills) is important in developing growing skills and residents are keen to have courses or

workshops that help them improve these skills. Diane pointed out that the Angel Centre, off Chapel Street, run courses in horticulture as well as other things like computer skills. Better signposting to such resources is necessary as many participants were unaware of this.

5.1.4 Transportation

Significantly, in terms of accessing shops, the majority of our participants (70%) did not own a car and tended to walk to the shops. These residents felt that transportation was expensive and often unaffordable. It was mentioned that there is a free bus in Manchester city centre but that in Pendleton they have to pay for their transport. There was a sense of injustice in this and a perception that wealthier people living in the city centre were getting something for nothing.

While a small number of participants did have a car and used it for shopping for food, the majority (80%) walk to the supermarket. The reasons for this vary. For some it is proximity, with the shops being close enough to where they live to make using any other form of transport unnecessary. For others it is budget; having only a certain amount to spend means the quantity of groceries bought each time is light enough to carry. And for others, the trip to the shops provides them with their daily exercise. For many a trip for food entails buying certain goods in particular shops so a shopping trip entails visiting a number of retailers. Given that such a high proportion of participants walk, ensuring the physical environment is designed to be amenable to pedestrians carrying shopping is important.

Bus use was also discussed as many residents use the bus for other activities, not only shopping. There was a feeling that bus provision is not designed well and that the provision of services is not sufficient for customers living in Pendleton. An example given was the cost of a weekly bus pass. It was said that a customer in Pendleton is at a financial disadvantage because the pass can only be bought at a travel shop, not on the bus itself.

While there is a travel shop in Eccles and Manchester, there isn't one in Salford which means people have to make a journey just to buy the travel card. There was also a discrepancy about cost; Mary said it cost £13 but Kathy pointed out that Arriva was £15. Transport for Greater Manchester say that a seven-day pass is available to buy on the bus, so there is a lack of information about this. Additionally, there is a Salford Local bus, but Kathy says it doesn't go everywhere and can't be relied on for things like hospital or doctors' appointments where you have to be on time.

Many of the issues related to transportation are outside the remit of the regeneration programme, but it is relevant to consider the cycling and walking infrastructure when the physical environment is redesigned to ensure appropriate facilities are in place for pedestrians and cyclists to access shops and other services and amenities.

5.2 The Social and Cultural Environment

The section covers discussion of neighbourliness and community, cooking skills, and foraging. Focussing on the social and cultural environment enables us to identify how people relate to each other and the surrounding environment. This helps in determining, not only key individual behaviours and how they might be influenced, but group or cooperative behaviours that might be shaped in the various stages of the regeneration programme.

5.2.1 Neighbourliness and community

There is evidence that people are keen to know their neighbours and that they believe doing so helps develop strong communities. However, there is not always the facility to enable neighbourly interaction, especially when living in a tower block. Jennifer and Martin discovered they lived in the same building but had never seen each other; Jennifer has lived there for three months and Martin for 20 Years. They feel there

are no facilities for getting to know people. William suggested that a 'pot luck' meal or barbeque in communal areas would be one way to bring people together, although he voiced concerns about having to provide food for other people due to the expense as he doesn't always have enough for himself. Affordability plays a role in being able to be neighbourly.

When one participant at the workshop said something negative about the locality the others were quick to defend the area as neighbourly. A number of personal stories were narrated, providing examples of inter-generational support. Paul mentioned a 'boy across the road' who comes and helps him with lifting things, and another neighbour who 'bakes cakes and bring them over'. And, in the past, he himself took an older neighbour meals.

'[It's] not just my few houses, the whole estate is very community orientated' (Paul).

Sharon agreed, saying that lots of people ask her mum, who has very poor mobility, if she needs any help or needs things carrying. And David emphasised: 'Never judge the area like that, there's more good than bad' (David). The sense of belonging and identity is strong, especially amongst longer-term residents.

In general, people are keen to help each other, but sometimes feel thwarted by bureaucracy. Thomas tells of an occasion when it snowed. He rang the council to report that the path to the flats behind him, where older people lived, hadn't been cleared. When he suggested he'd go and clear it, he was told that if he did he would be liable. This can have the effect of reducing the friendly, neighbourly everyday acts that people might engage in.

The idea that community relations need to be continuously developed was clear. The area is changing and is more multi-cultural than it may have been in the past. Charles recognised this,

saying that people are often afraid to talk to each other 'so they just nod'. He'd like to be able to invite people round for meals or to make friends with his neighbours but feels he can't afford to do that on his income. The idea of a communal barbeque or kitchen area was raised again at this point as a way to bring a diverse community together. Specifically, Charles suggested a 'pop-up kitchen' where 'people would sit on benches like they do in Wagamama's'. For 50p per person the cooking and cleaning costs could be shared, thereby creating a community facility where people could talk and get to know each other. It was felt this would aid community cohesion as people would be friendlier with each other if they've shared a meal together.

It was evident from discussion that people want to be more neighbourly but that low-income was a real barrier to enabling this. Additionally, a number of participants mentioned that they volunteer in a variety of ways that helps them get to know other local people. It was also felt that many residents have skills that they could share with others. This raised the topic of timesharing or time-banking whereby a person does a job for another person, like helping with shopping, and the time is banked. Every hour banked gives access to an hour's help from someone else. David said this initiative has been going on in the area for a long time, although most participants were unaware of it. Brian said it runs on Thursdays at the Gateway and Larry mentioned there was something similar on Fitzwarren Street for homeless people. It was felt these initiatives needed better publicity as they would help to develop social cohesion.

In the afternoon a conversation about diversity exposed some underlying concerns about immigration in the area. Some of the participants feel that this has led to 'too many clusters of people who don't trust each other' (Thomas). Many of the ideas above, which are about bringing people together, especially around food, would help to build trust between groups of people who currently don't know each other.

5.2.2 Cooking skills

Many of the participants talked about developing their cooking skills and some specifically mentioned the cooking workshops at Cornerstone. For example, William hadn't realised which parts of certain produce was actually edible. Laughing, he told the story of cutting up a spring onion or leek. He was throwing away all the green bits and only using the white parts. The demonstrator equated this to spending a pound on leeks and throwing away 50p. He learned he could eat the green parts of leeks and spring onions, and the stems of broccoli if he cut them thin enough. He also found that he should never peel potatoes, even when mashing them. He felt that these workshops were helping him to save money and eat more nutritious food. Others also said they would like to develop their cooking skills, especially cooking on a low budget.

David said that within the regeneration scheme there are to be two community kitchens although he couldn't say where they would be. These could be used for cookery demonstrations, although he suggested there would have to be some way of monitoring them so that they were used fairly by different resident groups. Sharon mentioned that there are a variety of free courses available, both locally and online and that she recently completed an online nutrition course. Additionally, Cornerstone runs cooking courses for children, as does one local primary school. Such courses and demonstrations are another way of bringing communities together.

It was generally felt that ingredients for different cultural cuisines were readily available locally, and that this was a good thing. The international food aisle in Tesco was specifically mentioned, but it was suggested that more could be done to help people learn about these foods. One idea was that a cookery demonstration using international foods would be a good way of helping people to know what was in the packets and what to do with it. Other suggestions included making recipe cards

available or developing community cookery book with a few local's recipes in it.

Ali, who has moved to Salford from Iraq, has swapped roles with his wife and is now the main home-maker whilst she is studying at university. He says he has had to learn to cook from scratch and has used YouTube, amongst other sources, to find recipes and instructions. It was felt that the international community in Pendleton should be seen as a resource for cooking demonstrations so people could learn to cook each other's international cuisine. This would also help to integrate communities.

Mary also mentioned that the WI (Women's Institute) run cooking classes in Salford. She explained to Jennifer (who was the most interested as she hasn't lived in the UK for long) that they started during the war, when rations were in place, in order to teach people how to cook with ingredients that they weren't used to, like powdered eggs. Mary felt that this was an example of how people could learn to cook with new ingredients, and evidence that multi-cultural cooking demonstrations would be a good thing.

5.2.3 Foraging

People at the workshop talked about the opportunities to collect free, wild fruits and how, culturally, it was a less common activity nowadays than in the past. This discussion has implications for the development of the urban farm and other productive urban environments around Pendleton.

As a child David lived in a farming community and ate porridge with gooseberries, damsons, plums, and strawberries for breakfast. He lamented the lack of fruit trees in Pendleton and attributed this to a lack of green space. Picking up this imagery, Thomas replied 'imagine if we had fruit trees as far as the eye could see the people of Salford would have that fruit as quickly as possible' (Thomas). There was agreement that some people would be willing to pick and eat freely available fruit if it grew locally.

However, some participants said there were fruit trees locally, including cherry trees and blackberries, but that, while, in the past everyone would have been out to pick them, nowadays that's not the case. Paul said there were apple trees at a neighbouring flat with 'two beautiful apple trees and they're dropping literally dozens of them on the floor so I hobble round and pick them all up. They'd just be mowed into the ground, so I go and get them or I get my grand-daughter, shove her up the tree and she throws them all down because I'm not going to see that wasted. I can make a nice healthy fruit crumble, fruit pie, stuff like that'. He also talked about going to Clifton Country Park to forage. However, while some people might be keen to collect fallen fruit Sharon felt that aesthetics would put a lot of people off as they would be bothered by 'bruises or little insect bites and won't use them' (Sharon).

Mary makes jam and pies with cherries when they are out; her husband goes and gathers them for her. She related a story of a little girl trying to get them too but she was on her own and couldn't reach them properly. Mary speculated about why her mum didn't help her and thinks that people have lost the skill of foraging for themselves. This was an view shared by many participants.

One way to encourage people to forage for free food would be to create an online food map that identified where you could get berries and fruit. Thomas felt that foraging was something that could be done with children, and the map would facilitate this. The participants mentioned wild nuts, cherries, apples and blackberries as food that could be foraged locally, if only people knew where to look and what to do with them once collected. This reinforces the cookery workshop ideas suggested in the previous section; keen foragers could run demonstrations with foraged food.

David argued that there has been a cultural shift in foraging, that although people may feel that it was something that was done in the past, 'we still

forage, just in a different way'. He says 'we're hunter gatherers, we just go to the shops to do it. We're still by nature, we'll always be hunter gatherers, we just go to the shop to collect it. We always have done and we always will do'. This fully reflects the discussion that was had about shopping around for the best price, and which is reported in the following section.

5.3 The Economic Environment

The section covers discussion of food and affordability, and food banks. Focussing on the economic environment enables us to identify how structural factors such as low-income and unemployment impacts on people's food landscape. This helps in identifying strategies that might help residents share information about food availability as well as identifying the role the regeneration programme might play in this.

5.3.1 Food and affordability

In the section on physical environment we identified that the availability of fresh food within Pendleton is good, and that it is price that makes acquiring food difficult for many residents. In response to this all participants had developed strategies for shopping, cooking and eating; most residents knew where to go for the cheapest food.

A typical example is Jennifer. She regularly shops around and knows the current prices of her normal food items in all the local shops. She revealed that a box of 72 Weetabix costs £6 in Tesco but £3.95 in Home Bargains. The general agreement following this disclosure indicated that the other residents already knew this information and also compare prices regularly. People often share information with friends about price but indicated it would be useful to have a way of accessing more up-to-date information about where the best prices were to be found.

Residents were very aware of which shops had reductions and special offers; Lidl has a 30%

reduction when food is coming to the end of its sell by date and Booths also have 'fantastic reductions'. Additionally, many residents use vouchers obtained from advertising flyers that are distributed in the area and they are all aware of the reductions available through each of them. For example, Diane pointed out that you have to spend about £25 to use one of the vouchers and Charles commented that 'Most people don't spend £25 in one go'. They would like to see vouchers available for a smaller spend. In contrast, Kathy felt that sometimes vouchers pressure people into buying things they don't need, just because they get a few pence off. She advises caution in using vouchers to save money as sometimes it means you buy more than required.

There was general agreement that Aldi's, Lidl and Netto's were cheaper because they were no frills and that the same shopping basket could be bought in those shops for a fraction of the price of the larger supermarkets.

A further strategy employed by people on a budget was to ensure they made the most of the food they bought. Mary described cooking roast chicken and making it last for four meals for herself and her husband. They'll have a roast with potatoes and veg and then she'll make a curry. She'll use some for sandwiches and then use the remainder for a chicken noodle soup; none is wasted. David talked about buying a big bag of porridge oats and eating that every morning. He described how, to make it cheaper, he uses just a little milk and mainly water. He buys this from Aldi at 75p per kilo and it lasts 2-3 weeks. He believes that buying ready meals is a waste of money because the meals could be made from scratch for a fraction of the price. He argued that people are more time-rich now than they were years ago, despite believing they aren't, and that this could be used to their advantage when cooking food. Other suggestions for making food go further included mixing minced beef with digestive biscuits or bread crumbs and egg to make burgers, and even adding some mint or other

herbs (which some of the residents grow themselves).

Other strategies residents use to economise include doing a fortnightly shop so as not to be tempted to buy things that are unaffordable. For example, David shops in the cheaper shops, and spends about £35 on a fortnightly shop for two people and a dog.

There was some concern that people on low-income or benefits were not able to afford healthy, nutritious food. Charles suggested that people who received benefits or child allowance could have 'a ration book to go down to the supermarket and get your oily fish and chicken thighs, so you can eat a healthy diet, but subsidise it'. He feels that many of the items he understands as healthy are too expensive for people on a low income, and so their diet isn't nutritionally balanced.

An additional concern, and one that is recurrent in media representations of poverty, is the trade-off between 'heat or eat'. This was reflected in conversations at the workshop. Thomas, a diabetic living on unemployment benefit with a household income of between £10-20K, says he often has a poor diet of pasta or rice, with few proteins: 'I can't afford it. I can't afford to run my heating as well, it's a choice between heating and eating, that's a reality of my life. I'm not poor, thanks to the government I'm not a poor person, but I am in the bracket of being very poor' (Thomas). The main protein Thomas buys is tinned tuna, at 49p from Aldi, as he says he can't afford things like chicken.

Others on benefits include Diane, who is in receipt of Employment and Support Allowance. She is affected by the 'bedroom tax', saying that the tax is about people and food because once she's paid it she doesn't have enough money left for food. She eats sandwiches during the week and only eats hot meals at weekends because she budgets carefully so she can pay for gas and electric.

While much of the discussion concerned the affordability of food, participants were aware of other concerns such as animal welfare. An example was provided of Lidl giving 30% off when food is near its use by date, with chickens being available for £1.74. When one participant expressed concern about the welfare of those chickens and the conditions in which it might have lived, another said that caged, free range and organic chickens are available. Thomas said he wasn't in a position to be concerned about this as he can't afford to buy free range even though he'd like to. He has more basic concerns including whether he and his partner can eat or not.

Residents also discussed shops with self-service cashiers where you have to put all your food through yourself. It was felt that this was another way of putting people out of jobs. All of those involved in this discussion said they purposefully go to a cashier (i.e. a person) when they do their shopping. They agreed that when using the self-service tills it often goes wrong and takes a lot longer. This reflects a sense of community spirit whereby residents want to support other people in jobs.

In summing up the discussion on the affordability of food Thomas said it shouldn't just be about making food more affordable, the real problem is the availability of jobs, especially jobs that pay a living wage.

5.3.2 Food banks

Finally, in relation to the economic environment, a number of participants (38%) discussed their use of food banks in the previous two years. Given the extent of food bank use in the UK, and the rise in food bank provision, this topic warrants being discussed separately.

William who lives alone, and is off work 'on sick pay', has been to a food bank a number of times. He explained that he got a voucher to go and collect a parcel of food that would last for three days. This is similar to many others. Diane was

able to get a referral voucher from the CAB, but usually just eats sandwiches because she can't afford to cook. She emphasised that people are embarrassed about going to them but that they are very much needed. Charles has also used one although, because he is agoraphobic, he isn't always able to get out and so someone else went for him. He says it's sometimes difficult getting a certificate from the doctor and that more needs to be done to ensure people know where they are.

John was the most recent client of a food bank, just two days before the workshop. He's on child tax credits, has four children, and hadn't been paid for three weeks. He'd put some money aside which he was able to use during that time. However, when he tried to renew his tax credits he was told it could take up to 60 days and, when he asked how he would feed four children, he was told to try CAB to see if they had any emergency funds. He needed a bank statement to show he had no money and he was able to get a voucher for gas and electric. He was then directed to a food bank and was told about two local ones, one on Mocha Parade and one on Dallas Court. He was advised that Mocha Parade gave more food. He was provided with a voucher indicating how many people he lived with and was given food for three days. When he asked if he should come back next week he was told he could only use them twice in twelve months. The other advice they gave him was about the location of soup kitchens in Manchester.

Others, who haven't used food banks as recently, but have in the past, include Thomas who said he had 'been starving for the past two days' and David who hadn't eaten for four days two weeks ago. Paul said that his daughter, who has three children and a low income, often struggles, but he helps her out. She hasn't had to use a food bank but might have done if he didn't help by stocking up his own cupboards for her to raid when she visited.

Many of the participants did not know how to access food banks, or even how many existed in Salford. Some believed there were two, others knew of only one. Some had no idea of the circumstances that would lead to people requiring them and felt that 'beggars can't be choosers ... if you've no money and you need to feed your children you've got to go and get what's there' (Kathy). William explained that they ask about what you like and dislike and also take health issues into account when deciding what to put into each food parcel. Additionally, they might also supply non-food items such as razor blades, shaving foam, toothpaste and washing up liquid which are 'things that people usually just take for granted' (Kathy).

It is important, for people's dignity, that food banks are accessible yet discrete. Diane only knows of the foodbank on Broughton Road which is all boarded up and looks 'dodgy'. She feels that foodbanks need to be in places where people feel comfortable going, not in places where they don't feel safe.

While people are waiting for a judgement when they appeal a decision by DWP they often find that they must still make outgoing payments. John said he found that the utility companies, council tax and TV licence wouldn't postpone his payments, even though he said he could pay once the money was backdated, as had been promised. Additionally, a number of the soup kitchens on the list he was given were on the other side of Manchester which would be impossible to get to with his four children. He felt that a lot of them were good places but that their main focus was on helping drug addicts and alcoholics and he didn't want to take his children to places like that.

Mary said there were other services to help people and mentioned that her church, the Pendleton Church, do lunch for a pound on a Wednesday. She said they like people to come to the service but many don't, they just come for lunch. She then told a story about when she lived in Australia. Her

husband became ill and couldn't work and the government there issued vouchers for her to go to a supermarket to buy food. She feels that this provides people with more dignity and is something the government here should consider instead of relying on charities to provide food via food banks.

6. Recommendations

This chapter focuses on presenting the key findings from the research by identifying what is going well, making recommendations for changes at a variety of scale, as well as specific recommendations for the on-going regeneration programme, and recommendations for further research.

6.1 What is Going Well

This section identifies the features of digital inclusion and the food landscape that are working well in Pendleton.

6.1.1 Digital Inclusion

- Access to digital devices is reasonably high in Pendleton but for some people access is not on an individual basis, but is acquired through public facilities such as libraries or at work.
- For many residents digital access is via a PC or laptop rather than via a smartphone; contrary to popular thinking 12% of participants have no access to a mobile phone and 14% have never used a smartphone. Given the rollout of public services via the internet it is encouraging that access to the internet is high.
- 81% are keen to learn more digital skills. This appetite for developing skills is a good opportunity.
- The Local Authority is aware of a 'Digital Divide' in Pendleton and is pushing for digital inclusion; they are aware that the main barriers to inclusion are motivation, access and skills.
- A digital inclusion strategy for Pendleton is being developed.

- Drop-in centres for people wanting to develop digital skills are being provided, including at Pendleton Gateway.
- A local *Digital Champions* network is being developed to encourage residents to help others develop their digital skills.
- Free wi-fi is being rolled out in public areas of Council owned buildings and is available at the Pendleton Gateway.
- There is a push to get high speed broadband into people's homes.

6.1.2 Social media, online searching and privacy

- 78% are confident about searching online (using Google or similar), and 59% were confident about finding information, newspaper articles etc. This demonstrates that many people feel confident to search for information about things they want to know about; the challenge is to ensure they are able to access information about things they don't know they need to know about.
- Children in families are often more digitally literate than parents and often help parents in the online world. Children in families where parents are not digitally literate are not necessarily digitally disadvantaged themselves.

6.1.3 Food availability

- There is a wide range of fresh food available in Pendleton to cater for a range of budgets. This includes the big supermarkets, discount shops, a market and a mobile produce van.

6.1.4 Regeneration

- There is a strong sense of pride in the area and a good level of satisfaction with

the progress being made under the regeneration programme.

- The regeneration scheme has created substantial changes in the area and participants are aware of the developments to housing, both internally and externally.
- Pendleton Together has invested in an energy programme to reduce energy consumption, and therefore spend, on energy use.

6.1.5 Productive Green space

- There is a healthy appetite for more, affordable allotment spaces to grow food and a desire to learn more food-growing skills
- At least one local school runs a growing club for families, not just the children.
- The regeneration plans include specific provision of new allotments, community gardens and an urban farm.
- Residents are enthusiastic about the idea of an urban farm and many have skills that could be tapped to ensure it is a workable venture.

6.1.6 Transportation

- The majority of participants walk to the shops when doing their food shopping. This is not typical of the UK population, and although in Pendleton it is linked to low-income and cost, it is something that should be supported and built upon in line with literature on health and wellbeing as well as in terms of carbon reduction linked to transportation.

6.1.7 Neighbourliness and community

- Residents feel that Pendleton is a neighbourly place, and people look out for each other and are willing to help each other. People are keen to get to know other neighbours better.

- During the original consultation process about the regeneration scheme tenants discussed wanting a Tenants Association. Some groups have come about and are working well. Others need to gain momentum.

6.1.8 Cooking Skills

- Residents have a range of cooking skills and come from diverse culinary backgrounds. There is enthusiasm to share and develop their skills.
- There are a range of cooking workshops and demonstrations in the locality, including at Cornerstone, with some aimed at adults and some at children.

6.1.9 Foraging

- There is a lot of free food available in Pendleton and Salford including fruit and berries, if you know where to look.

6.1.10 Food affordability

- Residents, individually, know where all the food bargains are to be found locally, but there is a lot of energy and time expended on keeping this information up to date.

6.2 Recommendations for Changes at a Variety of Scales

These recommendations are at a bigger scale than those specific to the regeneration programme. They have been included as they are key concerns of the residents, although it is acknowledged that the local authority and Pendleton Together may not be the appropriate facilitator of all these proposals.

6.2.1 Digital Inclusion

- As 41% rated their confidence in using a digital device as confident or very confident and none rated their competency as expert it is important to seek opportunities to develop residents digital proficiency. With some residents arguing their age meant that it wasn't necessary to learn such skills awareness of the rollout of public services via the internet should be prioritised.
- With people struggling to protect their devices and personal information online a workshop demonstrating these skills would be useful.
- Digital numeracy skills were much lower than digital word processing skills and any skills based workshops should consider carefully the skills set to be developed.
- These findings demonstrate that the development of a digital literacy programme may be well received by the community. The challenge will be ensuring that the people in greatest need, those without access to a digital device and those who don't see the relevance of developing such skills, are targeted effectively in any advertising of such a programme.

6.2.2 Digital Shopping

- While only a quarter of participants had ever shopped online many expressed concerns about the security of paying for goods over the internet. Issues of trust, privacy and financial safety online should be addressed in any digital literacy programme.
- Many felt the online shopping experience was too lengthy, which may be due to lack of skill and confidence in using digital technologies. This again emphasises that the development of a digital skills programme where participants gain more experience in using digital technologies

may help to make the digital shopping process more straightforward.

6.2.3 Social media, online searching and privacy

- A striking 53% of participants don't use social media at all. Facebook was used by 41% of participants, and Twitter by 18%. Given that social media platforms are often used as a cheap way to disseminate information about what is going on in communities any digital skills programme should consider incorporating learning about social media so that any such dissemination reaches the intended audiences.
- Many parents rely on their children to help them with the online world, rather than them ensuring their children are protected in cyber space. Any digital literacy programme should help parents be in control of what children have access to, not vice versa.

6.2.4 Food Availability

- Increase the range of fresh produce available to residents on low-income by creating a community shops or food co-op to provide more affordable food for local people.
- Local supermarkets should consider how to reduce food that may be wasted by providing it for a soup kitchen or 'pop up kitchen' for local people to have affordable hot meals
- Food is often sold in larger quantities than required makes shopping more expensive and leads to food being wasted. Supermarkets should consider individual portion sizes or purchasing by weight.
- Online grocery shopping can end up being expensive because of the data usage required, especially if mobile technologies are the only source of access to the internet. Supermarkets should consider a

mechanism whereby they pay for this, not customers.

6.2.5 Regeneration

- While there have been many good changes and developments some feel that there have also been some missed opportunities. This may be due to a lack of publicity about why specific schemes have been implemented, and why other schemes have been rejected. Recognise the importance of transparency in decision making – explaining why some choices have been made and others rejected.
- In line with other research, there were significant concerns about gentrification, that the area would be upgraded to such an extent that property prices would rise and existing communities would be pushed out. Ensure that improvements benefit existing communities and that the delivery of new services and facilities is at affordable prices.
- Knowledge of the facilities and services that are currently available and knowledge of the regeneration process and the various phases it entails is imperfect with residents requesting features that are already being considered within the regeneration scheme. Consultation is key here – ensuring that detailed information about the scheme is available, especially for residents who don't have a computer or broadband at home. The lack of digital skills could be a factor here in terms of lack of information. One option is to provide better information boards around the neighbourhood.
- A number of suggestions were made about developing the buildings and area to generate renewable electricity or to grow food. These suggestions are in line with ideas for how to reduce residents' fuel bills and food bills. However, it is not apparent to residents whether these ideas have

been rejected or the reasons for the rejection. It would be useful for residents to have a clearer idea of why some features have been included and others not.

- There are insufficient facilities available locally at affordable prices and residents would like to see a sports centre or community centre with a swimming pool as well as facilities for younger and older people. The local authority should consider how local facilities might be improved to offer these functions.

6.2.6 Productive Green Space

- Schools provide a unique opportunity to get families involved in growing food. Growing programmes should be rolled out across schools to cater for a clear interest in developing such skills.
- Encourage community involvement at a large scale in order to prevent or reduce vandalism. It is important to involve people from a wide range of ages and backgrounds so people feel a sense of ownership and pride in the growing project. To do this it is necessary to ensure there are enough allotments to go round.
- Provide more growing classes as people have the desire to learn, but not the current skills.
- Provide growing spaces in a variety of locations, not just in one central area, and identify areas where residents are keen to be involved in working on and maintaining the plots. This might include reusing the old pubs, perhaps by demolishing them and using the spaces for community gardens, orchards etc.

6.2.7 Transportation

- The majority of participants walk to the shops when doing their food shopping. This is significant in terms of health and

wellbeing as well as in terms of carbon reduction linked to transportation. As such, facilities for walking should be developed to maximise these benefits. Associated with this, provision for cycling should be built into the physical landscape to enable people to cycle safely to local facilities, including shops and schools. This should include safe cycle paths and secure cycle parking facilities.

6.2.8 Neighbourliness and community

- People want to be neighbourly but find that low-income can be a barrier. Organising community events around communal facilities would help to bring people together, which would help to build trust and respect across the community. Therefore, it's important to ensure that communal facilities are designed into the fabric of the area, providing spaces where people can meet and mix. Key suggestions include communal kitchens for cooking community meals and outdoor barbeques for community events.
- There is a time-banking scheme in operation in Pendleton but few residents are aware of what it is or how to participate. This scheme allows people to share their expertise and skills and to benefit from the skills and expertise of others. Such schemes also help people to meet others in their community. The Pendleton scheme needs to be advertised more widely to ensure people can see how their skills and abilities fit with the scheme.
- Many people are volunteering locally, but others are not aware of what opportunities exist. It would be fruitful to help people identify local volunteering opportunities. This could be via a regular newsletter, or a community notice board. It is essential it is not solely available online.

6.2.9 Cooking skills

- Cooking workshops and demonstrations, such as the one at Cornerstone, are valued and should continue.
- A community recipe book should be developed to include international and affordable recipes and tips about how to cook on a budget.
- Any new community spaces, such as community kitchens, could be used for cookery demonstrations.
- Bringing people together around food is a good way to develop community ties.

6.2.10 Foraging

- Foraging skills have been lost to younger generations and many younger people don't collect freely available fruit; food is therefore often wasted. Part of the reason is that people don't know where to collect it or what to do with it once it's collected. A foraging map would be useful where people could see what free food was available locally. If this was also online it could be updated to show what was currently available.
- People would like to know more about how to cook with foraged food, so cooking demonstrations or community recipe books could focus on this, seasonally.

6.2.11 Food affordability

- Given that many residents expend a lot of energy and time on keeping their knowledge of all the food bargains up to date, it was suggested that a website or blog for Salford where bargains and reductions could be posted would save everyone having to 'forage' for themselves to find the bargains. While this sounds valuable, it's not clear how it could be kept sufficiently up-to-date to be useful. This is something that requires further investigation to see whether such systems are available in other areas, and how they are managed.

- Residents are keen to develop their budgeting skills so a budgeting workshop would be useful. This could be linked to the delivery of a digital literacy programme or the time-banking scheme (were a resident in the position to run the workshop).
- Any schemes that reduced the price of food for residents would be valued. This could be in the form of a collective buying scheme or a food co-operative. Such a scheme would need to be accessible to the whole community.

6.2.12 Food banks

- Given that 38% of participants had used food banks in the previous two years it is perhaps concerning that many residents are unaware of where food banks are or the process through which they can access one, until they are in the difficult circumstances of requiring one. It would be beneficial to provide general information about food banks for residents to access without stigma. This could be done through advertising in local community facilities, such as GPs or libraries, or on community notice boards.
- It is known that some other countries use a voucher system whereby people in need can obtain food at a local supermarket rather than at a food bank. It was considered that this is a preferable system as it provides people with choice. While this isn't something the local authority can implement it is worth highlighting that there are alternatives to the food bank system.

6.3 Recommendations for the On-going Regeneration Programme

Within this section we focus on recommendations which are directly implementable within the regeneration programme, at the local level.

6.3.1 Digital literacy

- The multiple sides of digital literacy that need to be developed in a digital literacy programme for the people of Pendleton include accessibility and inclusivity, privacy and protection.
- As many public services are being rolled out online, it is important to facilitate access for those who are digitally excluded. Ensuring that community buildings have internet access and accessible PCs is a good way to address this.

6.3.2 Food Availability

- Open a community shop or food co-op (a suggestion is to use the Flemish Weaver pub) where residents can buy affordable fresh food in quantities that they need, not in pre-bagged quantities.
- Ensure that all publicity about the regeneration scheme is accessible to all, regardless of digital access
- Ensure that residents understand the reasons for the inclusion or rejection of different schemes. For example, solar energy and photovoltaics were suggested but have not been incorporated into the retrofit of the two large tower blocks.
- Discuss the budget available for new facilities with residents, perhaps running a facilitated workshop to decide on prioritisation. It is known that when residents are included in decisions they are more likely to accept less favourable outcomes.

6.3.3 Regeneration

- Not enough is being done to encourage renewable energy production despite

there being tower blocks which could support photovoltaics or other renewable energy technologies. More needs to be done to ensure residents are aware of the basis for decisions about which technologies have been invested in and what the scope is for future investment.

- While many tenants are happy with the work done on their homes but would like more input into the décor of their refurbished flats. Consider working with tenants so they can have more input at this stage.
- The roof tops of flats could be used more productively, including as garden spaces. Consider providing better access to these as outdoor spaces.
- There are insufficient play areas for children, although this may change once the phase of regeneration that develops the green space is complete. It is essential to involve the community in the design of such play areas to ensure they cater for all age groups. There are a number of examples in the UK and elsewhere where play spaces cater for mixed age groups, including older people. Consider some of these designs at the consultation stage.
- It is clear from the research that many facilities available in the area are not known about by residents who would benefit from them. Consider producing a directory of facilities and events, or a regular newsletter or community board (needs to not only be online), where people can track the development and provision of facilities.

6.3.4 Productive Green Space

- Develop growing programmes for schools in the area, including primary and secondary schools. One way to maximise community involvement is to develop a 'Growing Ambassador' scheme whereby

parents already volunteering at their own school's growing club could be partnered with other schools to develop such a club.

- Ensure there are enough allotments and community growing spaces for the number of people interested in growing food. This might involve developing currently underused spaces, or creating raised beds that people could 'hire' as part of a time-banking scheme.
- Consider providing growing classes for people to develop their skills. This could be developed as part of a 'Growing Ambassador' scheme where new gardeners 'shadow' existing gardeners.
- There are many underused spaces which could be developed for community gardens, orchards etc. Ensure there is a detailed public consultation about how these spaces might be used as productive spaces.

6.3.5 Transportation

- Given that such a high proportion of participants walk, ensuring the physical environment is designed to be amenable to pedestrians carrying shopping is important. The same applies to cycle infrastructure, which should be designed to maximise the uptake of cycling. This should be complemented by 'cycle buddy' schemes which would help people to feel confident about urban cycling. Such a scheme should be rolled out in conjunction with local schools as walking and cycling are good for children's health and wellbeing outcomes. Including residents, especially those who currently do walk and cycle, in the design process should be encouraged.

6.3.6 Neighbourliness and community

- Given that people are keen to be neighbourly, designing community spaces where social events can take place is

important. Residents find that low-income can be a barrier but would like to be able to organise events where people contribute towards cooking and cleaning. This could entail a small upfront cost (50p was suggested) alongside the exchange of services via the time-banking scheme. Such an event could be piloted to see if the model works, and then rolled out across the neighbourhood.

- The time-banking scheme in operation in Pendleton requires further publicity to ensure people join and exchange skills. This could be linked to other local volunteering opportunities.
- Community spaces, such as Brotherton House, could be better used by the community. Pendleton Together has committed to looking at better ways to utilise this space.
- In the past there was a Pendleton Festival. It was really a planning event to engage with residents but has not been repeated recently. The local authority will look into whether some along the same lines could happen now – this would be made easier with the institution of a residents' federation. An event of this kind would help to bring the community together.

6.3.7 Cooking skills

- Cooking workshops and demonstrations are valued as a way to learn new cooking skills, and given the diversity of the local community this could be capitalised on to help people learn how to use some of the 'international ingredients' they see in local shops. International cuisine workshops could be undertaken in communal cooking spaces.
- A community recipe book should be developed so residents can share recipes. This should include international and

affordable recipes and tips about how to cook on a budget.

- Any new community spaces, such as community kitchens, need to be overseen carefully to ensure they are used equitably

6.3.8 Foraging

- People are interested in picking 'free' foraged food. This should be capitalised on by providing new sources of such food in the development of the green spaces in Pendleton. Consideration should be given to planting fruit trees and bushes, especially those that are low maintenance. Any further consultation about the development of the green space should include specific reference to the placement of such food sources.
- The future development of any cooking demonstrations should also focus on seasonal foraged foods.

6.3.9 Food affordability

- Residents are keen to develop their budgeting skills so a budgeting workshop would be useful. This could be linked to the delivery of a digital literacy programme or the time-banking scheme (were a resident in the position to run the workshop).
- Any schemes that reduced the price of food for residents would be valued. This could be in the form of a collective buying scheme or a food co-operative. Such a scheme would need to be accessible to the whole community.

6.3.10 Food banks

- Although Pendleton Together does not have a remit regarding food bank provision it would be useful for information about local food banks to be provided to residents via community facilities, including by advertising local services and

eligibility criteria on a community notice board.

6.4 Potential Directions for Future Research

This report provides a general picture of the experiences of local residents in terms of their digital literacy skills and their local food landscape. The extent, or lack thereof, of key digital skills meant that the research had to take a very different direction to that initially envisaged. As such the report discusses these two topics separately, whilst making connections between digital skills and food acquisition where this is possible.

The report makes no claim to be representative of the whole population of Pendleton, nor to be representative of all sub-groups within the area, although efforts were made, using a purposive sampling method along with snow-balling techniques to include a diversity of participants. The report does highlight key concerns of residents regarding their digital literacy and food landscape, many of which can be addressed by the local authority.

What is clear from the findings is that many residents feel disconnected from decision making, and there are clear sub-groups, including young people, whose voices have not been heard. Further, a number of ideas put forward during our research are things that are already happening or are underway, and yet there is little awareness of this by residents.

A number of specific research priorities come from this research:

- An infrastructure overview to determine the best designs for walking and cycling infrastructure within the newly designed urban spaces, ensuring that it meets the needs of diverse groups, including the young, the elderly and people with disabilities.
- An evaluation of the green space provision within Pendleton, to ensure a joined up plan of development that meets the needs of existing communities.
- A review of businesses in the locality to evaluate how their food offer might better meet local residents' needs.
- A more inclusive understanding of youth groups' needs and preferences in terms of community development, including the physical, social and cultural and economic environments.

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