



Alexandra
Rose
Charity



Glasgow Rose Vouchers for Fruit and Veg project

Alexandra Rose Charity - January 2023

Project Overview

Alexandra Rose Charity has been running the Rose Vouchers for Fruit & Veg Project in Glasgow since October 2020.

Our vision is for everyone to have access to healthy and affordable food, and our mission is to give families access to fresh fruit and vegetables in their communities.

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

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

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



Impact in Glasgow

This is a view of the impact the Rose Vouchers for Fruit & Veg Project has had in Glasgow since the launch in October 2020.



Number of children supported since launch



Families on our project visit community partners an average of twice per month to collect their vouchers

50% of families are receiving government support for increased nutritional access, for example, Best Start vouchers

35% of families have no recourse to public funds

Community Partners



Our partnerships within the community are a key part of the success of our project.

Our local community partners are spread across Glasgow. They oversee the smooth running of the project locally and manage the service in their areas. The partners are; 3D Drumchapel, Refuweegee, Church House and Barrowfields Community Centre.

Our local delivery partners tell us that the Rose Vouchers Project is a literal and metaphorical carrot.

The vouchers allow families to buy more fruit and veg than they would be able to without the project, and the vouchers also enable local partners to engage on a regular basis with families who need their support the most.

The Rose Vouchers are also the tool that keeps the families coming back to the centre, and it is that regularity of engagement that means the project has far-ranging benefits over and above the increase in consumption of healthy food.

"Soup is always a favourite in this house. We make lots of different homemade soups, like lentil soup and leek soup. My daughter is lactose intolerant so getting extra fruit and veg to give her the calcium she needs is really good.

My kids like to have fruit with their breakfast, and I give them apples and oranges as snacks and with meals as pudding. I often make fruit salad snack boxes too.

Rose Vouchers mean I have more fruit and veg than I would have had."

Stephanie, mum of three, Glasgow



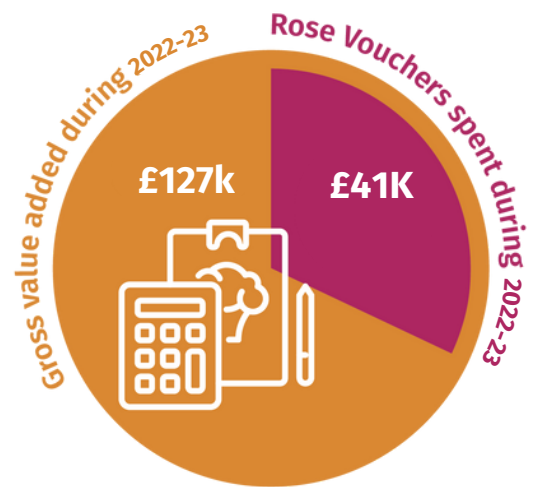
Economic Impact



In 2022, we commissioned an Economic Impact Assessment to establish the benefits Rose Vouchers bring to the local economy. Social impact consultancy Envoy Partnership reviewed our voucher redemption and family numbers data, as well as conducted interviews with Southwark traders and 130 spending surveys with families in our biggest project area, Southwark to create a tool and return on investment range for Rose Vouchers.

The findings from this research showed that over a period of one year (21/22 financial year) each £1 voucher was worth a further £2.11 to the local economy: £3.11 in total. Although there might be some fluctuation depending on area, this figure is supported by economic assessments we have since completed in Liverpool and are conducting in other project areas. This means that the vouchers are not only helping to address health inequalities, they are also supporting the economic vibrancy of the local community and supporting locally owned businesses at a time when trading conditions have been challenging.

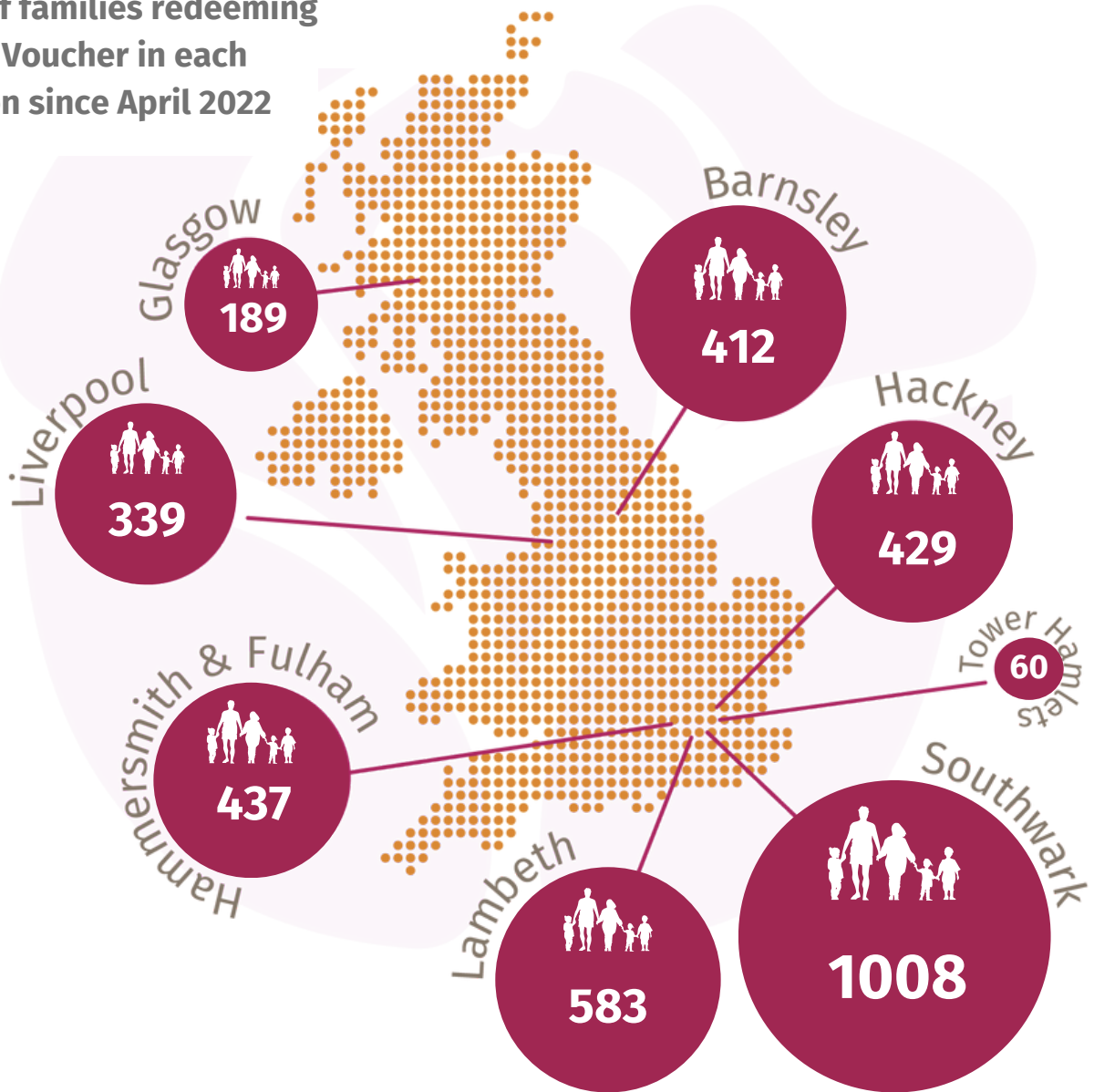
Economic Impact of Glasgow Rose Voucher Project 2022-2023



£1 Rose Voucher = £3.11

Since the project launch in 2020, Rose Vouchers have contributed £264,000 to the Glasgow economy.

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



We launched our first pilot for the Rose Vouchers for fruit and veg project in Hackney, London in 2014.

Following success at other UK locations, we launched our Glasgow project in October 2020. We currently have projects running in five other London Boroughs, Liverpool and Barnsley.

Across all of our projects over the last eight years, £1.7m worth of fresh fruit and veg has been bought with Rose Vouchers. We have supported 8,500 families, including 15,600 children, to access a healthy diet and avoid food poverty.

How Rose Vouchers help Aneta's family

"With two young kids, I want to pack in the most vegetables I can for each meal."

“It’s so tight with money at the moment; I’m not expecting things for free. When I first heard I could get Rose Vouchers, I didn’t think it was true.

It started with a box of fruit and veg being delivered to my door during all the covid restrictions, which was very handy. It was a comfort to have the fruit and veg there.

Now I collect my Rose Vouchers and walk to the shop where I can spend them. It’s not very far away, about a 10-15 minute walk, so it’s easy for me to shop there.

I was actually already using this shop before I got Rose Vouchers, so I knew what the quality and prices were like and what to expect. I can pick something different with my Rose Vouchers rather than just potatoes and buy what I need. The quality and choice of the fruit and veg is fantastic. I’m so, so pleased with the quality.

I make more soups now it’s colder. With two young kids, I want to pack in the most vegetables I can for each meal. Everything has got so expensive. I have more fruit and veg thanks to the Rose Vouchers.”

Aneta, mum of two, Glasgow



How Rose Vouchers help Karen's family

"I don't feel guilty anymore as I'm giving my kids a healthy and fresh meal every day."

"The fruit & veg deliveries were great, especially during lockdowns when it was hard to get fruit and vegetables.

I collect my Rose Vouchers now. I prefer choosing my own fruit and veg, that way, I spend the vouchers on what I make the most. My kids aren't fussy eaters. They like having fruit for snacks.

The market has loads of fruit and veg, and it's always fresh. Prices have now risen to a point where I wouldn't be able to afford the amount of fruit and veg we need without Rose Vouchers. I'm on a really tight budget; I just want to thank you.

My 4-month-old baby will be able to have fresh homemade meals too, when they start weaning, instead of relying on jars of baby food which are so expensive.

I don't feel guilty anymore as I'm giving my kids a healthy and fresh meal every day. I'm cooking from scratch now rather than just heating food up. My daughter now takes homemade soup in a flask to school for lunch."

Karen, mum of six, Glasgow



Next steps



Looking to the future, we have various avenues for expansion. We have begun work with Thrive Under Five and have planned an expansion into the Ruchazie area of the city and working alongside a pantry and nursery. We have funding secured for a 6 month pilot scheme with potential to expand to further locations.

We are partners on the UK wide Bridging the Gap Project (funded by the Lottery and run by Sustain – the alliance for better food and farming). We are exploring how we could access funding from this project to increase provision of locally, and sustainably grown produce into the Glasgow Rose Voucher Project. We are keen to hear from local partners how we could pilot something of this nature in the City.

Furthermore, we are currently in discussions with Glasgow Public Health around expanding our work across their area remit of Greater Glasgow and Clyde. This would include covering 6 local authorities and providing support for a large numbers of in-need families.

Contact us



Alexandra Rose Charity, Community Base,
113 Queens Road, Brighton, BN1 3XG



info@alexandrarose.org.uk



01252 726171



[@AlexandraRoseCharity](https://www.facebook.com/AlexandraRoseCharity)



[@AlexRoseCharity](https://twitter.com/AlexRoseCharity)



[@alexandrarosecharity](https://www.instagram.com/alexandrarosecharity)