

Lewes Food Questionnaire Results

Nearly two hundred people filled in the **Shop Local Eat Local** questionnaire, organised by the Food Group of Transition Town Lewes in 2011, and some very interesting ideas emerged. The questionnaire isn't fully representative of Lewes, but reflects the views of people who already support local food. Some people were asked in markets and on the street so there was a reasonable spread of people. The majority (about 75%) responded online – thanks to all the organisations that passed it on.

More than a third of those who responded do at least half their shopping in local shops and markets. (Out of 193 people who responded, 32 (16.6%) do nearly all of their shopping in the local independent shops and markets; 38 (19.7%) do more than half of their shopping there.) Another third shop regularly but for less than half of their weekly shopping.

About half of those surveyed felt price was a barrier to spending more in the independent shops. Half wanted lower prices, but a substantial number also wanted more information: a third supported a price check or clearer pricing. So there is potential for shops to highlight their bargains. Notably, 72 out of 166 people who responded to this question did NOT highlight price as a barrier.

Predictably, the next biggest barrier to using the independent shops and markets was parking. One respondent suggested the Midhurst reward card www.midhurstfirst.co.uk as an idea for encouraging people to shop locally. It's a reward card scheme for local shops. If you have a card, and you take it and your parking receipt, and spend more than £5 in a shop, you get the parking fee taken off your bill. Lewes now has the football club loyalty scheme, which seems to have similar potential to support local businesses. See <http://lewesfc.com/owners> Perhaps they and/or the Chamber of Commerce could be encouraged to offer something similar. People who have come by public transport could also be rewarded if they spend over a certain amount.

Most respondents (139) wanted more information in the shops about where their produce comes from. A quarter wanted to help increase local food buying.

The results show that Lewes has a richness of local shops that are heavily used by some people and could be more used by more people. A substantial minority felt that price was not a barrier to shopping locally. Even if 10% of the town shopped mainly locally, this action would hugely enrich our food resilience and abundance, reduce our impact on the planet and boost employment and the local economy. **OctoberFeast** provided an ideal opportunity to try this out, with the Independent Food Shops Local Shopping Challenge. People who pledged got a chance of winning a hamper of food, drink and local fresh produce donated by local independent food retailers.

The following pages have more detail and charts: there is also an appendix available online which has ALL the individual comments, and details of where people heard about the questionnaire – this is seven pages, so it will be mainly available by email or downloadable from the TTL website. If you need a printed copy or any other information please contact Ann Link on 01273 477 870 or ann@sharedenergy.org.uk Transition Town Food Group:
<http://www.transitiontownlewes.org/food.html>

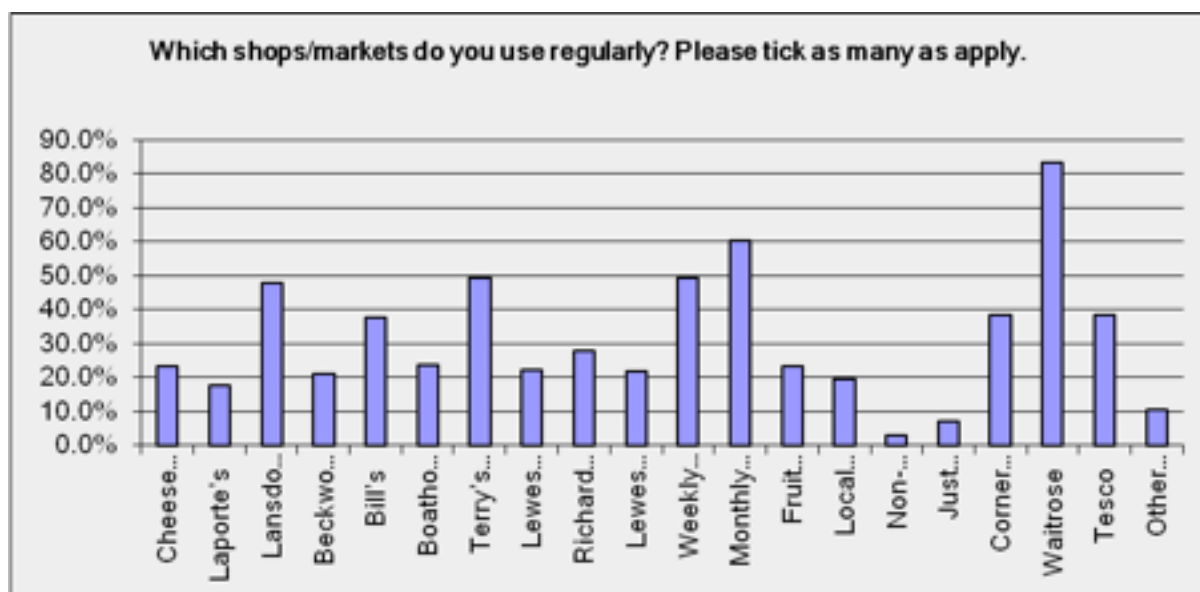
Lewes Shop Local Eat Local Questionnaire 2011

193 responses

Q1 Do you shop in the Lewes markets and independent food shops?



Q2 Which shops/markets do you use regularly? Please tick as many as apply. (193 responses)



Other responses to Q.2: available in separate Appendix

Responses included:

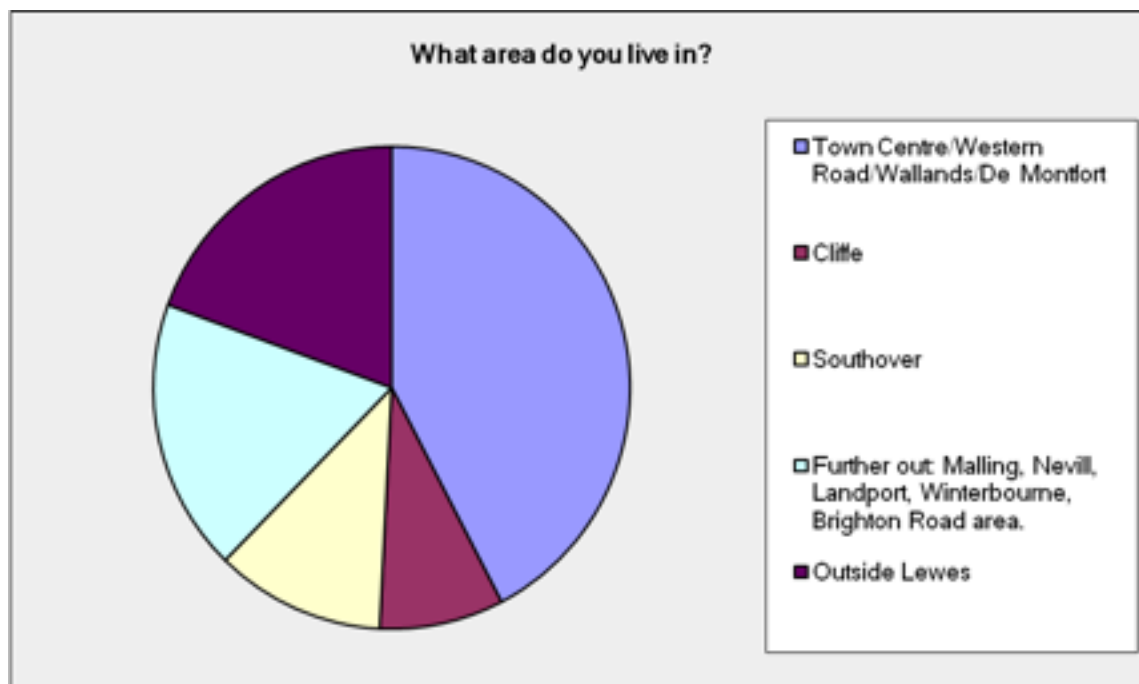
Dairy Crest for some of our milk; Mobile fish van; Roadside stalls; Bulk orders from Infinity Foods; Holmansbridge Farm Shop; Lewes Poultry, Malling St; the milkman; Forfars; Infinity Foods Brighton; I sometimes buy fish and meat in Lewes; I like Beckworth's (who stock out of the ordinary Italian ingredients), the weekly market (local chorizo, garlic and veg are good), Harveys for spirits and drinks, and

Cheese Please occasionally (excellent choice and very helpful). I would never shop in Tesco out of principle. I sometimes shop in Laporte's (bit slow to serve) and Lansdown Health Stores; Ocado; Towning's farm shop; Mrs Terry, Western Road; Charity Shops, other Car Boot Sales / Markets; Leicester Road Stores;

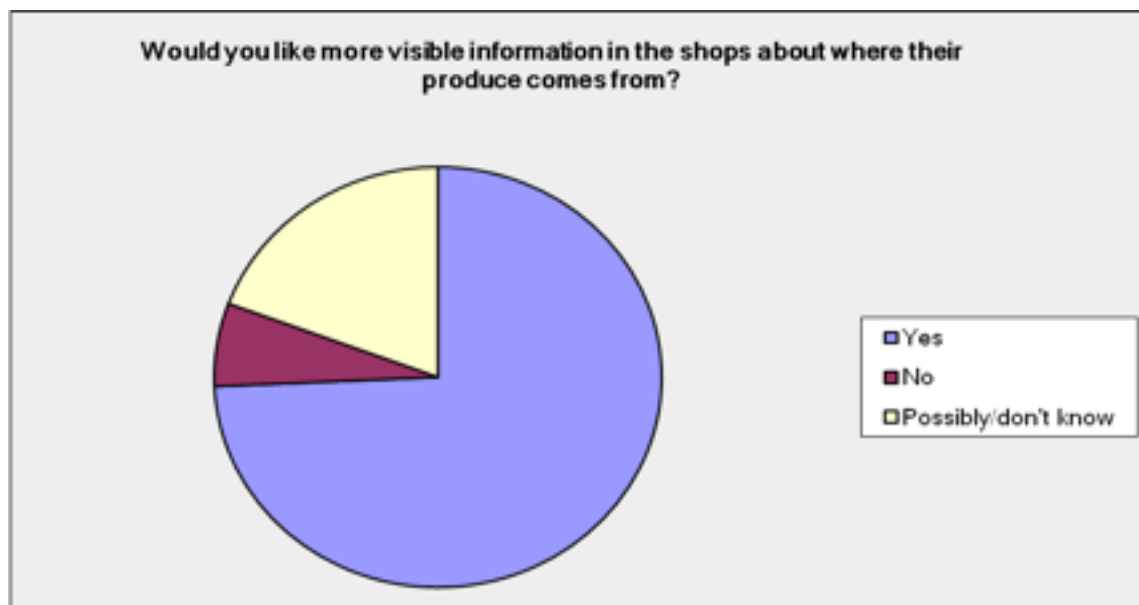
We grow quite a bit of fruit and veg in an allotment. Owena's farm produce in Leicester Road for eggs and meat. Oxfam shop for chocolate, coffee. I also buy regularly in Brighton because that's where I work - from Infinity foods, the Real Patisserie in Trafalgar St, the Co-op in Hove

Boathouse shop - Barcombe turn; Asda; Infinity Foods for my bulk buying (the other half of my food); St Pancras Stores

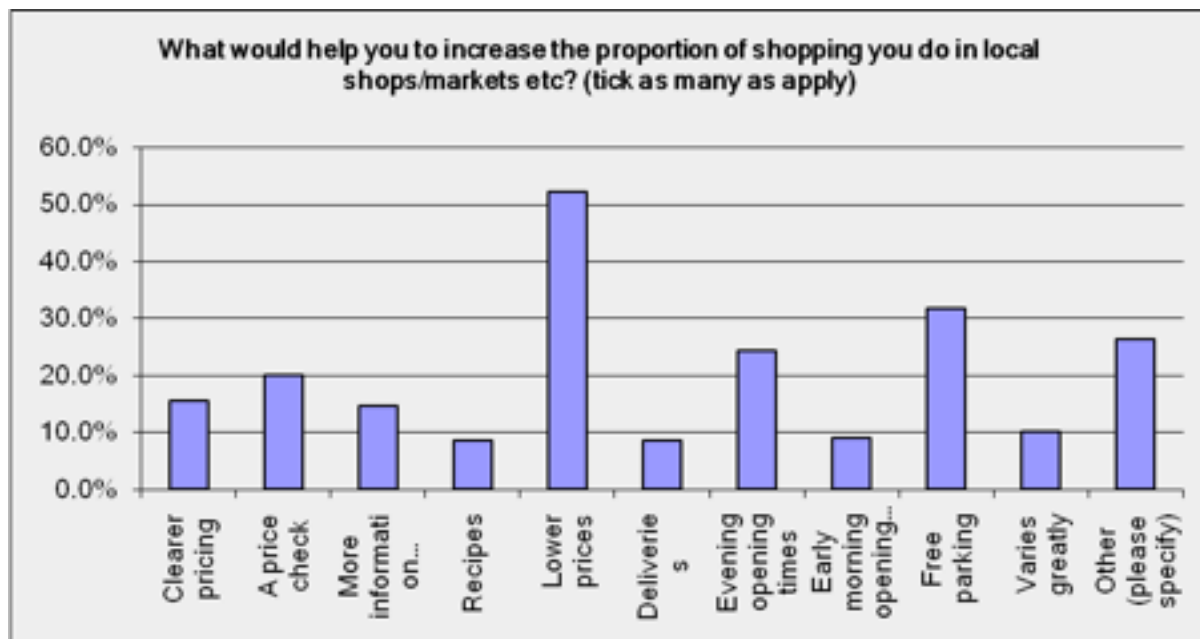
Q3 What area do you live in? (191 responses)



Q4 Would you like more visible information in the shops about where their produce comes from? (187 responses)



Q5 What would help you to increase the proportion of shopping you do in local shops/ markets etc? (tick as many as apply) (186 responses)



Q6 What are the barriers to buying more food locally? (tick as many as apply) (166 responses)

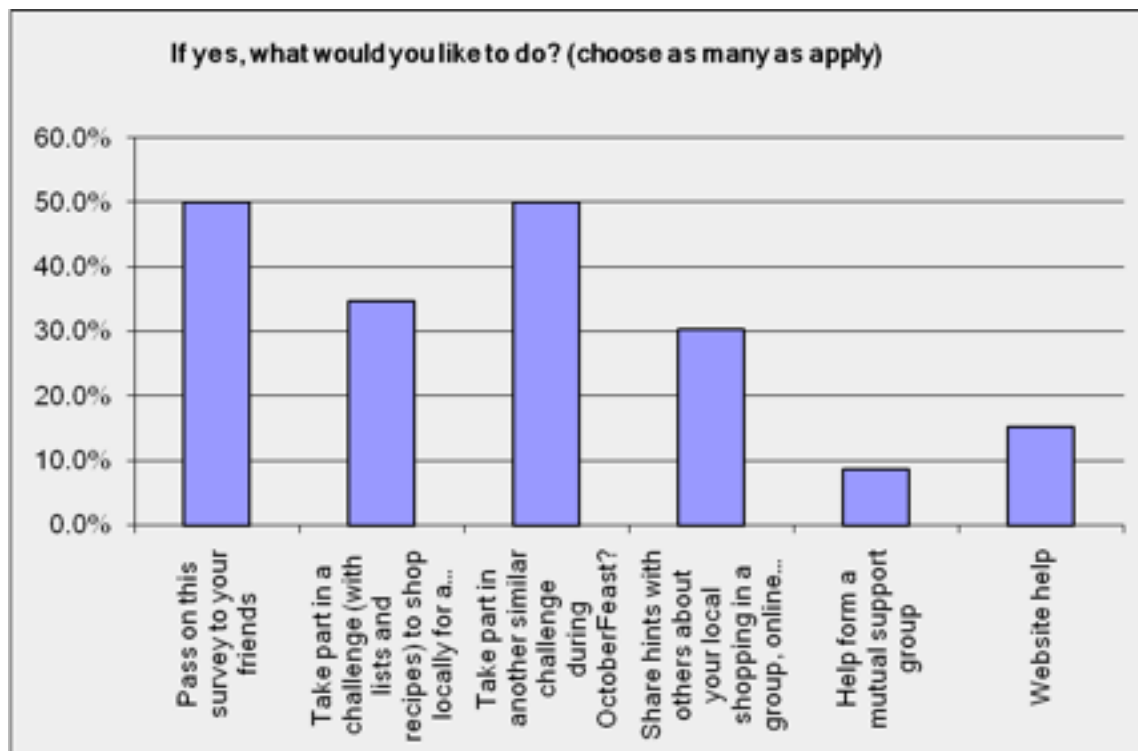


Other responses to Q.6: available in separate Appendix

Q7 Would you like to help with a project to increase regular local food buying?

173 responses: 51 Yes, 122 No

Q8 If yes, what would you like to do? (choose as many as apply) 46 responses



- Always happy to display posters
- I would like to help publicise the benefits of local shops & the damage supermarkets do (although might feel a bit of a hypocrite as I do some of my shopping there)
- Tweet
- Not sure?
- Instead of clothes and coffee, small local supermarket (Coop) for High St. Catlin's is gone.
- I would like to buy directly from a community farm or people's supermarket
- Revitalise the Lewes Pound e.g. with slightly reduced prices for its use
- Not sure about any of these
- I often remind friends and family about local shops and markets - sadly to little effect. I probably annoy them by sounding so virtuous
- As I am employed full time, very little time and energy is free at this point-in-time.
- Not sure about this as I live in Laughton
- Time permitting!
- Campaign for local food consumption at Tesco - disgusted to find that their asparagus came from Peru at the height of British season
- Encourage people to start video reviews of indy shops
- Help organise local traders to work together to create a more convenient shopping experience
- I wish I could - too busy with other voluntary work and my day job
- I'd be willing to design a process, based around a meal, to help form small support groups

56 people left their name as wishing to stay involved with the project

Q9 For individual responses about shopping experiences see separate Appendix.