

People have different ideas about what is healthy

People think there should be education for parents about how to cook healthy food.

WHAT PEOPLE SAID...

“If people want to be healthier, they should just drink more water.”

East street shopper

“Healthy food comes from the ground! Jamaican food!”

East street shopper

Many local residents don't eat out

They either can't afford it, or find it important to eat at home with their family.

WHAT PEOPLE SAID...

"I cook my own food, I don't want to buy any already prepared food as I don't know what's in it."

East street shopper

There's no place to go for young people after school

They end up hanging on the street with their friends.

WHAT PEOPLE SAID...

“We need a one stop shop for young people, where they can drop in at any time and find information about nutrition, health and wellbeing.”

Community organiser

“My kid goes to McDonalds with her friends, because that's the only place to sit!”

Local mum

Children like choice!

They like places like Subway, because they can make their own sandwich with the help of visual pictures.

WHAT PEOPLE SAID...

“They should have a more interesting and engaging kids menu with more options, so that they want to eat what they choose.”

Local mum

Chicken shops are full with kids and parents after school ends

It's convenient, cheap and it's where their friends go! It's a way to socialise after school.

WHAT PEOPLE SAID...

“Parents are dragged to the chicken shops by their kids. They're hungry and need to eat something right away.”

Local resident

“Some kids get £2 from their parents for lunch, which they often skip to buy chicken and chips after school!”

Local parent



insights from local business

Successful businesses focus on the needs of the customer, not on reducing prices or the quality of the food

WHAT LOCAL BUSINESSES SAID...

“We don't say no to customers. We want to satisfy them, keep the prices right. That's how they come back.”

Bakery

“Others are making the mistake of trying to save money by reducing quality, not changing oil etc, and making staff work too long. But we focus on delivering quality for the customers.”

Take away

It's challenging to prepare fresh food each day

Food businesses and the market are left with waste at the end of each day.

WHAT LOCAL BUSINESSES SAID...

"We're trying to be a health conscious business. But this comes with a price; our healthy focus makes our offers more expensive."

Take away

"We're cooking everything fresh on the day, but this means we have a lot of food waste... It's a big problem for us."

Cafe

A lot of businesses rely on regular customers. They don't display what's on offer

Regulars know why to go there, but other people are not drawn in to find out more.

WHAT LOCAL BUSINESSES SAID...

"Regulars want things cheap. We try and keep our prices the same but it's really hard."

Internet cafe

"We give customers what they want and then they come back. People should say nice things about you. We don't advertise, it's all word of mouth. We don't say no to customers."

Bakery



insights from local business

Different cultures have different eating habits

Some staff at take away places don't tend to eat what they sell.

WHAT LOCAL BUSINESSES SAID...

"I always eat at home with my family, never really go out. It must be a cultural thing. In Afghanistan we eat at home. People always eat out here. It must be a cultural thing."

Staff member of chicken shop

"It's all about how you educate your kids. It starts with the parents."

Cafe owner

It's busy around lunch, but quiet in the evenings

People drop in for lunch when they are out shopping, they don't seem to go out for dinner.

WHAT LOCAL BUSINESSES SAID...

"There's almost no one here in the evenings. We mainly get market shoppers or some people to take away."

Staff member of take away restaurant

East street market
used to be a place to
go to for everyone.
Now it's mainly
locals

WHAT PEOPLE SAID...

"People used to come from outside of town to this market. So many people would walk by! You could find so much diversity there. Now it's all the same stuff."

Local restaurant owner

Walworth road is a way to get somewhere else, not a destination

Local businesses feel left behind, as everything has been gentrified except for this street.

WHAT PEOPLE SAID...

“People take buses and don’t walk by my place. This street is forgotten. There used to be a Brazilian carnival each year that attracted so many people. But they stopped that as well. I’m just waiting for the first Costa to open up. One chain should open here, and that would change everything.”

Local restaurant owner



insights about the area

The high street is mainly used for shopping, not eating out

Many locals get everything they need from the market and surrounding shops. It's seen as a cheaper place to shop than other areas.

WHAT PEOPLE SAID...

"I buy my products here, but I don't feel this street is safe and clean to take my kids out to dinner."

Local resident

"The produce here is much cheaper than the supermarket!"

Local resident

Many shops attract a specific audience

People tend to target a specific shop and don't drop in other ones. There are many shops from different cultures.

WHAT PEOPLE SAID...

"People from all over come to my shop. It's the Ghanaian hub for Southwark."

Shop owner

"I come to this shop to get special products for my kid. He can't eat much because of food allergies."

Shopper