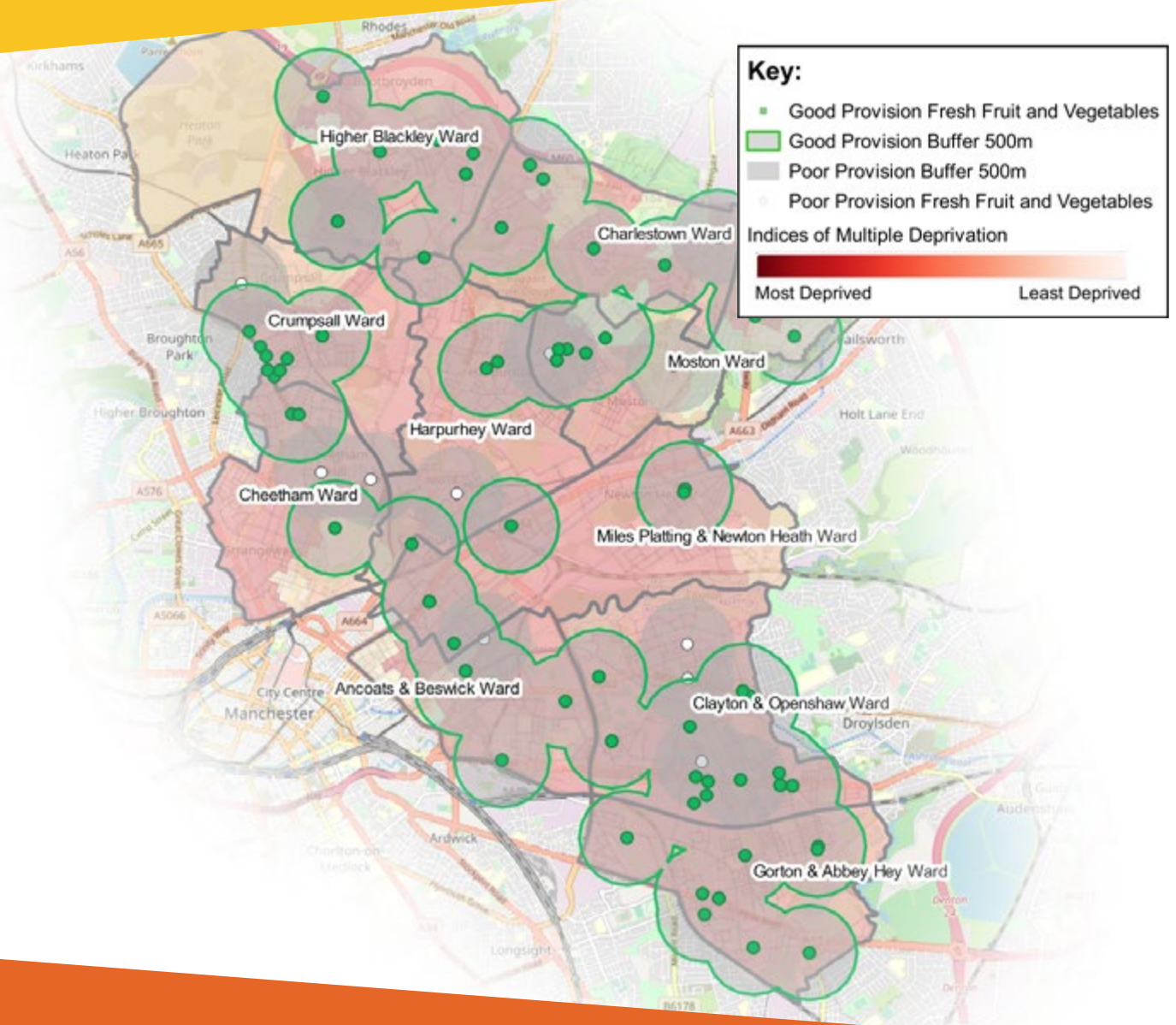




**Sow
the
City**

Manchester Food Poverty Mapping

Case study



LOCATION

Manchester

CONTRACT VALUE

£6,000

PROJECT PARTNERS

Environment Health
One Manchester
Growing Manchester
network

CLIENT

Manchester City Council,
Eastlands Trust

DATE COMPLETED

2020

Project summary

Manchester City Council commissioned Sow the City to investigate food poverty across the city. Detailed mapping revealed at risk areas, due to high levels of deprivation and limited access to healthy food.



More than 4% of the British population, 2.5 million people, are at risk of food poverty, where a variety of factors mean they are unable to access healthy and affordable food i.e. economic, geographical, mobility or difficulty in preparing healthy meals. Food poverty and poor diet can have a severe impact on both physical and mental health and development.

Using the Royal Borough of Greenwich Food Poverty Needs Assessment, Sow the City developed a mapping system to discover areas in Manchester at risk of food poverty. The work was commissioned by Eastlands

Trust and later Manchester City Council. Fresh fruit and vegetable retailers were mapped in relation to 2019 Indices of Multiple Deprivation. This data was supported by on the ground research - speaking to retailers and community leaders to understand local factors.

Our research highlighted potential food deserts, where it is difficult to buy good quality fresh fruit and vegetables, specifically in North Manchester and Wythenshawe. These areas would benefit significantly from new community healthy eating projects and healthy and affordable food retailers. Using takeaway location

data, we mapped food swamps, areas with high numbers of unhealthy food options. These were commonly found to coincide with BAME neighbourhoods e.g. Rusholme, Longsight, Levenshulme. Mapping also revealed 83% of schools were within a 10-minute walking distance of an unhealthy takeaway.

Food poverty mapping assists in strategic planning, ensuring that new funding and amenities work to tackle health inequalities, childhood obesity and are targeted to communities most at need.

