Food security and community growing across Stroud District

Survey Results

December 2020

Prepared by Nick Turner

Landwise

Food | Community | Biodiversity | Carbon Reduction

Contents

Introduction

The coronavirus crisis pushed the issue of food availability high up the agenda for many households. The effect on global supply chains has had an impact on people's access to food. Shielding and distancing meant vulnerable people cannot go shopping, adding pressure to supermarket delivery slots. The closure of businesses and furloughing of staff have put people under financial pressure, increasing the reliance on food banks and charity groups such as the Long Table. These financial pressures, food shortages and shopping restrictions have contributed to 42% of people nationally saying the outbreak has changed how much they value food as an essential item[1] and led to a huge spike of interest in food growing.

Organisations, such as the Royal Horticultural Society, reported[2] 50,000 visits within 9 days to some of their website pages. Seed companies were unable to cater to the increase in demand[3] with some declaring their order numbers quadrupled within a few weeks. Non-mainstream food organisations such as food box suppliers and Community Supported Agriculture groups have had to close to new members[4] after being swamped with requests.

Food security in the UK

Just over half of the food consumed in the UK is imported, with 28% of the remainder coming from the EU.[5] The UK is vulnerable to breakdowns to 'just in time' supply chains – for instance, deliveries from two key suppliers, Spain and Italy, were threatened during the recent coronavirus lockdown, leading to calls for rationing[6]. Other fears about food supply include potential impacts of post-Brexit tariffs and the climate change emergency disrupting weather patterns, the health of pollinators and soil health.

There is a need to increase the amount of sustainably produced local food, and a clear thirst from people to take action to get involved in food growing.[7] Supporting such activity will bring a number of benefits including increased local food security, stronger community bonds, and a boost to the local economy as people supply surpluses through schemes such as Stroud-Co. It will also shorten supply chains[8] thus greatly reducing food miles and helping to achieve the 'dramatic reduction in emissions from agricultural food production and land use' which Stroud District Council has identified[9] as being one of the key changes to achieve a carbon neutral district by 2030.

There was a spontaneous formation of mutual aid groups at the start of the lockdown in March 2020 which occurred on the micro and street level and demonstrated genuine community spirit. There are strong examples of this continuing after the initial crisis period, through extended food sharing such as support for the Long Table's community based 'Freezer of Love' concept[10], and crop swaps such as demonstrated in Paganhill's Bus Stop Free Shop.[11]

There are many levels on which to look at food security, from access and availability at an individual or household level to a more regional, national or even global level. *Community food security* is a relatively new term describing a situation in which all "community residents obtain a safe, culturally acceptable, nutritionally adequate diet through a sustainable food system that maximizes community self-reliance and

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[1] ffcc.co.uk/impact-covid-19
[2] prolandscapermagazine.com/rhs-launches-grow-at-home-to-provide-support-to-gardeners-during-lockdown
[3] inews.co.uk/news/environment/coronavirus-lockdown-uk-seed-companies-struggle-to-cope-gardening-self-isolation-2517024
[4] foodfoundation.org.uk/wp-content/uploads/2020/05/Food-Foundation-COVID-19-Veg-Box-Scheme-report.pdf
[5] gov.uk/government/publications/food-statistics-pocketbook/food-statistics-in-your-pocket-global-and-uk-supply
[6] independent.co.uk/news/uk/politics/coronavirus-rationing-food-fruit-vegetables-france-spain-supermarkets-a9418446.html
[7] sustainablefoodtrust.org/articles/the-self-sufficiency-surge
[8] resilience.org/stories/2020-04-15/in-praise-of-short-supply-chains
[9] stroud.gov.uk/media/1032856/item-6-progressing-carbon-neutral-2030-cn2030.pdf
[10] thelongtableonline.com/find-food-to-eat
[11] paganhill.org.uk/category/bus-stop-shop

social justice."[12] Encouraging communal growing is an ideal way to introduce activities that can lead to increased community food security. Recent literature explores some of the benefits of community food growing, including higher rates of physical and mental well-being, greater food equality and nutritional intake, increased social inclusion, learning and employment opportunities and biodiversity and environmental benefits.[13] An increased harvest yield can also lead to sharing and giving away of food through food banks or other social enterprises.

Survey Process

This project aimed to conduct district-wide research to discover the awareness of food-security locally, assess the demand for local food growing, identify barriers and consider recommendations to better enable people to be involved in local and community food growing.

The invitation to take part in the survey was sent to 27 local groups and networks. Many of these groups were environmental and green leaning, although local political parties and other groups such as community groups and mutual aid groups on Facebook were also contacted. A list is available in Appendix 0.

Links were coded so responses could be tracked with records kept of how people were informed about the survey. Anonymous data recorded numbers of link clicks compared to the number of completions.

There were 244 responses to the survey overall. Links which had been shared to groups led to 529 survey visits and 185 submissions – a 55% conversion rate. There were a further 59 people who completed the survey through non-group links. No completed submissions were received from 10 of the groups.

Respondents

Submissions came from 29 of the 53 parishes and towns across the district, with Stroud Town accounting for 30%, and three quarters overall being connected to the urban valley spread.

Three times more women than men answered the survey, with 47% in the 40-59 age range and 43% over 60. Only one response came from the 18-24 age range. Most people were either employed (32%), self-employed (29%) or retired (30%).

Almost half of all respondents live in households with only 2 people. Over 70% of households include working age adults, 40% have pensionable aged adults, and 28% have school age kids. Only 5% included pre-school kids.

The most popular self-selected label for ethnic identity was White British (51%). Overall, 84% identify as White or Caucasian and 71% identify as British or English.

Two groups of people were difficult to reach: people who are not currently growing or who never have grown their own food, and the young adult age group (18-24). Out of 244 responses, there were 53 people who are not currently growing and 33 of these expressed strong interest in being able to grow. There was only one response from someone in the age range of 18-24.

The weakness of the data is in the lack of responses from people who are not currently growing food. The ability to reach these people was limited by the restrictions put in place due to the pandemic, with any outreach and connection being solely online. Once the coronavirus situation is no longer around it will be possible to gather information by undertaking face-to-face interviews, such as in high streets in the less represented areas or in food shopping areas around supermarkets and other outlets.

[12] foodsecurity.org/views_cfs_faq
[13] edibleestates.co.uk/benefits-of-community-growing

Highlights

People's food buying choices

A quarter of people report not being able to buy fresh food within walking distance of where they live. 26% indicated they have problems generally with buying the food they want, with 2% revealing that they sometimes need to rely on food banks.

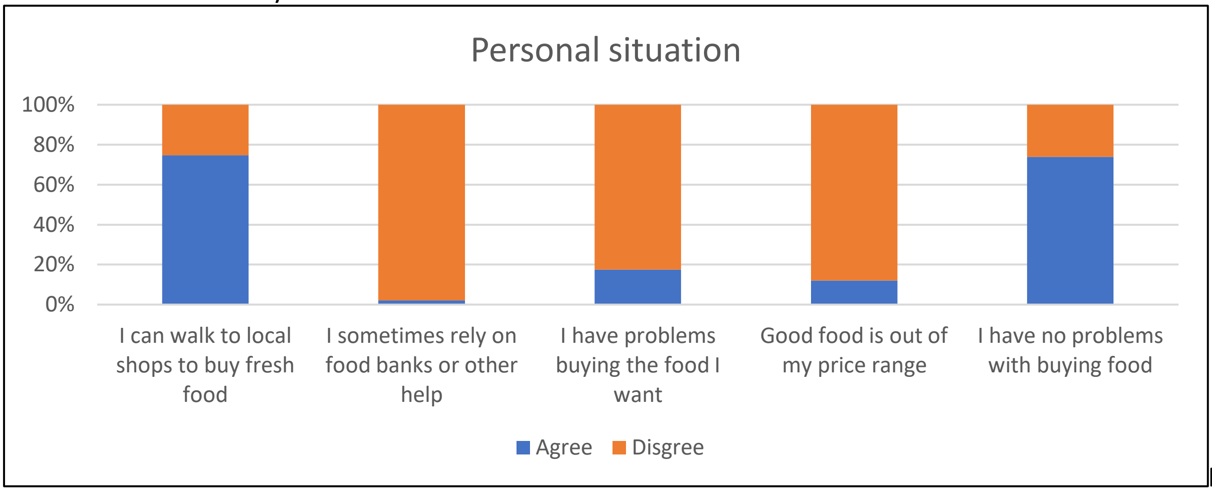

Figure 1: Personal food situation]

People want to buy fresh and seasonal food, with 80% buying this regularly. UK grown (70%) and organic food (54%) are also very popular. Almost half (47%) buy from local growers, with another 42% wishing to do so. For some there may be a problem with cost, but there may be an issue with availability. [Figure 2: Personal food choices]

How lockdown affected food supply and buying habits

79% of people reported that their food shopping had been affected during lockdown, with 44% saying this was by a large amount. Only 4% say they saw no impact on their food shopping. [Figure 3: How food shopping was affected during lockdown]

A common response was about the reduced supply of specific staples such as flour but there were also reports of a general lack of fresh fruit and vegetables in some areas. People with restricted diets had further problems, such as the lack of gluten free products. [Figure 42: Changes to food buying during lockdown]

More people bought from local shops, while people visiting supermarkets also increased. One specific negative impact was the increase in cost of general food shopping. The food limitations also resulted in people buying increased amounts of both processed food and items containing more plastic packaging.

40% were involved in food sharing with local neighbours, and 40% participated in mutual aid groups, which included shopping trips on behalf of their neighbours. [Figure 5: Food sharing during lockdown, Figure 11: Involvement in Covid food groups]

Support for growing more food

Following the impact to food availability and changes to food buying during the pandemic, there is now an increased awareness of food security, and a recognition of potential food supply problems. The climate and ecological breakdown is seen by 94% as a problem to future food supply, with Brexit (89%) and future pandemics (86%) also being a worry to most people. Over 80% feel that the amount of food that the UK imports from outside the UK is too high. [Figure 9: UK future food supply. Figure 8: UK current food situation]

There is a strong desire to buy more food which is locally produced and organic, and a desire from many for the opportunity to grow their own food. Although personal enjoyment and being outdoors are key reasons for spending time growing, environmental reasons were also a concern to many. Specific benefits were mentioned: a reduction in food miles; the protection of nature; and reductions in plastic and waste. [Figure 21: Main reasons for growing food]

Of the 53 non-growers, about half were interested in taking up food growing. The main reasons for not being involved were lack of space (62%), lack of time (58%) and lack of knowledge (38%). [Figure 30: Barriers to food growing]

Growing communally

Many people have space at home which could be available for food growing, with 75% of non-growers reporting available planting areas in their garden. There was a positive response of around 45% from both growers and non-growers alike to the idea of sharing their personal space to grow communally with others [Figure 29: Available growing space for potential growers, Figure 32: Growers interested in shared growing, Figure 33: Non growers interested in shared growing]

From the growers, 51% have 20 or more years' growing experience, although only a small percentage have qualifications or professional experience. Over 80% were self-taught or learned from family members and friends. [Figure 19: Years of growing experience]

Almost 40% of growers said they would be interested in sharing their knowledge and experience of growing with others. [Figure 24: Interest in delivering training]

Discussion

The three main aims of the survey were to:

a) discover the level of awareness of food security and how people felt about food supply in the UK.
b) ascertain the levels of interest in food growing and identify any particular barriers.
c) recommend ways to help people grow more food, particularly in a community setting.

There is clearly a high level of awareness and concern around food security, and an understanding that food supply will be affected by climate change, Brexit and any future pandemics. There is a feeling that the UK is not well placed due to the high quantity of food it imports. There is a significant number of people who indicate they would like to buy locally produced crops, especially fresh and organic, but who are not currently doing so – it would be useful to find out if this is due to lack of availability, convenience, the high cost or other reasons.

There is an interest in growing food from those who are not currently doing so. The key constraints which were identified are lack of space, knowledge and time. There is also a large proportion of people who have a wide experience of growing food, many of whom are interested in sharing their skills.

Proposals

The potential actions from the results of this survey can be grouped under three headings: land availability skills sharing; and collecting more data.

1. Increasing the availability of land

There is a need to find ways to increase the availability of land for small scale, non-commercial and community food growing through:

a) Increasing the size and number of allotments. This should also include encouraging more community based growing and related activities (such as composting and seed saving) and looking for ways to increase biodiversity and nature conservation as part of growing spaces.
b) Working with local farmers and landowners to explore the possibility of creating small community plots within existing farmland, such as the one currently operating at Stroud Slad Farm.[14]
c) Facilitating connections between people with no land and those happy to grow communally.

There is also an appetite for more commercial local food growing in order to meet an unmet demand. Some community focussed examples within the local area include Stroud Community Supported Agriculture[15] and the starter farm and other projects based at Oakbrook Farm[16].

2. Skills sharing

There are some very experienced growers in the district, and many indicated their willingness to share their knowledge and skills with others. There are local groups such as Common Edge Permaculture, Down to Earth, Stroud Valley Project and various allotment societies which are already running some training. However, the survey revealed that lack of knowledge was one of the top three barriers to growing food. The accompanying review of allotments[17] also discovered that only 15% of allotment sites reported having any organised skill sharing sessions, although many have ad hoc sharing and support amongst plot holders.

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[14] stroudsladfarm.co.uk/farm-vegetable-garden
[15] stroudcommunityagriculture.org
[16] oakbrookfarm.org.uk
[17] cloud.landwisenetwork.org/index.php/s/fHWEBKy4xbNRTK6

Proposed actions include:

a) Contacting people who are interested in sharing their knowledge and experience.
b) Helping to form and support groups who may wish to organise training sessions.
c) Encouraging and supporting allotment societies to have organised skill sharing.

3. Collecting more data

There are particular gaps in the data from under-represented groups, particularly non-growers across the district and also younger age groups.

Specific information would be useful to collect include:

a) Further responses from the 18-24 and 25-39 age ranges.
b) More responses from non-growers.
c) Details on the demand and supply for locally produced food and reasons why people may not currently be purchasing this.

Support from local authorities

At the time of this report at the end of 2020, Stroud District Council is developing their 2030 carbon neutral strategy, which aims to limit, adapt, recover and respond to a changing climate[18].

The section under Natural Environment states the Council's commitment in NE4 to "consult with community groups interested in the growing potential on our land and help to devise projects like community orchards/allotment spaces on our land."[19]

With the demand for allotment space currently greater than the available supply, there is an opportunity for the council to help with increased allotment spaces, which could also be instrumental in helping other commitments around biodiversity and nature conservation. Allotments are generally within the remit of town and parish councils, although they may be managed by local associations. However, the District Council may well have access to suitable land plots or could perhaps play a wider role such as in helping to facilitate a district-wide federation for allotment sites.

The encouragement by the council of local composing, perhaps linked to expanded allotments sites, would also support the Council's commitment on waste in W2[20]. There is a very good example of this at the Bisley Community Composting Scheme[21] and the Council may well have access to suitable sites.

The commitment in EC2[22] for the Council to move to full local procurement of food for activities such as their leisure sites will bolster the commercial viability of local food producers. This will help maintain consistent supply for residents as well as reducing food miles and the carbon costs associated with food transportation into the District.

Aside from the District Council, many local town and parish councils and groups are planning activities to develop community response and resilience to the climate and ecological emergency. There may be opportunities for these groups to also respond to some of the issues raised in this report.

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[18] stroud.gov.uk/environment/draft-2030-strategy-limiting-adapting-recovering-and-responding-in-a-changing-climate
[19] stroud.gov.uk/media/1287270/masterplan_a4landscape_webversion.pdf, page 14
[20] stroud.gov.uk/media/1287270/masterplan_a4landscape_webversion.pdf, page 31
[21] bisleycommunitycompostscheme.org.uk
[22] stroud.gov.uk/media/1287270/masterplan_a4landscape_webversion.pdf, page 27

Appendices

List of figures

A. Survey responses

Personal food choices

A quarter of people cannot buy fresh food within walking distance of where they live and 26% indicated they have some problems with buying food the food they want. A little over 10% said food was too expensive, with 2% revealing that they sometimes needed to rely on food banks. This equates to 3 people or households. Some people may not feel comfortable in giving this response so this number could be higher - there were four people who did not answer this question.

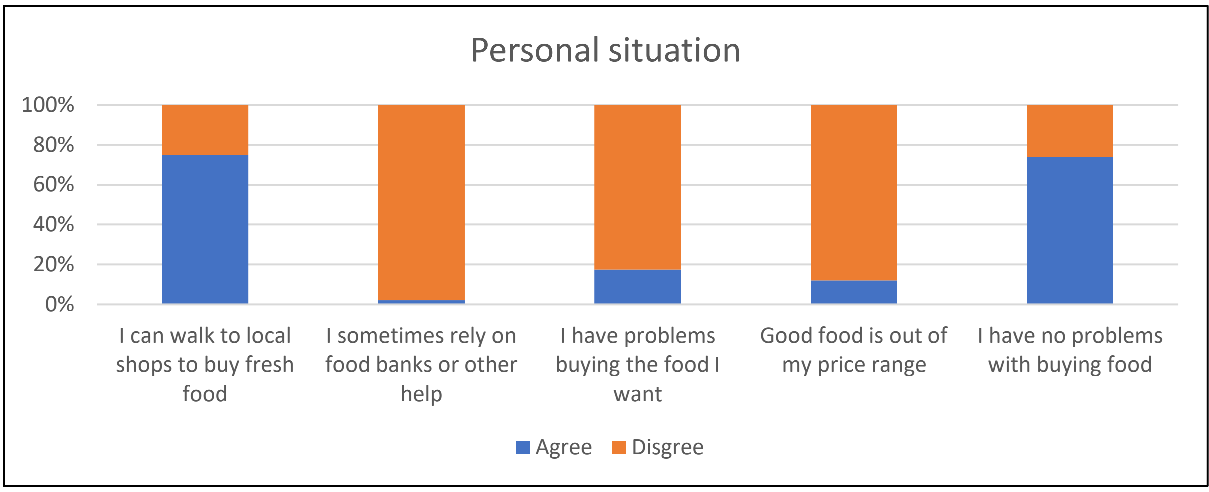

Figure 1: Personal food situation

Fresh and seasonal food is highest on the list of food choices with over 80% buying this regularly, and only 2% not being interested. UK grown food and organic choices are the next most popular, although organic food had the highest number of people who were not interested in buying it, at 18%. Local food is being bought by less than half the respondents, although a further 42% aspire to buy from local producers, indicating that there may not be enough availability of locally produced food within budget for everyone.

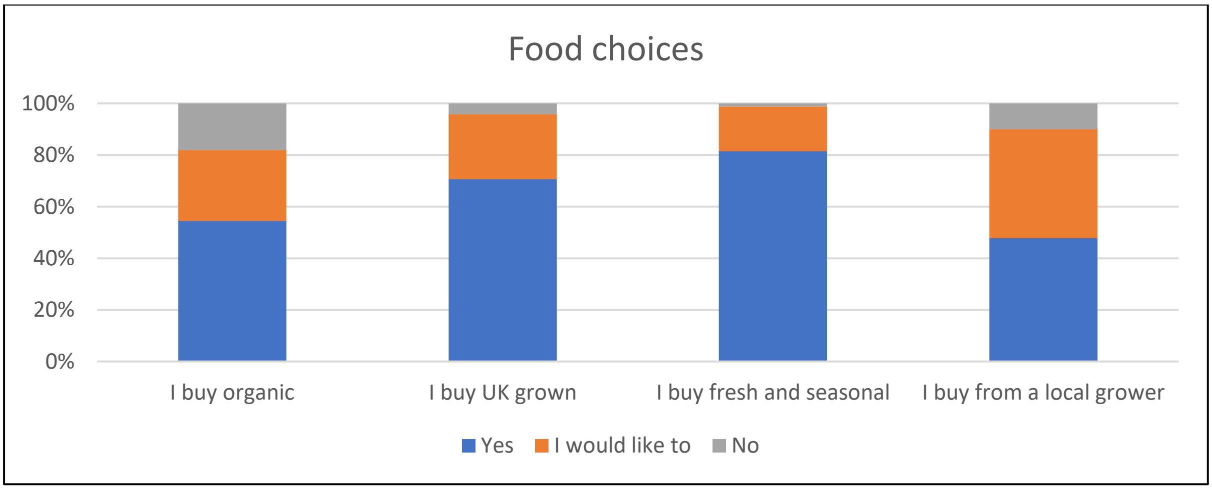

Figure 2: Personal food choices

Almost 80% of people had their food shopping affected during lockdown, with 44% saying this was by a large amount. Only 4% say they saw no impact on their food shopping.

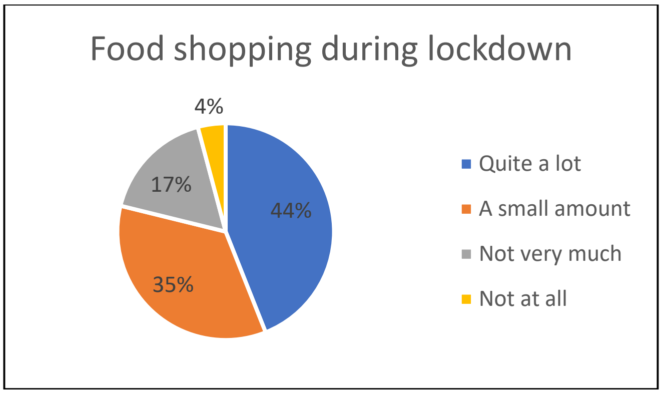

Figure 3: How food shopping was affected during lockdown

People were invited to give further details about how their food shopping changed during lockdown. There were 226 responses which shared 26 common answers. These were further collated into five general categories given in the table below. 40% of answers were about limitations, with flour and fresh veg the most common items which were unavailable or restricted. More people bought from their local community shops, while more people also reported visiting supermarkets. 7% of responses detailed negative consequence, with increases in cost and plastic packaging being mentioned most. 4% mentioned adaptation practices, including growing and more home cooking.

10 people said they were not able to go out and shop due to shielding or other factors. 10 people mentioned initial panic buying and 15 talked about how the restrictions and limitations faded after a few weeks. One person felt that the changes to food and supply demonstrated how fragile our food system is.

Full information is given in Figure 42: Changes to food buying during lockdown

	Limitations	Specifics	Buying	Consequences	Adaptation	None
	109 (40%)	58 (21%)	58 (21%)	18 (7%)	12 (4%)	17 (6%)
#1	Stocks	Flour	Community shop	Expense	Grow	
#2	Choice	Fresh Veg	Supermarket	Packaging	Cooking	

Figure 4: Details effect on food shopping

Over 40% were involved in food sharing in their neighbourhood during lockdown, either receiving or giving spare food, or making and receiving cooked food

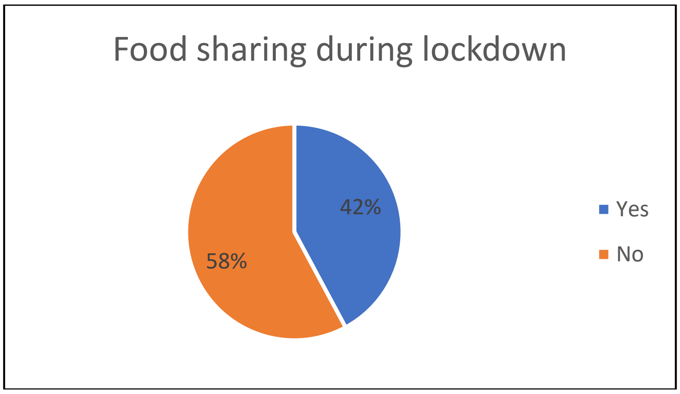

Figure 5: Food sharing during lockdown

UK food sources

Government figures show that 55% of food consumed in the UK is grown nationally, with 26% being imported from the EU[23].

In response to questions about these figures, most people underestimate the quantity of food which is grown nationally, with more than half stating that only 25% of food is grown here. Conversely, most people believe that food imported from the EU is between 50-100%, with only 11% correctly choosing the correct amount of around a quarter.

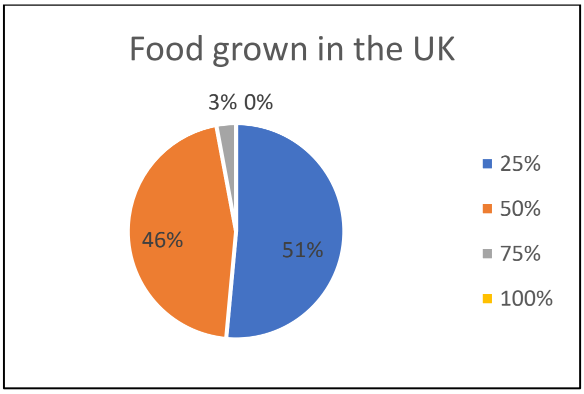

Figure 6: Food grown in the UK

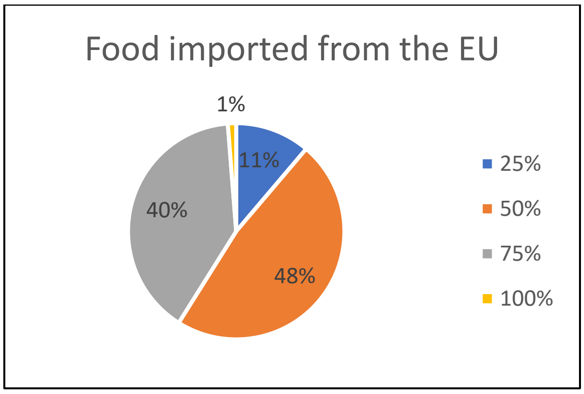

Figure 7: Food imported from the EU

Food security

A large majority of people believe the UK imports too much food and we should grow more food at home. These high figures need to be read in light of the fact that people overestimate how much is currently imported and underestimate how much is grown in the UK.

The results were mixed on the cost of good food with 46% saying it is too expensive and 39% disagreeing. Almost 50% worried about food during lockdown while 42% were not worried.

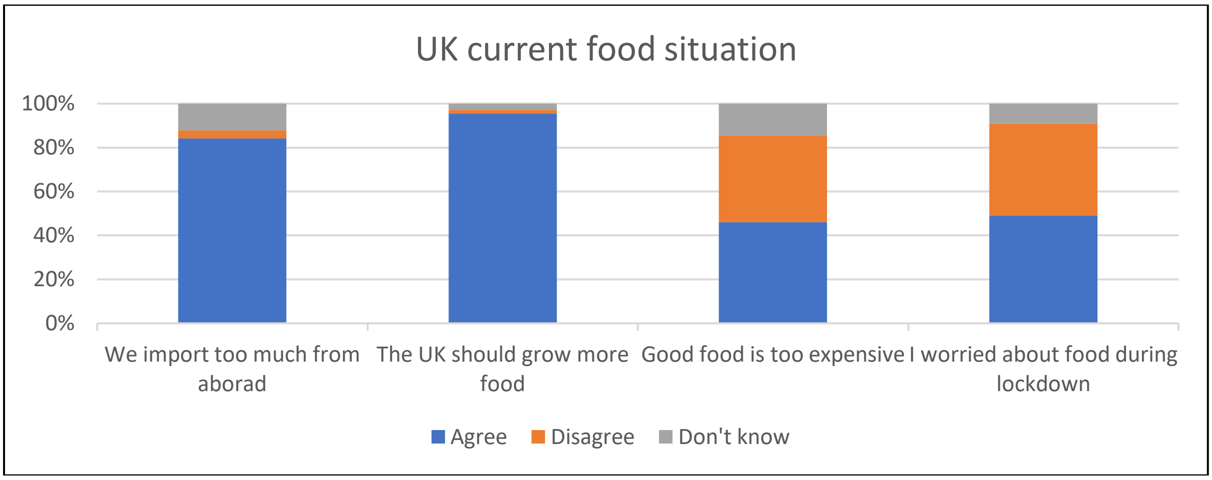

Figure 8: UK current food situation

Respondents were asked how they thought four future scenarios might affect UK food supply. Three scenarios were thought to have a negative impact on food supply: Climate and ecological breakdown (94%), Brexit (89%) and a new pandemic (86%). However, there is a marked degree as to the level of effect these might have – the split between 'much worse' and 'a little worse' were 79% / 15% for climate, 59% / 30% for Brexit and 38% / 51% for a new pandemic. 5% thought that Covid and Brexit would improve food security.

[23] gov.uk/government/publications/food-statistics-pocketbook/food-statistics-in-your-pocket-global-and-uk-supply

The final scenario which was presented, an ageing population, was not thought by many to have as much significance: 11% thought would have a large effect, 42% a minor one, and 47% thought it would not affect UK food security at all.

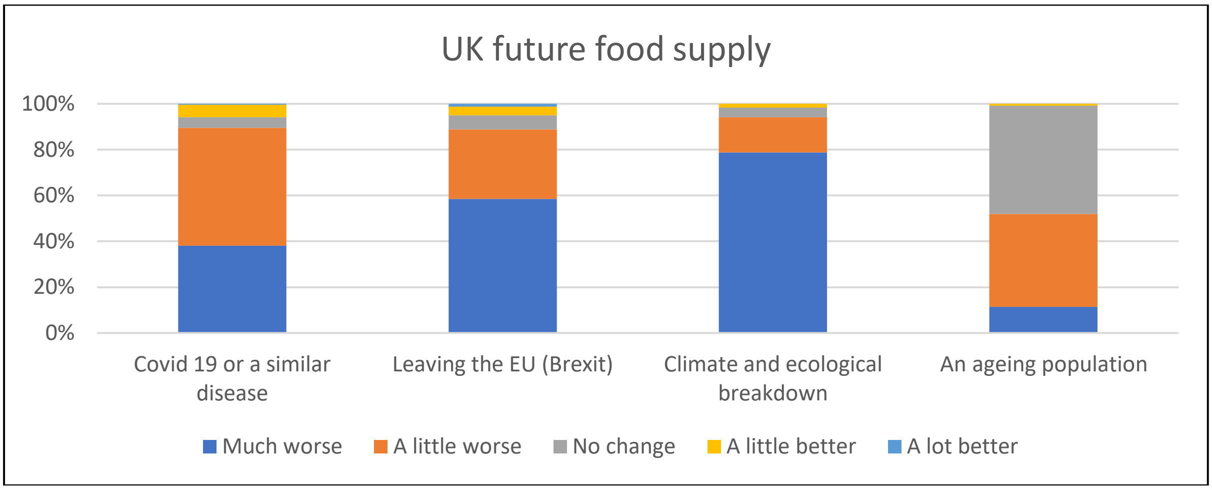

Figure 9: UK future food supply

The results for how much the current pandemic has affected food security mirror the results above, with 33% saying it has changed their views a lot and 61% saying it had a small effect on their views.

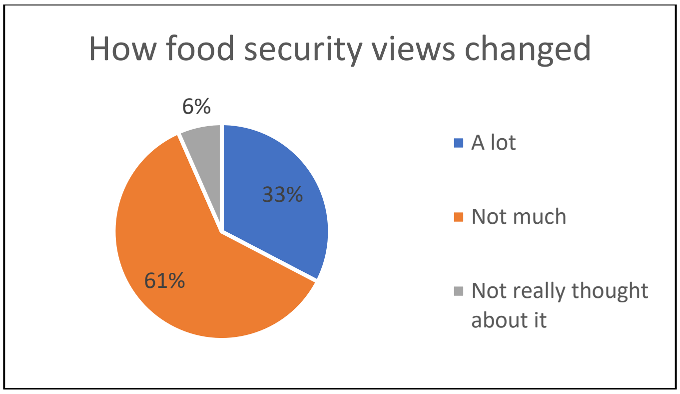

Figure 10: How food security views changed

The final questions on food security referred to the formation of mutual aid groups during lockdown and asked if people been involved, particularly with relation to food. 11% said they had helped to run a group and 29% either gave or received help. 38% were not involved in any Covid related groups, and 22% said they hadn't known about the existence of any groups local to them.

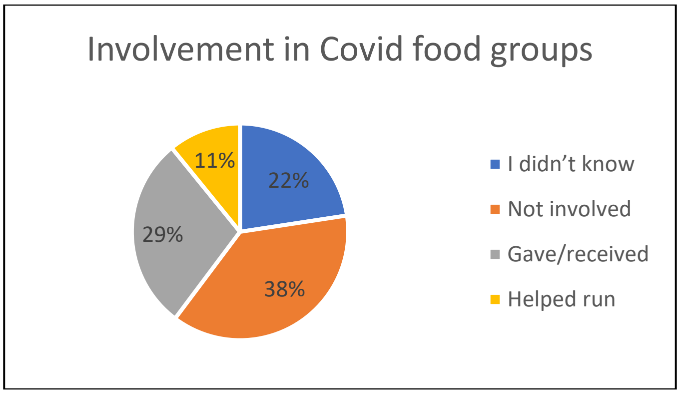

Figure 11: Involvement in Covid food groups

Food growing

Three-quarters of all respondents were growing food before lockdown, with a further 2% having stopped recently. Only 12% said they have never grown food.

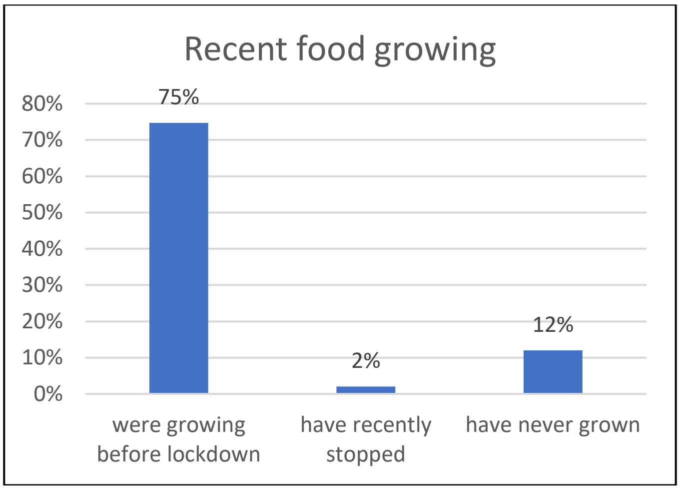

Figure 12: Previous food growing

The majority of people (81%) have experience of garden growing, with 1/3 having an allotment. The experiences of growing with others is quite limited, at 12%. A relatively small amount have grown on the scale of a smallholding (6%) or farm (4%).

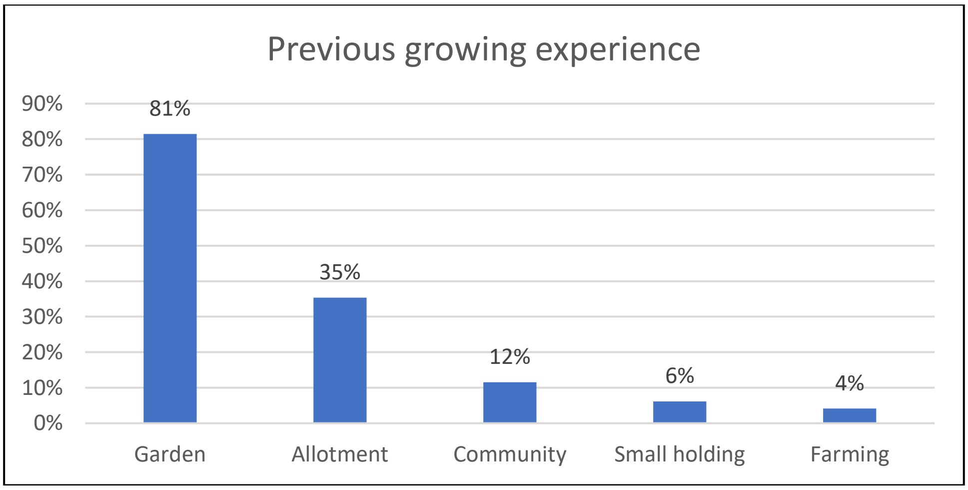

Figure 13: Previous growing experience

20% of people currently have an allotment and 2% are on a waiting list. The vast majority have not sought to acquire a plot.

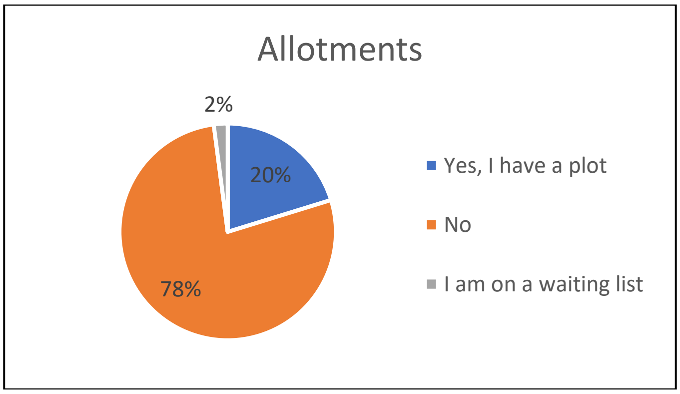

Figure 14: Allotments

Just under half are aware of local food groups. The details of these groups have been collated and is in Figure 47: Local food groups

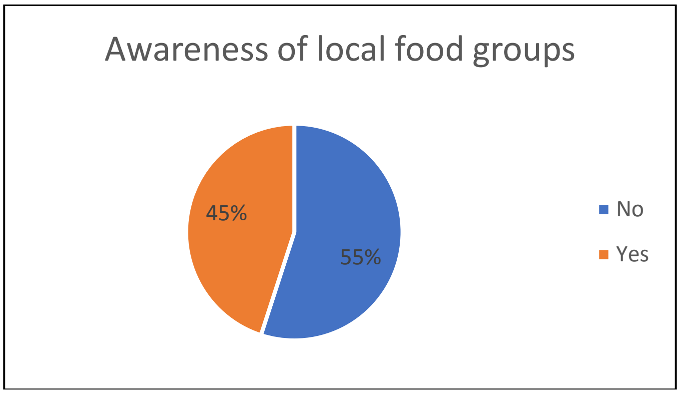

Figure 15: Awareness of local food groups

Current or previous growers

When asked what they like to grow there was a mixture of responses, with some people giving an extensive list of specific vegetables while other gave general categories.

Vegetables	Herbs	Greens	Salad	Roots	Fruit
85	33	8	34	7	40

Figure 16: Types of plant planted by current growers

There were 22 individually named favourites of which the top 5 are given below. Four other items were also mentioned: Seeds, medicines, flowers and meat.

Beans	Soft fruit	Tomato	Courgette	Potato
55	50	49	34	34

Figure 17: Favourites for current growers

Growers were asked to share an approximation of their growing space, which led to a wide variety of answers. Responses were given in square meters, square feet, raised beds, acres and allotment plots. Some attempt has been made to consolidate these answers.

Measurements	Responses	Total	Sq. metres	Calculation
Square metres	111	4,835.25	4,835.25	
Square feet	10	1,665	149.85	[0.09 sq m]
Acres	24	30	121,380	[4046 sq m]
Allotments	27	24.75	6,187.5	[250 sq m]

Figure 18: Total estimated growing space

The total amount is 132,552 square metres from 172 responses, which is almost 33 acres, although 30 of these acres came from only 24 answers.

Non-specific answers were: 4 large gardens, 7 medium spaces (a few raised beds), 20 small spaces (some pots and a raised bed). 9 people have greenhouses, 3 have poly tunnels and there were 2 small orchards listed (around 15 trees).

There is a significant amount of growing experience across the submissions, with 51% having 20 or more years' experience, and 25% more than 40 years! Only 7% had less than 2 years' experience.

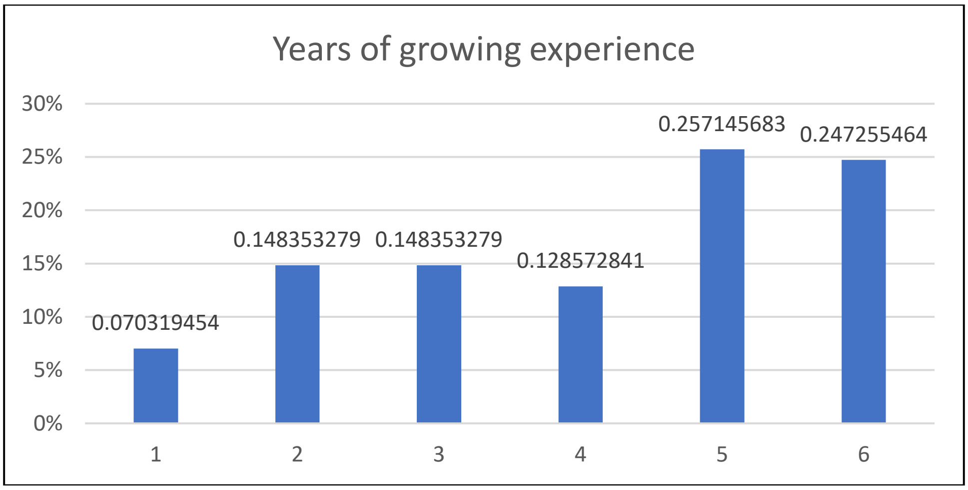

Figure 19: Years of growing experience

The most common source for growing knowledge was being self-taught, with family and friends also significant. Only 7% have a professional qualification and 7% learned to grow as part of their job.

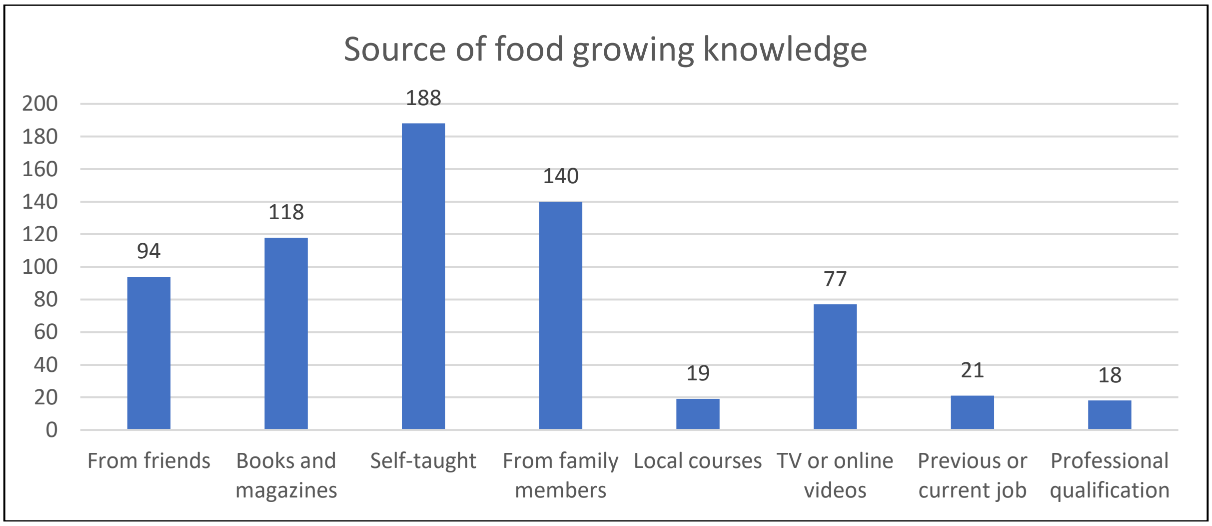

Figure 20: Source of food growing knowledge

Two questions were asked about why people grew food. One had fixed responses and the second was open. The top three reasons people gave as being key were: the enjoyment they got, health and well-bring, and spending time outdoors. People also expressed a worry about food nutrition with 60% saying this was an important reason and 25% saying part of the reason. Food security and prices were also of some importance, however for most people these were minor (41% and 30%) rather than major reasons (26% and 20%).

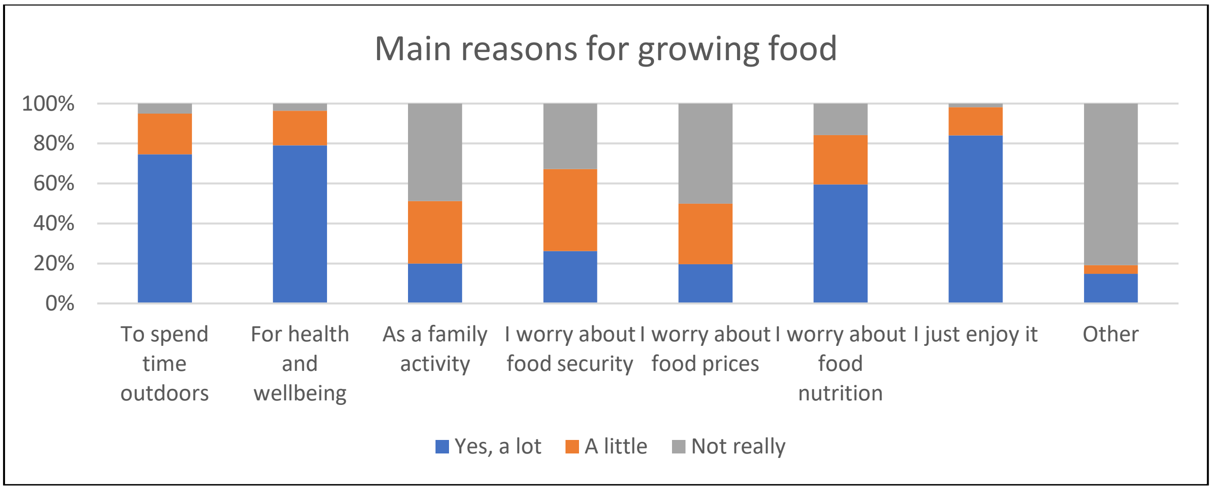

Figure 21: Main reasons for growing food

For the more open question on motivations, there were 188 responses which were consolidated into 35 shared ideas and 5 overall categories. Full responses are listed in Figure 43: Other reasons for growing food.

Category	Community	Political	Environment	The Food	Personal
Responses	12	20	32	55	57
Key answer	Sharing	Self-reliance	Food miles	Quality	Enjoyment

Figure 22: Motivations for growing food

Only 14% of growers are in a local food group. The collected information about local groups is given in Figure 46: Respondents by Parish/Town.

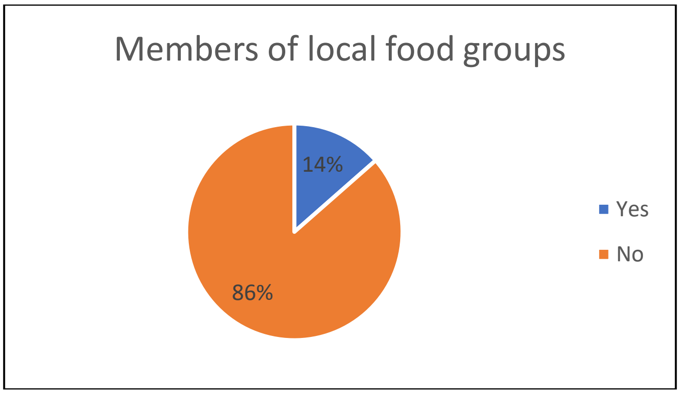

Figure 23: Members of local food groups

From the growers, 38% would be interested in sharing their skills and training others in growing.

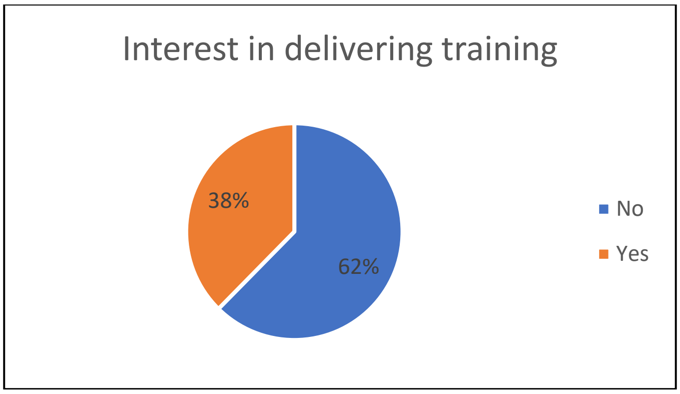

Figure 24: Interest in delivering training

Non growers

Non growers were asked how much they wished to grow food, with an un-labelled scale of 1-5 from 'not-really' to 'definitely'. Just over half are definite in wanting to grow food whereas 30-40% are unsure or clear they don't want to grow.

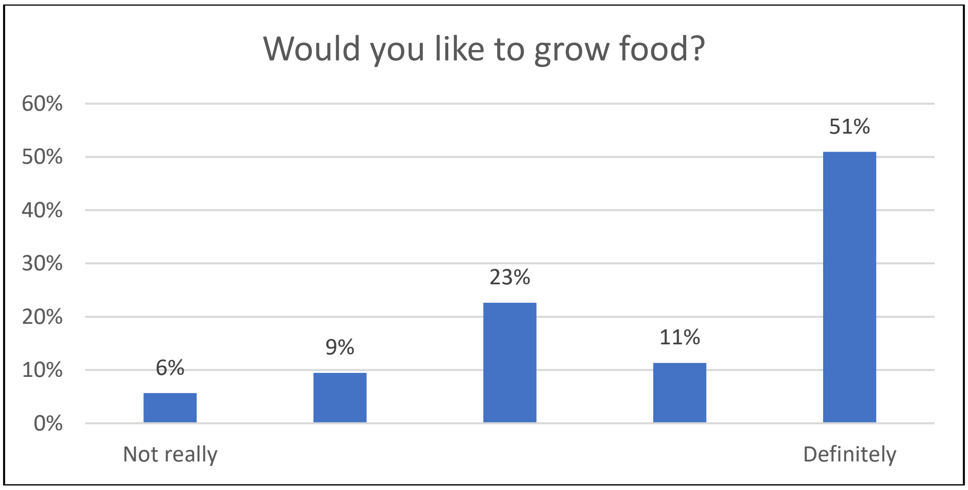

Figure 25: Interest in growing food

When asked what they like to grow, there was a mixture of responses, with some people giving an extensive list of specific vegetables while others gave general categories.

Vegetables	Herbs	Greens	Salad	Roots	Fruit
19	5	5	3	1	12

Figure 26: Types of plant desired by non-growers

When shown as a percentage of how many of each group wishes to grow particular categories, the results between growers and non-growers was quite similar.

Vegetables	Herbs	Greens	Salad	Roots	Fruit	
39%	15%	4%	16%	3%	18%	Growers
45%	12%	12%	7%	2%	29%	Non-growers

Figure 27: Comparison of plant choice by growers and non-growers

There were 22 individually named vegetables of which the top 5 are given below. Four of these were also listed in the top 5 of the experienced growers, with Carrot being replaces by Courgettes as the 5th on the list.

Potato	Beans	Tomato	Carrot	Soft Fruit
6	5	4	3	2

Figure 28: Favourites for potential growers

Extra items mentioned were flowers and chickens. Two extra responses were to grow things which were easy and nutritious.

The question on available growing spaces gave 6 choices and allowed respondents to select more than one.

Number	Growing area
13	Windowsill
8	Patio / Driveway
39	Small back or front garden
6	Unused vegetable patch
3	Unused or broken greenhouse or polytunnel
2	Larger piece of land

Figure 29: Available growing space for potential growers

The lack of space was the top reason for not growing food (62%), closely followed by not enough time (58%) and not knowing what to do (38%). The Covid situation had the least stated impact.

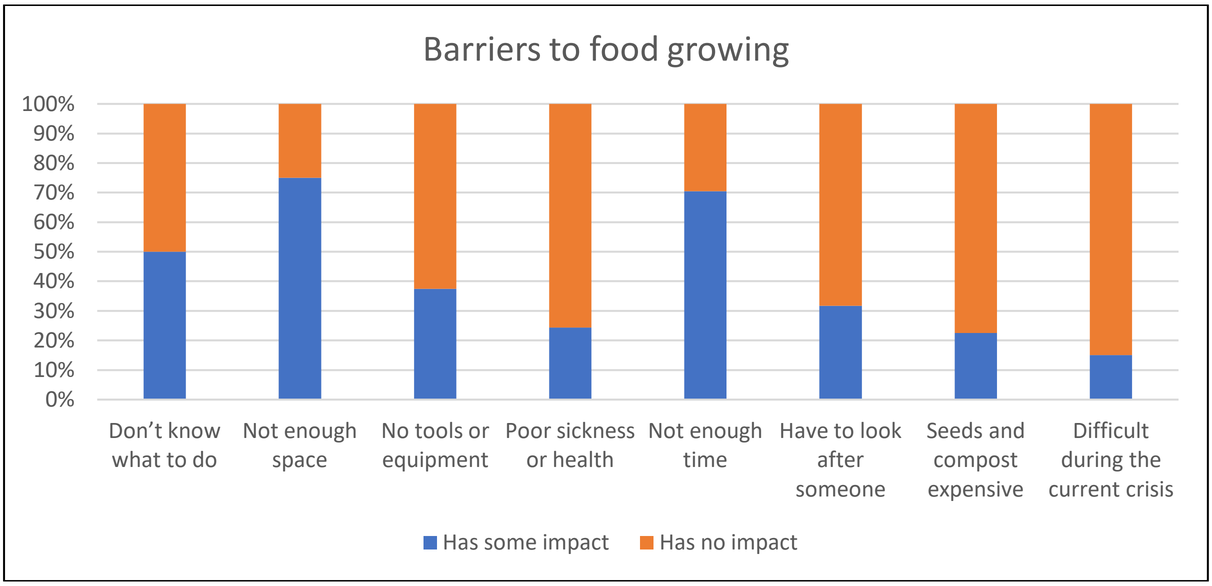

Figure 30: Barriers to food growing

Most people are very keen to grow at home. For the option of growing with neighbours, other community space or at an allotment, less than 40% were definite, more than 40% interested, and about 20-25% were not interested.

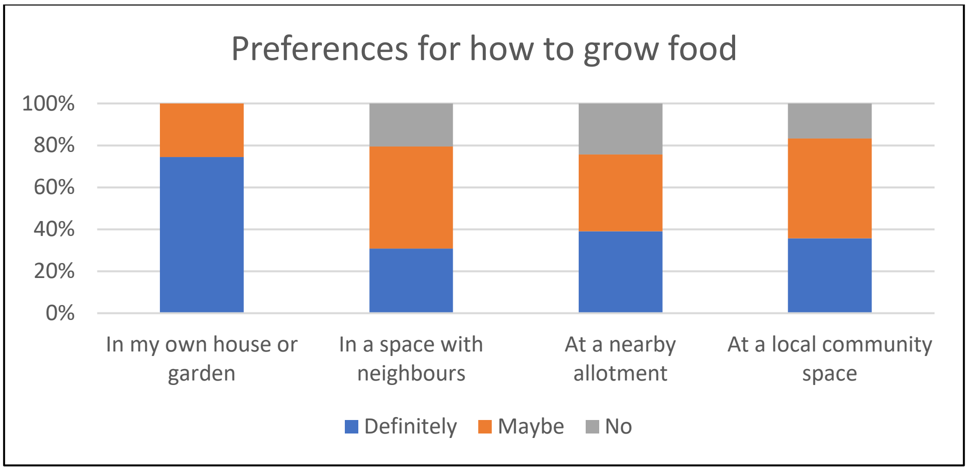

Figure 31: Preferences for how to grow food

Both the current growers and the non-growers were asked how they would feel about sharing their own space (such as gardens or other land) with others to grow communally. There was a similar response with 45% and 46% being keen or interested.

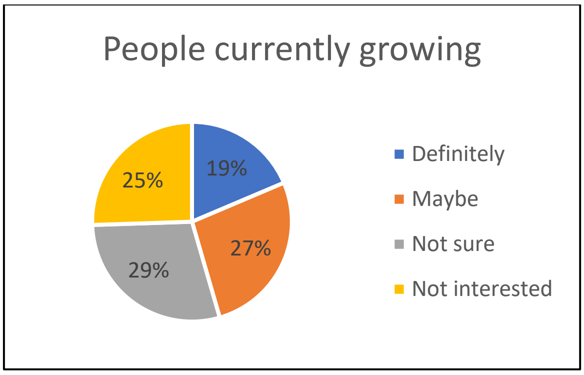

Figure 32: Growers interested in shared growing

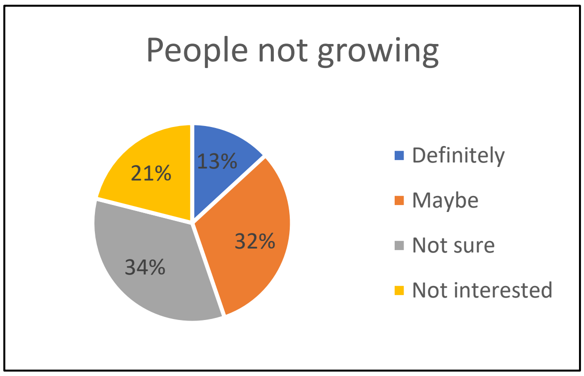

Figure 33: Non growers interested in shared growing

Personal Details

There were 53 different responses to where people live. Adjusting these to match Parishes and Towns within the District shows that responses came from 29 out of 53 local areas. The largest number of responses came from within Stroud Town. The map here shows parishes which responded in red and other parishes in green: maphub.net/Nikos/parish

Area	Number	%
Stroud Town	73	30%
Cainscross	22	9%
Rodborough	17	7%
Brimscombe and Thrupp	15	6%
Nailsworth	14	6%
Stonehouse	11	5%

Figure 34: Top 5 locations for respondents

There were more women who answered the survey than men by a ratio of almost 3:1. Only 1 person gave a non-standard gender response, cis Female. The age ranges were quite broadly set but with a dominant appearance in the older ranges of 40-59 and 60+. There was only one response from someone in the 18-24 age range.

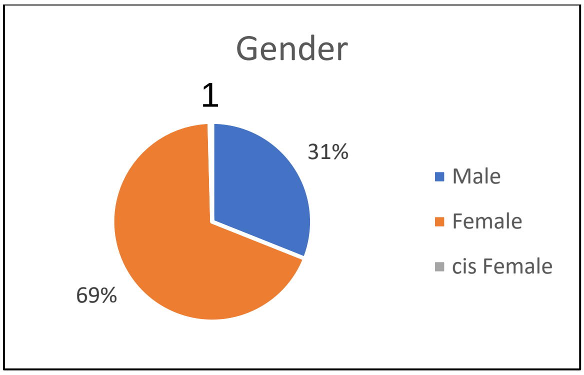

Figure 35: Gender

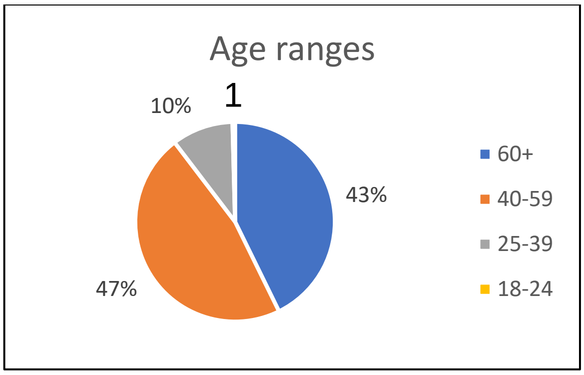

Figure 36: Age ranges

Most were either employed (32%), retired (30%) or self-employed (29%). Other statuses were fewer, being under 5%: homemaker (4%), student (1%), volunteer (2%) and unable to work (3%).

Four available responses attracted no results – out of work (and looking), out of work (not looking), in the military or furloughed.

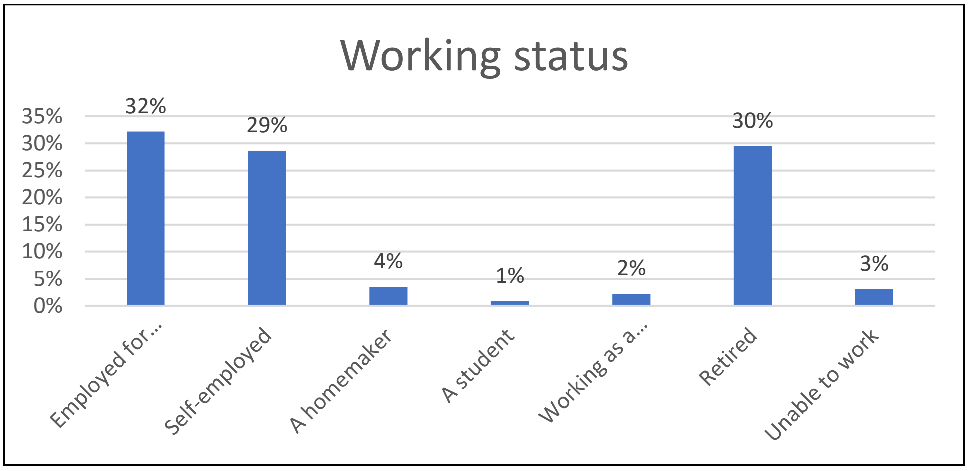

Figure 37: Working status

Almost half of all respondents live in households with only 2 people. There are a significant number of 3 person households (21%) and both single and four-person households (12% each). The largest size noted was 6 (3%).

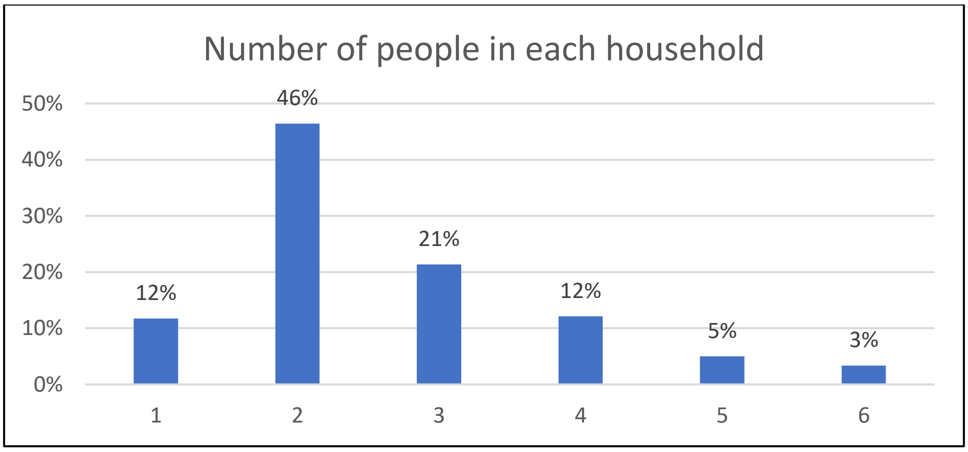

Figure 38: Number of people in each household

Over 70% of households include working age adults, 40% have retired adults, and 28% have school age kids. Only 5% included pre-school kids.

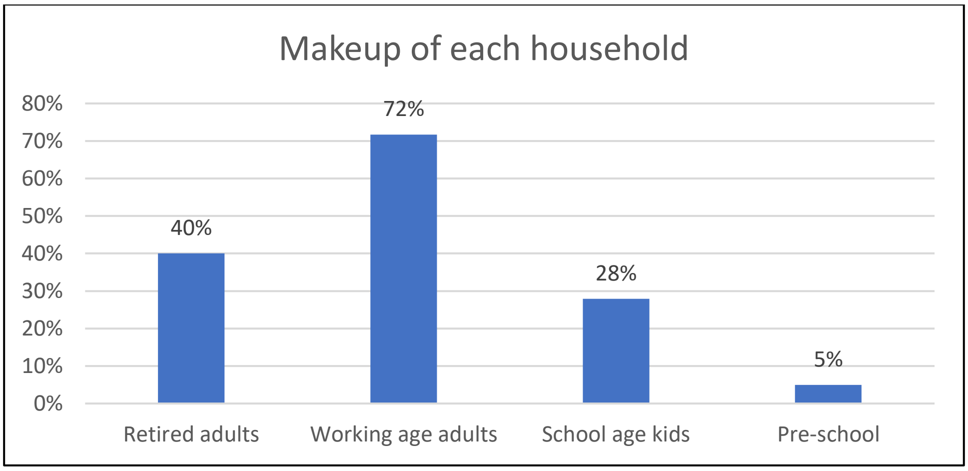

Figure 39: Makeup of each household

The question on ethnicity was open for people to choose their own categories.

Ethnicity	Number	%	Ethnicity	Number	%
White British	89	51%	Dutch English	1	1%
White	25	14%	English-Asian	1	1%
British	18	10%	Indian	1	1%
White English	9	5%	Mixed	1	1%
White European	9	5%	Native	1	1%
Caucasian	7	4%	UK	1	1%
Human	2	1%	White Anglo-Irish	1	1%
English	2	1%	White Caucasian	1	1%
White non-British	2	1%	White Irish	1	1%
			White Jewish (non-religion)	1	1%
			White UK	1	1%

Figure 40: Ethnicity

Permissions

The opening survey question asked for permission that the data could be used and the survey could not be continued if this permission was not given. Further consents were sought at the end:

Request for follow up	Yes
Do you wish to receive the results of this survey?	172
Can we pass along your email to your local climate action group?	94
Would you like further information about local food growing groups or opportunities?	146
If you are involved in a growing group, can we have a chat about your group?	34

Figure 41: Consent

B. Extended responses

Limitations		Specific food		How people buy		Adapting		Consequences	
Stocks	59	Flour	34	Local food ↑	13	Growing	8	Expense ↑	12
Choice	46	Fresh veg	22	Supermarket ↑	11	Cooking	3	Packaging ↑	5
Restrictions	4	Gluten Free	1	Community shop ↑	11	Sharing	1	Processed ↑	1
		Peanut butter	1	Online ↑	8				
				Deliveries ↑	6				
				Local food ↓	6				
				New veg box	3				

Figure 42: Changes to food buying during lockdown

Political		Environment		Personal		The Food	
Self-reliance	11	Food miles	12	Enjoyment	17	Better Quality	24
Food security	5	Ecological	6	For learning	7	Fresher	16
Food sovereignty	4	Good for wildlife	4	Financial benefit	6	Organic	10
		With nature	3	Choice of food	5	Better Nutrition	2
		Sustainability	2	For our kids / family	5	Natural	2
		Good for Soil	1	Mental health	4	Origin	1
Community		Reduce plastic	1	Spiritual connection	4		
Good to share	7	Carbon Neutral	1	Reward / Challenge	4		
Communal	3	Reduce waste	1	Experience	3		
Seed sharing	2	Climate change	1	Looks pretty	2		

Figure 43: Other reasons for growing food

Specific plants			
Bean	55	Broccoli	14
Soft Fruit	50	Carrot	14
Tomato	49	Cucumber	12
Courgette	34	Kale	12
Potato	34	Leek	12
Pea	21	Spinach	11
Squash	18	Garlic	4
Top Fruit	17	Pepper	4
Beet	15	Radish	4
Lettuce	15	Cabbage	3
Onion	15	Parsnip	3

Categories	
Veg	85
Herbs	33
Greens	8
Salad	34
Roots	7
Fruit	40
Meat	1
Seeds	1
Medicine	1
Flower	13

Figure 44: Food that people are currently growing

Specific plants			
Potato	6	Turnip	1
Bean	5	Top Fruit	1
Tomato	4	Pea	1
Carrot	3	Cucumber	1
Soft Fruit	2	Squash	1
Pulses	2	Courgette	1
Onion	2	Garlic	1
Brassicas	1	Celeriac	1

Categories	
Veg	19
Herbs	5
Greens	5
Salad	3
Roots	1
Fruit	12
Flowers	2
Chickens	1

Figure 45: What non growers would like to grow

Parish	Responses	Parish	Responses	Parish	Responses
Alkington	2	Horsley	6	Rodborough	17
Amberley	2	King's Stanley	3	Slimbridge	5
Berkeley	1	Leonard Stanley	1	Standish	3
Bisley with Lypiatt	4	Minchinhampton	4	Stonehouse	11
Brimscombe & Thrupp	15	Miserden	1	Stroud Town	73
Cainscross	22	Nailsworth	14	Uley	6
Cam	5	Nympsfield	3	Whiteshill & Ruscombe	8
Chalford	7	Painswick	5	Woodchester	8
Dursley	2	Pitchcombe	2	Wotton-under-Edge	1
Hillesley & Tresham	4	Randwick	6		

Figure 46: Respondents by Parish/Town

Group	Link
Bisley Old Road Allotments	www.boraa.org.uk
Bisley Allotments	www.bisleyallotments.co.uk/community-orchard
Brookthorpe Community Farm	www.stroudcommunityagriculture.org/...brookthorpe-farm
Cainscross Allotments	n/a
Carbon Neutral Randwick	www.randwick.org.uk
Cashes Green Allotments	www.downtoearthstroud.co.uk/applewood-allotments...
Charlea Community Gardens	www.charleacommunitygardens.org
Common Edge Permaculture	www.commonedge.org.uk
Crackstone Barns	www.crackstonebarns.com
Down to Earth	www.downtoearthstroud.co.uk
Edible Stroud	www.ediblestroud.org.uk
Horsley Community Orchard	www.facebook.com/horsleyorchardproject
Horsley Growers	n/a

Landwise Network	www.landwisenetwork.org
Lightpill Allotment	www.lightpillallotmentsociety.org.uk
The Long Table	www.thelongtableonline.com
Nailsworth Community Garden	www.nailsworthschool.org.uk/...community-garden
Nupend Community Orchard	n/a
Oakbrook Farm	www.oakbrookfarm.org.uk
Paganshill Community Group	www.paganhill.org.uk
Stroud Permaculture Group	www.stroud-permaculture.org.uk/our-email-discussion-list
Ruskin Mill	www.rmt.org
Selsley Community Growing	www.downtoearthstroud.co.uk/selsley...
Stroud Slad Farm	www.stroudsladfarm.co.uk/farm-vegetable-garden
South Woodchester Land Trust	www.woodchesterparish.org.uk/community/swalt
Stagholt Lane Allotments	n/a
Stroud Community Seed Bank	www.downtoearthstroud.co.uk/seed-saving
Stroud CSA	www.stroudcommunityagriculture.org
Stroud Valleys Project	www.stroudvalleysproject.org
Summer Street Allotment	www.summerstreet.org.uk
Swift's View	n/a
Uplands Allotment	n/a
Vale Hospital Allotments	www.downtoearthstroud.co.uk/vale-community...
Woodchester Orchard	n/a
Woodside / Summer Street	n/a

Figure 47: Local food groups

C. Survey distribution

Local groups who were asked to share the survey		
Allotment groups	Barnwood Trust	Church of England (District)
Down to Earth	GL11	Stroud Conservative MP
Grace Network	Landwise Network	Stroud Green Party
Creative Sustainability	Stroud chat	Stroud Greenpeace
Stroud Town CAN	Stroud District CAN Forum	Stroud Imagines
Stroud Town Council	Stroud District Council	Stroud Labour Party
Stroud Permaculture Group	Stroud XR	Transition Stroud
Stroud Coronavirus Community Support		

D. Population representation

The information below compares the demographic and geographical spread of the survey respondents to the 2011 Census data.

The survey attracted responses from a similar ratio of British vs UK passport holders identified in the census. There were more non-white responses to the survey than was represented in the census.

2011 Census		Survey	
UK Passport holders	88,757 (78%)	identify as British or English	123 (71%)
Ethnicity: White	110,426 (97.99%)	Identify as White	146 (84%)

Figure 48: Census vs survey ethnicity and nationality

The numbers below are from the 2011 census, which may have changed but the ratios are likely to be similar. in the survey. The 0-17 age range includes 23,583 young people in the district, but these are excluded from the table as this age group was excluded from the survey.

The survey responses are skewed towards the 40-59 and the 60+ age ranges. The figures are significantly lower for the 18-24 and 26-39 ranges.

Census (2011)		
Range	**Number**	**Percentage**
18-24	7,618	7%
25-39	17,542	16%
40-59	33,767	30%
60+	30,269	27%

Survey age ranges		
Range	**Number**	**Percentage**
18-24	1	0.4%
25-39	24	10%
40-59	113	47%
60+	103	43%

Figure 49: Census vs survey age ranges

With regard to the number of people growing food, we can compare the ratio of people with an allotment as an indicator. Across Stroud district there are 39 named allotment sites listed on parish websites. Information on the number of plots is not available for many of the sites, but a parallel questionnaire[24] has identified at least 1,000 plots with an upper range of around 1,800.

The approximate ratio of allotment plots to adults is therefore one plot for every 50 adults across the district. For the survey, there is a ratio of 1 in 5 people with an allotment. This is 10 times the amount compared to the general population.

Category	Allotments	Adults	%	Ratio
Census	1,800	90,000	2%	1:50
Survey	49	244	20%	1:5

Figure 50: Census vs survey allotments

The majority of survey responses came from the urban connected area around Stroud Town, with the top 6 areas accounting for almost two thirds of the replies. In population numbers, these areas make up only about one third of the district. Within the survey, other larger towns across the District are less

[24] "Review of allotment sites across Stroud District" http://cloud.landwisenetwork.org/index.php/s/fHWEBKy4xbNRTK6

represented: Cam and Dursley, Wotton, Chalford, Painswick, Hardwicke and Minchinhampton. Other more rural areas of the district also have fewer responses in relation to their population sizes.

Parish / Town	Survey	%
Stroud Town	73	30%
Cainscross	22	9%
Rodborough	17	7%
Brimscombe and Thrupp	15	6%
Nailsworth	14	6%
Stonehouse	11	5%
	Total	**63%**

Population	%	#
13,828	11.53%	#01
7,054	5.88%	#05
5,284	4.40%	#10
1,828	1.52%	#18
5,793	4.83%	#07
8,031	6.69%	#03
Total	**35%**	

Figure 51: Census vs survey location

E. Stroud District demographics

Age Distribution (Estimates 2019)	
0-9 years	12,819
10-19 years	13,649
20-29 years	10,904
30-39 years	12,584
40-49 years	16,258
50-59 years	18,662
60-69 years	15,432
70-79 years	12,598
80-89 years	6,034
90+ years	1,024

Passport (Census 2011)	
UK	88,757
Republic of Ireland	425
EU (other)	1,673
no passport	21,142

Country of Birth (Census 2011)	
UK	106,655
Republic of Ireland	452
EU (other)	2,437
Other country	3,235

Religion (Census 2011)	
Christian	69,921
Muslim	238
Hindu	122
Sikh	40
Jewish	107
Buddhist	366
Other religion	888
No religion	31,968

Ethnic Group (Census 2011)	
White	110,426
Asian	751
Black	260
Arab	33
Mixed/multiple	1,216
Other ethnic group	93

Town / Parish	Pop	%		Town / Parish	Pop	%
Stroud	13,828	11.53%		Whiteshill and Ruscombe	1,158	0.97%
Cam	8,617	7.18%		Hamfallow	1,038	0.87%
Stonehouse	8,031	6.69%		North Nibley	928	0.77%
Dursley	7,650	6.38%		Whitminster	855	0.71%
Cainscross	7,054	5.88%		Horsley	809	0.67%
Chalford	5,965	4.97%		Ham and Stone	776	0.65%
Nailsworth	5,793	4.83%		Coaley	770	0.64%
Wotton-under-Edge	5,786	4.82%		Alkington	763	0.64%
Minchinhampton	5,446	4.54%		Fretherne with Saul	713	0.59%
Hardwicke	5,384	4.49%		Haresfield	553	0.46%
Rodborough	5,284	4.40%		Cranham	510	0.43%
Painswick	3,018	2.52%		Arlingham	482	0.40%
Upton St. Leonards	3,010	2.51%		Stinchcombe	476	0.40%
King's Stanley	2,568	2.14%		Miserden	452	0.38%
Bisley-with-Lypiatt	2,365	1.97%		Nympsfield	417	0.35%
Berkeley	2,068	1.72%		Brookthorpe-with-Whaddon	369	0.31%
Leonard Stanley	1,838	1.53%		Alderley	335	0.28%
Brimscombe & Thrupp	1,828	1.52%		Hillesley and Tresham	295	0.25%
Eastington	1,717	1.43%		Longney and Epney	288	0.24%
Kingswood	1,531	1.28%		Standish	257	0.21%
Randwick and Westrip	1,517	1.26%		Pitchcombe	254	0.21%
Frampton on Severn	1,432	1.19%		Harescombe	233	0.19%
Hinton	1,333	1.11%		Elmore	208	0.17%
Woodchester	1,239	1.03%		Moreton Valence	176	0.15%
Slimbridge	1,229	1.02%		Frocester	157	0.13%
Uley	1,161	0.97%		Whiteshill and Ruscombe	1,158	0.97%

Landwise
Food | Community | Biodiversity | Carbon Reduction

About Landwise

Landwise Network is a Community Interest Company which formed in mid 2019 as a grassroots organisation to respond to the problems of food security, the climate crisis, habitat loss and reduced biodiversity by supporting and working with individuals and groups to take action towards a more resilient, connected and just society. Landwise has made connections with over 35 groups across the district which focus on relevant concerns, and is a member of the Stroud Town CAN (Community Action Network for Climate and Nature) alongside the Town council, Transition Stroud, Stroud Nature, the Earth Protector Community and Stroud Valleys Project.

W: www.landwisenetwork.org
M: hello@landwisenetwork.org

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