

Evaluation of the Impact of the Scottish Grocers Federation Healthy Living Programme (HLP) on Community Retailers

December 2013

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Abbreviations

CFHS	Community Food and Health Scotland
CFO	Community Food Outlet
HLP	Healthy Living Programme

Executive summary

Background

The Scottish Grocers' Federation Healthy Living Programme (HLP) was established in 2004 and is supported by the Scottish Government as an approach to supporting individuals and families to make healthy life choices and overall to improve diet and reduce health inequalities. Community Food and Health Scotland (CFHS) works with the HLP. The HLP aims to support convenience retailers in communities throughout Scotland to provide and promote healthier choices in their shops. There has been a focus on supporting retailers in areas of deprivation in order to address health inequalities. Since 2006, in addition to convenience retailers, the HLP has also included community retailers¹ (community-run fruit and vegetables co-ops, stalls and barras, and community-owned and managed shops). CFHS has delivered training and resources to community retailers in order to support them to maximise the sales of healthy food choices (mostly fruit and vegetables) and to minimise waste. HLP training sessions have been delivered to approximately 120 staff/volunteers from 47 community retailers. Training participants have been encouraged to disseminate training to others in their organisation and/or to other community retailers. Community retailers have also received resources to support their activities comprising display stands (available in two sizes) to promote and display their healthy food, a Gold Standard Brochure specifically developed for community retailers, a training disc and point of sale materials.

Evaluation aims and objectives

NHS Health Scotland commissioned Traci Leven Research to conduct an evaluation of the impact of the Scottish Grocers Federation Healthy Living Programme (HLP) on community retailers. The overall purpose of the research was to identify impacts, particularly any longer-term impacts of the HLP training and resources on the community retailers. Specific objectives were to:

- Identify if and how the HLP training has been used by the community retailers, including dissemination of the training internally within the organisations and/or externally to other community retailers.
- Identify if and how the HLP resources have been used by the community retailers.
- Identify if and how the training and/or resources have resulted in any overall financial benefits for the community retailers, in both the short and longer term. If possible these benefits to be quantified per retailer.
- Identify if and how the training and/or resources have resulted in any other short- or longer-term benefits for the community retailers.

¹ 'Community Retailers' throughout this report refers to community-run co-ops, barras and shops selling fruit and vegetables.

- Identify any barriers faced by community retailers related to the implementation of the training or use of the resources.
- Gather the views about the appropriateness and effectiveness of the HLP for community retailers.
- Highlight the strengths and weaknesses of the HLP training and resources, and make recommendations about improvements that could be made to either, as identified by community retailers.
- Explore how else the HLP could support community retailers.

Method

The first phase of the evaluation was an online survey of community retailers. The main purpose of the survey was to gather views from community retailers that participated in the HLP about the programme's resources and training, and impacts of these for the community retailers. Twenty six community retailers were invited to participate. Responses were received from 14 community retailers who had participated in the HLP. Of these, 11 recalled having taken part in HLP training.

In the second phase, three of the eleven community retailers were selected as case studies. This involved in-depth interviews with staff and volunteers. Six participants were involved in the case studies.

Findings: Training

All training participants from the survey felt that the training had been either very relevant or fairly relevant to their organisation. Case study interviews also found staff and volunteers who had attended HLP training felt it had been relevant to their organisation - particularly to 'front line' staff and volunteers who deal directly with customers in community retail outlets, but of less relevance to more experienced staff. Project managers felt that the training reinforced messages that they themselves tried to impart on their community volunteers relating to the importance of displaying fruit and vegetables well and effectively.

All those who had received HLP training mentioned benefits of the training. The most common benefits were increased knowledge/awareness about promoting sales of fruit/vegetables, seasonality and caring for fruit and vegetables. Some also reported that the training had given them helpful contacts. Case study interviews also supported these findings.

The survey revealed a high level of dissemination of HLP training - 10 of the 11 respondents who recalled taking part in HLP training had shared their learning with others - most commonly in their own organisation, but in some cases with others in the community and beyond. Case study interviews also revealed evidence of both formal and informal dissemination of training and variation in practice. In one case HLP training (using the training disc) has been routinely incorporated into the induction training for new volunteers.

Although dissemination of training had widely taken place, all three case studies highlighted barriers to dissemination. These included:

- difficulty finding time to organise and deliver training;
- lack of interest/motivation to attend training among some groups of volunteers;
- difficulty for some volunteers with support needs to comprehend/engage with training;
- other types of training taking a priority (e.g. food hygiene); and
- lack of access to PCs for some volunteers.

Findings: Resources

Most survey respondents had, and were using, at least one type of HLP stand to display produce. Case studies revealed that stands were being used in various community retail outlets including those operating in hospitals, community centres and nurseries to display fruit and vegetables. There were, however, some stands which were not in use due to limitations of use. Twelve survey respondents answered the questions about resources. Although ten of these twelve respondents used HLP stands, the case studies revealed that some community retailers had more stands than they were using. The case study interviews highlighted that the stands were not suitable for all types of community retailers. Barriers to using the stands were:

- lack of storage space;
- difficulty transporting stands;
- unsuitability for large retail spaces; and
- incongruity of HLP stands for those opting for more 'organic' displays.

The Gold Standard brochure was being used by half of the community retailers. At two of the three case studies, the brochure was being referred to and used regularly.

The training disc was being used by half of the community retailers in the survey, and others indicated that they would like this resource. The disc had been used at two of the case studies to train volunteers by means of:

- group training session;
- one-to-one training; and
- informally in the volunteers own time at home.

Point of sales materials were used by three in twelve survey respondents, and none of the case studies used - or were aware of - HLP point of sales resources. The survey showed that there was interest among community retailers in accessing point of sales resources and case study interviews also revealed that community retailers would appreciate point of sales materials such as recipe ideas or nutritional advice.

Findings: Impacts

All community retailers who responded to the survey mentioned impacts of participating in the HLP, the most common being changes to the way produce is displayed (nine out of ten respondents reported this). Other impacts included changes to the way produce is stored, relationships with customers, range of produce sold, amount of produce sold and how produce is sold (e.g. in bags/loose).

A small number of community retailers indicated that involvement in the HLP had led to positive impacts on their volume of sales and/or income. An example was a new initiative to sell fruit and vegetables to families of nursery children which was said not to have been possible without the HLP stands. Overall, however, most community retailers were unable to point to increased sales as a result of participating in the HLP.

Conclusions

The training has been widely disseminated by participants, with learning shared with many others in participants' organisations and others in their community (and beyond).

The case studies showed an example of where HLP training has been integrated into staff/volunteer induction and development programmes and this has been assisted by the HLP training disc. However, in one case study, following initial HLP training, engagement with the programme has dissipated.

The evaluation has also shown that the HLP training and resources have impacted on awareness and knowledge (particularly around promoting sales of fruit and vegetables) and practices (particularly around how produce is displayed).

The HLP stands were viewed positively and there was evidence of the stands having led to increased product ranges and being used to launch new selling opportunities in communities. However, the stands were developed for use in convenience stores and they were not always suited for use at community retail outlets particularly 'pop-up' and mobile shops.

Survey responses and case study interviews revealed an appetite for more training opportunities, further advice/information and various resources to help promote and display produce.

Recommendations

Community retailers would benefit from more resources developed specifically for community retail outlets. Evidence from the survey and case study interviews suggest that resources which would be of particular value would be:

- table-top stands (e.g. two tier display) which could be folded and assembled for use on long tables;
- baskets or other 'organic' style displays;
- pricing labels; and
- information resources to give to customers such as recipe ideas, nutritional advice, etc.

The evaluation findings also suggest that more information and advice and further training opportunities would be welcomed. Therefore, it is suggested that, in future, HLP training participants have the opportunity to register their contact details for future updates and information. These could be used to build a contact list and, for example, emails could be sent with:

- pointers and reminders/helpful hints or seasonally relevant advice;
- sharing of good practice/ideas from other community retailers;
- information about available resources; and
- information about upcoming training events

Regular contact would ensure that the HLP remained in the consciousness of those who had participated in the training. The evaluation findings also highlighted the value of community retailers learning from one another. Thus, sharing information about practices from elsewhere would be of benefit. There may also be scope for contact details being shared (with consent) or setting up an online community to allow community retailers in different parts of Scotland to share ideas.

It may also be possible to develop further HLP training opportunities, and evaluation findings suggest possibilities include:

- 'refresher' or update training for past HLP training participants;
- updated training resources with attention to current demands and issues (e.g. interest in organic produce, advice for customers with small budgets etc); and
- more advanced training for those with more experience in working in community food initiatives.

1. Introduction

1.1 Background

1.1.1 Context

The Scottish Government has shown commitment to addressing and tackling health inequalities. Across Scotland, those in the most deprived areas are more likely to experience poor health and have a lower life expectancy. This is linked to multiple factors including access to education and healthcare, income levels, smoking, alcohol consumption, physical activity levels, stress, drug use and diet (Audit Scotland, 2012; The Scottish Government, 2012; The Scottish Government, 2008).

Recent statistics reveal that health inequalities remain evident and these include inequalities directly related to diet. For example, obesity and Type 2 Diabetes are most prevalent among those living in the most deprived areas of Scotland (Audit Scotland, 2012).

Government targets and initiatives for improving health and specifically diet include those set out in:

- *Recipe for Success - Scotland's National Food and Drink Policy* (The Scottish Government, 2009).
- *Preventing Overweight and Obesity in Scotland: A Route Map Towards Health Weight* (The Scottish Government, 2010).
- *Obesity Route Map: Action Plan* (The Scottish Government, 2011).

Community Food and Health (Scotland) (CFHS) was established in 1997 (then known as Scottish Community Diet Project) as part of Consumer Focus Scotland (formerly the Scottish Consumer Council) and funded by The Scottish Government. The stated aim of CFHS is to ensure that everyone in Scotland has the opportunity, ability and confidence to access a healthy and acceptable diet for themselves, their families and their communities. They support, work with and within low-income communities to help address health inequalities and barriers (availability, affordability, skills and culture) to healthy and affordable food. In April 2013 CFHS became part of NHS Health Scotland.

1.1.2 The Scottish Grocers Federation Healthy Living Programme

The programme was established in 2004 and is supported by the Scottish Government as an approach to supporting individuals and families to make healthy life choices, improve diet and reduce health inequalities. The HLP aims to support convenience retailers in communities throughout Scotland to provide and promote healthier choices in their shops. There has been a focus on supporting retailers in areas of deprivation in order to address health inequalities.

Since 2006, in addition to convenience retailers, the HLP has also included community retailers (community-run fruit and vegetables co-ops, stalls and barras, and community-owned and managed shops). Following a pilot with 77 staff/volunteers from 30 community retailers in which training and resources were delivered, CFHS has continued to deliver training and resources to community retailers in order to support them to maximise the sales of healthy food choices (mostly fruit and vegetables) and to minimise waste. HLP training sessions have been delivered to approximately 120 staff/volunteers from 47 community retailers. Training participants have been encouraged to disseminate training to others in their organisation and/or to other community retailers. Community retailers have also received resources to support their activities comprising:

- display stands (available in two sizes) to promote and display their healthy food;
- Gold Standard Brochure specifically developed for community retailers;
- training disc; and
- point of sale materials.

1.2 Evaluation Aims and objectives

NHS Health Scotland commissioned Traci Leven Research to conduct an evaluation of the impact of the Scottish Grocers Federation Healthy Living Programme (HLP) on community retailers.

The overall purpose of the research was to identify impacts, particularly any longer-term impacts of the HLP training and resources on the community retailers. Specific objectives were to:

- Identify if and how the HLP training has been used by the community retailers, including dissemination of the training internally within the organisations and/or externally to other community retailers.
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- Identify if and how the training and/or resources have resulted in any overall financial benefits for the community retailers, in both the short and longer terms. If possible, these benefits are to be quantified per retailer.
- Identify if and how the training and/or resources have resulted in any other short- or longer-term benefits for the community retailers.
- Identify any barriers faced by community retailers related to the implementation of the training or use of the resources.
- Gather the views about the appropriateness and effectiveness of the HLP for community retailers.
- Highlight the strengths and weaknesses of the HLP training and resources, and make recommendations about improvements that could be made to either, as identified by community retailers.

- Explore how else the HLP could support community retailers.

Thus the evaluation was designed to determine both processes (e.g. how training has been disseminated/how resources have been used/barriers and facilitators to access and implementation) and impacts (e.g. benefits to the community retailer - such as any changes to turnover, reduction in waste, changes to produce range/volumes of fresh products sold, changes to customer relationships/customer base or impacts on knowledge/skills, career/personal development). The evaluation's focus was entirely on impacts on community retailers only. Separate research has been conducted periodically throughout the programme which has measured shoppers' buying behaviour and attitudes towards healthy living and available choices. Separate research is also underway to examine the impacts on convenience retailers.

2. Method

2.1 Methodology Overview

The evaluation methods comprised an online survey and follow-up case study interviews.

2.2 Online Survey

Contact details were not held for all participants of the HLP training. There were also staff/volunteers who had attended the training but the organisation had since closed. CFHS were able to provide contact details for 26 organisations for lead contacts who had attended training, together with some names of others who had been trained within these organisations. Contact details were obtained for a further two organisations who had received training through an internet search and telephone calls were made to obtain email addresses. An online survey using the LimeSurvey tool was developed and agreed with NHS Health Scotland (see Appendix 1), and a link to the survey was sent by email to these 28 organisations. Two email addresses proved out of date and undeliverable, leaving 26 organisations who were successfully contacted.

All those contacted by email were invited to complete the online survey and to share the link with others they knew of within their organisation and community who had been involved in the HLP Programme.

A total of 14 people responded to the survey. There was no evidence that the survey had been shared with others, and these 14 responses represented 14 different community retailers. This represents a response rate of 54%. Of these 14 respondents, 12 gave their local authority area. There was a wide geographical spread of organisations, covering:

- Aberdeen City.
- Clackmannanshire.
- East Lothian.
- City of Edinburgh (n=2).
- Glasgow City.
- Moray.
- South Lanarkshire (n=2).
- Stirling.
- West Lothian.
- Western Isles.

The types of organisations represented were:

- Fruit and vegetable co-op (n=4).
- Fruit barra or stall (n=4).

- Community shop (n=1).
- Community cafe (n=1).
- Other community food initiative (n=1).
- No answer given (n=3).

2.3 Case Studies

Those who completed the survey were asked whether they gave consent to be contacted for interview. There were five community retailers who gave consent to be contacted. However, two of these potential case studies could not be completed because of the community retailers' non-responsiveness. The remaining three were followed up with case study interviews. Case study interviewee participants were contacted by telephone and/or email according to the contact details provided in the survey.

Each case study involved the researcher making a visit to the community food retailer to meet and interview relevant staff/volunteers to explore in-depth the retailers' involvement with the programme from first contact, training, application of training and resources, dissemination and impacts. These case studies provide illustrations of the programme 'in action' for three community retailers - the nature of their engagement and the impacts on the organisation.

Case study findings are reported in the next chapter. Case Studies 1 and 2 are based on interviews with initiative managers; Case Study 3 is based on separate interviews with 3 volunteers and 1 local authority staff member who supports the local fruit barra. (There is no manager at Case Study 3).

2.4 Information for Participants and Consent

Emails sent to potential survey respondents with the link to the online survey included information on:

- the purpose of the evaluation;
- why respondents had been selected;
- how data would be used and stored;
- assurances that participation was voluntary;
- assurances that the survey could be completed anonymously; and
- contact details in case of query.

Completion of the online survey was taken as consent to participate. An information note was provided to potential case study interviewees (see Appendix 3) in advance of the interview and written informed consent was recorded on a consent form prior to the interview taking place (see Appendix 4).

2.5 Limitations

Contact details were not available for all those who had received HLP training and it is recognised that the 14 respondents who participated in the survey constitutes a small number and may not be representative of all community

retailers which have been involved in the HLP. Some participants took part in HLP training over five years before the evaluation took place and this may have affected accuracy of recall.

3. Survey Findings

3.1 Chapter Introduction

This chapter presents the findings from the survey of community retailers. The findings are presented in three sections:

- training;
- resources; and
- impacts.

3.2 Training

All those who were invited to take part in the survey had received HLP training. However, when the 14 respondents were asked what type of training they had received:

- Nine said that have received training by the HLP manager.
- Two said that they have received HLP training from someone else in their organisation.
- Three said they had not received either of these.

Of the 11 respondents who recalled having received any HLP training, five said that they remembered it 'very well', five said they remembered it 'fairly well' and one did not remember it at all².

All those who said they had received HLP training (either directly from the HLP manager or from someone else in their organisation) felt that the training was relevant to their organisation (six said 'very relevant' and five said 'fairly relevant') as shown in Table 1.

Table 1: Perceived relevance of the training to organisation (n)

	Very relevant	Fairly relevant
Training by HLP manager	5	4
In-house HLP training	1	1
Total	6	5

All 11 of the survey respondents who recalled having had HLP training reported benefits of the training. Table 2 below shows the potential benefits listed in the survey and the number of respondents who reported experiencing each benefit. The most commonly reported benefit was increased awareness/knowledge about promoting sales of fruit/vegetables, with 10 of the 11 respondents reporting this benefit. However, all six potential benefits were reported by at least some of the respondents.

² Although one respondent said they did not remember the training at all, this respondent went on to say the training was relevant and was able to point to benefits of the training, thus indicating they could recall the training to some extent.

Table 2: Reported benefits of HLP training (n)

	Training by HLP Manager (n=9)	In-house HLP training (n=2)	Total (n=11)
Increased awareness/knowledge about caring for fruit/vegetables	5	2	7
Increased awareness/knowledge about seasonality of fruit/vegetables	5	2	7
Increased awareness/knowledge about promoting sales of fruit/vegetables	8	2	10
New skills	2	1	3
New ideas	4	2	6
Helpful contacts	4	1	5

Respondents were also asked to report any other benefits of the HLP training. Two respondents gave an answer, and these were 'increased networking' and 'good information re point of sale and displays'.

Of the 11 respondents who recalled having HLP training, all but one had shared their learning/disseminated training with others. Nine had shared their learning with others in their organisation; two had shared their learning with others in their community and one had shared their learning with others in other communities.

Table 3: Sharing of learning and/or delivery of HLP training (n)

	Training by HLP Manager (n=9)	In-house HLP training (n=2)	Total (n=11)
Shared with staff/volunteers in own organisation	7	2	9
Shared with other people/organisations in community	2	0	2
Shared with other people/organisations in other communities	1	0	1
Did not share learning	1	0	1

Note: Multiple answers were permitted

Respondents were asked how many people they shared their learning with/disseminated training to. For the 10 respondents who had shared their learning from the HLP training, the number of people with whom learning was shared ranged from two to 15, and the mean number was seven.

3.3 Resources

Twelve survey respondents answered the questions about HLP resources. All of these were using at least one type of HLP resource. HLP stands were the most commonly used resource: 10 of the 12 respondents said their organisation was using at least one type of stand; seven were using the large display stand and eight were using the small display stand (five were using stands of both sizes). Five of the respondents said they used the training disc and a further three did not have the disc but would like to. Four of the 12 respondents used the Gold Standard Brochure. Point of sales materials were resources used by the least number of respondents (n=3), but seven respondents said they would like to have HLP point of sales materials. Table 4 shows the responses for each of the five types of HLP resource.

Table 4: Use/desire for HLP resources (Base=12)

	Use	Have, but do not use	Do not have, but would like to have	Do not have and do not want	Don't know
Large display stand	7	1	-	4	-
Small display stand	8	-	1	3	-
Gold Standard brochure	4	1	2	3	2
Point of sales materials	3	-	7	1	1
Training disc	5	1	3	1	2

None of the respondents said that they had experienced difficulties accessing or using the HLP resources.

Survey respondents were asked what other resources the HLP could provide that would be helpful to their organisation. Four responses were given and these were:

- cookery utensils, storage containers, aprons;
- leaflet explaining the available HLP resources (from a respondent who was unaware of the Gold Standards Brochure, training disc and point of sales materials);
- posters and re-usable price cards; and
- table top stands/tiers.

3.4 Impacts

Ten survey respondents answered the question about the impacts of their involvement with the HLP. All respondents reported impacts. Responses are shown in Table 5 below. All seven of the listed potential impacts were reported to have occurred by at least one respondent. The most commonly reported impact was changes to the way produce was displayed (reported by nine of the ten respondents). Additionally, five said their involvement with the HLP had led to

changes in the way produce was stored and five said that it had led to changes to relationships with customers. Four respondents said the HLP had impacted on the range of produce sold, four said the HLP had impacted on the amount of produce sold, and four said it had impacted on the way produce was sold (e.g. in bags, loose etc).

Table 5: HLP impacts (Base=10)

	Yes	No	Don't know	Doesn't apply
Changes to the way produce is displayed	9	1	-	-
Changes to the range of produce sold	4	5	1	-
Changes to the amount of produce sold	4	5	1	-
Changes to how produce is sold (e.g. in bags, loose etc)	4	6	-	-
Changes to how produce is stored	5	2	1	2
Changes to the way produce is ordered	1	7	1	1
Changes to relationships with suppliers	1	7	1	1
Changes to relationships with customers	5	3	1	1

Respondents were also asked to describe these changes. Four gave responses. These were:

- We display our special offers better.
- We have used the stands to develop new work in nurseries.
- We now display the most popular produce at the front of the stall or near the till point and the (advice on) the storing of produce was very helpful.
- We have been able to increase the range of produce sold, and increase the amount of produce we can sell³.

The survey also asked respondents about impacts relating to income and/or profit and wastage. The responses are shown in Table 6 below. Three respondents reported changes to income and/or profit and four reported changes to wastage.

Table 6: HLP impacts (Base=10)

	Yes	No	Don't know	Doesn't apply
Changes to income and/or profit	3	4	1	2
Changes to wastage	4	3	1	2

Respondents were asked to give details about changes to income and/or profit and wastage. Two respondents gave details of positive changes, and these were:

³ This respondent referred to receiving funding to assist with this, but the funding did not come from the HLP.

- 'Can't say in figures but also to do with continuous training the staff when it comes to rotation of stock and not ordering too much'.
- 'We sell at cost price plus 10%, so we do not make any profit - but we now sell an additional £30 weekly of dried goods that we did not previously (average weekly sales £500)'.

However, two respondents said that wastage had *increased* (at least temporarily). One respondent simply said that wastage was 'more'. The other elaborated:

'We were advised not to put out second grade items for a reduced price so the amount we wasted did increase, although careful ordering has now reduced it again' (survey respondent).

Respondents were also asked whether there had been any other benefits to them or their organisation of being involved in the HLP. Four responses were given. These were:

- 'Encouraged team members to monitor quality and improve displays'.
- 'It's good to keep up to date but no other real benefits'.
- 'Meeting people also working with food'.
- 'We use these stands on a daily basis and appreciate them greatly'.

3.5 Additional Comments

The survey asked respondents what else the HLP could do to support community retailers. Three answers were given, and these were:

- 'Continuous training available to groups, as this was done in 2008 but there has been no follow up or any more to send other staff on'.
- 'Provide more training'.
- 'Have separate programme for Community Food Outlets rather than retailers'.

Finally, respondents were asked for any other comments about the Healthy Living Programme. Four respondents gave comments. These were:

- 'It's very good but need more training events'.
- 'The disc is quite old fashioned'.
- 'Was good training'.
- 'We (case study 3) are making a change to the poor people of our community and as long as it continues we will be operating'.

4. Case Studies

4.1 Case Study 1

4.1.1 Organisation Overview

Case Study 1 was a Community Food Initiative which began operating in 1997. It supports numerous Community Food Outlets (CFOs) selling fruit and vegetables to community customers in hospitals, community centres and sheltered housing, covering various communities including deprived areas. The initiative supplies the fruit and vegetables for these CFOs, helps to co-ordinate their activity and provides training, advice and support. (There is also a parallel commercial operation which sells fruit and vegetables at a higher price to commercial customers and this enterprise subsidises the community outlet work). The case study interview was conducted with the Community Food Initiative's manager.

4.1.2 HLP Training

The manager first became aware of the HLP shortly after she came into post through regular contact with CFHS who kept her updated with available funding, resources and training opportunities. She felt that the training offered relevant and appropriate opportunities for the staff in her organisation and volunteers working in the community food outlets. She was advised by CFHS that HLP training could be provided if she was able to bring an appropriate number of people together, which she was able to do. There were around 10 participants in the training session, which took place in 2008.

In selecting volunteers for the training, the manager focussed on volunteers who she considered were motivated and successful in generating high sales. She acknowledged that some of the volunteers in community food outlets, particularly older volunteers were less motivated and volunteered more for social reasons; she did not feel they would be interested in attending training.

The manager considered the training helpful and informative. She felt that it was more beneficial to the volunteers who deal directly with customers in the community than to the staff at the community food initiative. The manager felt that the training was very relevant, and that the emphasis on the importance of enticing displays complemented and reinforced their own work to support CFOs in promoting sales of fruit and vegetables where they stressed the importance to volunteers of ensuring fruit and vegetables were well displayed. Other aspects of the training which she considered helpful were the information and advice on seasonality, nutrition and pricing.

Following the HLP training in 2008, there was some dissemination of the learning from the training with volunteers working in community food outlets in the form of 'a couple of community events'. However, there was no subsequent HLP training following this and volunteers who were subsequently recruited did not receive the training. The manager acknowledged that HLP training had not been a priority and there were a number of barriers to this including:

- The pressures of work as the Community Food Initiative has grown and developed, resulted in little time to focus on volunteer training.
- The lack of interest and difficulty in bringing older volunteers together for training - older volunteers such as those working once a week in CFOs in sheltered housing may find it difficult to come to a central location for training.
- Priority has been given to other (in house) training provided to volunteers such as food handling/food hygiene etc.

When asked whether the content of other in-house training (such as food handling) has been influenced by the HLP, the manager felt it may have very slightly, but not deliberately, had some influence.

Overall the HLP training appeared to have somewhat lapsed. However, at the time of interview a new HLP training event, run by the HLP manager, was scheduled in the area for the following week and some of the Community Food Initiative staff and CFO volunteers were due to attend this. This was to be the first HLP training activity for five years due to the barriers listed above.

4.1.3 HLP Resources

At the time of interview the initiative had four HLP stands - two large and two small. The large ones were obtained shortly after the training event in 2008 and the two small ones were obtained in 2013.

Of the four HLP stands held, only two were currently in use. One had been used by a CFO in a school, but after the CFO ceased trading, the manager was unsure what had happened to the stand. One CFO operating in a community centre four days per week received one of the stands shortly after the training in 2008 and had consistently used it. The stand was being stored in the community centre. One of the new smaller stands was being used in a CFO running in a hospital and the volunteers were transporting it to the hospital for use each week. The other new smaller stand was not in use and was being held in the Community Food Initiative warehouse as there was not current outlet for which the stand was felt to be appropriate.

The manager thought the stands were good for displaying food, that they were attractive, colourful and eye-catching and that they were easy to keep clean. However, she felt that they were 'not very transport-friendly'. Many of the local CFOs run as 'pop-up shops' operating perhaps for one or two hours per week.

The demands on the vans and delivery drivers mean that it is not always practically possible to deliver stands together with produce for a pop-up shop. The manager noted that some of the CFOs in community centres were able to store the stands, but most of them did not have space available to store them.

The manager was unaware of the Gold Standard brochure and indicated that she would like to see it. She was aware of the training disc and thought that they may have one, but had not used it and could not comment on its content.

The manager identified some additional resources which would help CFOs display and promote fruit and vegetable sales. These were:

- A two-tier table-top display stand for use in CFOs in sheltered homes and community centres that are not able to use the current floor-standing display stands. She suggested 'something that could be delivered box-sized and put together'.
- Leaflets for CFO customers to pick up and take away such as 5 favourite fruits and associated nutritional advice, recipe ideas, etc.
- Washable price tags (e.g. fruit shaped tags) or price cards. She noted that customers prefer to see prices on stands rather than have to look up a price list.

4.1.4 Impacts

The manager felt that the CFO who had consistently used the large HLP display stand had increased their product range and that the stand had facilitated this, so this was a positive impact. Her view was that the HLP training itself had not made a significant impact on the work of the volunteers nor impacted on sales. She expressed the view that there was scope to increase sales and she felt that providing resources to make fruit and vegetables look appealing would be more likely to impact on sales than training.

4.2 Case Study 2

4.2.1 Organisation Overview

Case Study 2 was a community food project, established in 1997, which runs local community food co-operatives, concentrating on areas of deprivation. They operate in GP surgeries, nurseries, community venues and from a van visiting communities at times to link with toddler groups etc. The van also makes community visits to target the isolated, housebound and disabled people. The project is staffed by the manager, a driver, a part-time member of staff and around 10 volunteers, eight of whom have support needs. Some of the volunteers have full time carers who support them in their work. The case study interview was conducted with the project manager.

4.2.2 HLP Training

The project manager received HLP training at an event in 2008 and arranged for her volunteers to receive the training, which was organised and delivered by the HLP manager.

The manager considered the training of limited use to her personally as she had considerable relevant experience. She felt, however, that it was always useful to take time to consider the issues and the messages that she should be promoting to her staff and volunteers. She felt that the training was highly relevant and appropriate for volunteers working in the community. Overall, the manager felt that the training was delivered in an excellent format - both the content of the training disc and the additional information imparted by the HLP manager during the training session. She felt the focus on how to display produce was particularly relevant and helpful.

Following the initial group HLP training session, the HLP training disc has been used to provide training to new volunteers as part of the standard induction training. Prior to the HLP training, the supplier provided training annually to volunteers on how to display produce on stalls. Since becoming involved in the HLP programme, the supplier still provides annual training, but the project incorporates HLP training with the supplier session. The manager felt that the two training programmes worked well together and that the supplier's training was more 'practical' while the HLP training was more 'theory'.

Although the manager praised the HLP training and the training disc for its content and format, she suggested that the training could be updated to take account of arising issues. In particular she felt it would be useful to cover issues around customer requests for organic products, and the conflicting demands of customers who want to know that produce is organic but are reluctant to buy fruit which looks imperfect or vegetables that are 'dirty'. The manager also suggested that it would be useful to offer a 'higher level' training aimed at project staff who have more experience and knowledge of the issues around promoting the sales fruit and vegetables. She suggested that she, and/or other community initiative managers could be enlisted to help develop such training resources.

4.2.3 HLP Resources

The project had five HLP display stands (four large and one small). They also had the Gold Standards Brochure and the training disc.

As discussed above, the training disc had been used with all staff and volunteers.

At the time of interview, the small stand was not being used. The intention had been to use the stand in their van and affix it to the interior as a permanent display for a mobile shop. However, it did not prove possible to affix the stand to

the metal interior. There was also difficulty relating to the space requirements as the van was being used to transport tables and large stands as well as produce.

The four large stands were being used weekly - two were 'travelling stands' and two were permanently in nurseries. The stands had been tried in different food co-operatives but the manager felt that they were not suitable for all locations. For example, in the large corridor where the food co-op is situated in a GP surgery, the stand was 'lost' and people tended to walk by without noticing it. It was felt that selling from a long table in this location worked better. Also, in another co-op the stand was situated at the end of a long table with produce set out on both the table and the stand. Here it was found that sometimes customers would miss the produce they were looking for if it was on the stand rather than the table.

However, the stands have proved very successful in the nurseries. Indeed, the availability of the stands was the impetus for the initiative to sell fruit and vegetables to nursery children's parents and carers. They currently sell at two nurseries. In one in particular, the project has proved particularly effective. The HLP stand is positioned in a corridor through which all nursery children and their parents/carers must pass as they exit from any of three nursery classes. Produce sold includes fruit bags, soup bags, eggs and fruit juice as well as loose fruit. At the second nursery, there is not room within the building and the stand is positioned outside. It was felt that this was not quite as effective and more parents were inclined to walk past the stand when it was outside.

The manager praised the stands for being attractive and that 'they look great when they're filled', and she considered them very versatile for displaying various different types of produce. She said that they frequently got positive comments about the stands in food co-ops and nurseries. The one key negative point about the stands, however, was that she did not feel that they travelled well and the two stands which travel had been damaged due to wear and tear.

The manager felt it may be helpful if resources were available for displaying prices on stands and tables.

4.2.4 Impacts

The manager did not feel that the training had impacted significantly on the way volunteers display products. She felt that due to the support needs of most of her volunteers it may be difficult for them to absorb and action the learning. She also felt that because there was a gap between the initial training and receipt of the stands (they did not have use for the stands at the time of the training), the volunteers would not necessarily see a connection between the stands and the training.

The manager did not feel that the stands had impacted on sales at the food co-operatives in most community venues. However, the stands had made a very

significant impact at the nurseries - they prompted and enabled the new initiative at the nurseries and generated significant sales: at the nursery where the stand was positioned in the corridor, sales of £50 were generated in a 15 minute period four times a week, as families exited the nursery.

4.3 Case Study 3

4.3.1 Organisation Overview

Case Study 3 was a community fruit barra operating once a week in a church hall in a deprived community. The fruit barra began operating in January 2013. They operate one morning a week where they display and sell fruit and vegetables, run a pre-order system where customers can collect or have bags of fruit/vegetables delivered, and cater for nursery children. They run a coffee shop in conjunction with the fruit barra. The fruit barra is staffed by ten volunteers. Case study interviews were conducted separately with three volunteers and a local authority staff member who has provided support to the volunteers.

4.3.2 HLP Training

Two of the volunteers attended an HLP training event in December 2012, which they found opportune as it was one month before the fruit barra began operating.

The volunteers who attended the training found it interesting and helpful. One could not recall much of the detail of what was covered, but remembered finding it interesting, appreciated the quiz element and found it helpful to be able to take away the training disc and Gold Standard brochure. The other volunteer who attended the training felt it had been very helpful in directing them to the important elements as they prepared to establish their fruit barra, and of particular benefit to them was the advice around seasonality and to listen to customers. Both volunteers also found it very helpful to meet with volunteers from other established fruit barras and learn how they operate.

Following the HLP training, the two volunteers who had attended shared their learning with the other volunteers at the fruit barra. This was done an informal way, simply discussing what had happened at the event and the key points that they had learned. Some of the volunteers took the training disc home to use, but some did not have computers at home so were unable to access it.

4.3.3 HLP Resources

The volunteers displayed the Gold Standard brochure in the foyer to the church hall so that it could be accessed by both volunteers and customers. The volunteers felt that the brochure included some very relevant and helpful advice for customers.

The volunteers did not wish to receive or use HLP stands to display their produce. They used long tables to display their produce together with a traditional wooden barra which had been made and donated by a member of the

community. Much of the produce displayed on the tables was put in baskets which had been donated by the volunteers. The volunteers felt that the current resources for displaying produce worked well and they did not feel that the HLP stands would be helpful as they would not be in-keeping with the traditional fruit barra character which their current displays embodied. There was also limited space in the church hall to store stands.

As noted above, the training disc was shared with those volunteers who were able to use it on a home computer. The training disc was considered to be helpful, informative and in an accessible and engaging format. Some volunteers felt that much of what was covered was 'just common sense' but felt that some of the advice was useful to impart to customers. Indeed, the volunteers had used some of the information from the disc to prepare small cards which they placed in fruit bags which they were selling, giving storage advice and advising to wash fruit, etc.

The local authority employee felt that if additional resources were available it would be helpful to have materials to promote the fruit barra such as a large banner to be placed outside. She also felt that it would be helpful to have more advice for customers regarding cooking/using fruit and vegetables on tight budgets, particularly in light of welfare reforms.

4.3.4 Impacts

Because the fruit barra was not operational before the volunteers received the HLP training and resources, it was difficult to determine impacts of the programme. The volunteers received support and advice from a number of sources including the local authority, the local NHS board, and visits and follow-up contact with other local fruit barras in addition to the support from the HLP training and resources. All these sources of support and advice were felt to be very helpful and shaped the operation of the fruit barra. All those involved felt that the fruit barra had been very successful since it started operating and had grown rapidly. A recent count revealed there were around 140 customers in one morning (including those who had placed orders as well as those who came in person to select their fruit and vegetables). The volunteers took pride in the difference they were making in to the local community, particularly the perceived increase in fruit and vegetable consumption among young children.

Although it was difficult for volunteers to distinguish between the various sources of advice and support and determine impact, possible impacts of the HLP training were:

- the volunteers' commitment to listening to customers and ordering what they know customers want and what will sell;
- addressing seasonality and varying produce accordingly - e.g. making and selling salad packs during the summer;

- the presentation of fruit and vegetables (e.g. keeping fruit and vegetables separate on display); and
- passing on advice to customers including information obtained from the training resources (e.g. cards in fruit bags offering advice on washing and storage).

5. Discussion on Findings for Each Evaluation Objective

5.1 Chapter Introduction

This chapter brings together and discusses the findings from the case studies and the survey to answer each of the first six evaluation objectives. These were:

- Identify if and how the HLP training has been used by the community retailers, including dissemination of the training internally within the organisations and/or externally to other community retailers.
- Identify if and how the HLP resources have been used by the community retailers.
- Identify if and how the training and / or resources have resulted in any overall financial benefits for the community retailers, in both the short and longer terms. If possible, these benefits are to be quantified per retailer.
- Identify if and how the training and/or resources have resulted in any other short- or longer-term benefits for the community retailers.
- Identify any barriers faced by community retailers related to the implementation of the training or use of the resources.
- Gather the views about the appropriateness and effectiveness of the HLP for community retailers.

The remaining two evaluation objectives concerned highlighting the strengths and weaknesses of the HLP training and resources and making recommendations for improvements and further support. These objectives are addressed in the next chapter (conclusions and recommendations).

5.2 Objective 1: Training

The survey revealed a high level of dissemination of HLP training - all but one of the respondents who recalled taking part in HLP training had shared their learning with others. Training had been disseminated not only to others in the participants' organisation, but also to other people/organisations in the community and beyond.

The case study interviews also revealed evidence of both formal and informal dissemination of training and variation in practice. At Case Study 1, there was some dissemination of the HLP training with volunteers following the initial training session, but there was no further training and any new volunteers did not receive any HLP training. In contrast, the staff volunteers at Case Study 2 all received HLP training as a group, but additionally HLP training (using the training disc) has been routinely incorporated into the induction training for new volunteers. Case Study 3 involved informal debriefing to volunteers following the attendance of two volunteers at an HLP training event.

The survey findings and the interview at one of the case studies revealed that there was demand for more HLP training opportunities among some community retailers.

5.3 Objective 2: Resources

Most survey respondents had, and were using, at least one type of HLP stand to display produce. Case studies revealed that stands were being used in various community retail outlets including those operating in hospitals, community centres and nurseries to display fruit and vegetables. There were, however, some stands which were not in use due to various barriers and limitations (see section 5.5).

The Gold Standard brochure was being used by half of the community retailers. At two of the case studies, the brochure was being referred to and used regularly - in one case to inform training of volunteers, and at the other it was on display to be accessed by both volunteers and customers.

The training disc was being used by half of the community retailers in the survey, and others indicated that they would like this resource. The disc had been used at two of the case studies to train volunteers by means of:

- group training session;
- one-to-one training; and
- informally in the volunteers' own time at home.

Point of sales materials were used by three in ten survey respondents and none of the participants in the case studies used - or were aware of - HLP point of sales resources. The survey showed that there was interest among community retailers in accessing point of sales resources and case study interviews also revealed that community retailers would appreciate point of sales materials such as recipe ideas or nutritional advice.

5.4 Objectives 3 and 4: Benefits

5.4.1 Objective 3: Overall financial benefits

A small number of community retailers indicated that involvement in the HLP had led to positive impacts on their volume of sales and/or income. The manager at Case Study 2 pointed to the impact of the HLP stands which had facilitated a new initiative to sell fruit and vegetables at nurseries. She pointed to one stand generating sales of £50 during the 15 minute periods when families exited the nursery (four times per week), and emphasised that this would not have been possible without the HLP stands. Overall, however, most community retailers were unable to point to increased sales as a result of the HLP programme. The manager at Case Study 1 felt that training programmes were unlikely to impact on sales and suggested that additional resources were more likely to impact on sales:

'I can't really say if the Healthy Living Programme has impacted on our sales, but I would say it probably hasn't. I would say that running a course here and there won't help with that. What makes a difference is the provision of more resources; that might help - something that looks attractive and makes the produce look more attractive' (Manager, Case Study 1).

Two of the survey respondents indicated that there had been a negative impact of the HLP on the amount of wastage - one elaborating that they had taken advice not to display 'second grade' produce and in the short term - before adjusting their orders - this led to increased wastage. None of the case studies felt that the HLP had impacted on wastage, but all felt that they already had efficient and well monitored processes in place to control wastage.

5.4.2 Objective 4: Other short- or longer-term benefits

All those who had received HLP training mentioned benefits of the training. The most common benefits were increased knowledge/awareness about promoting sales of fruit/vegetables, seasonality and caring for fruit and vegetables. Some also reported that the training had given them helpful contacts. Case study interviews supported these findings, with staff and volunteers mentioning benefits of increased awareness/knowledge particularly among volunteers. The volunteers in Case Study 3 found the training event particularly helpful as an opportunity to meet and learn from other fruit barra volunteers before they began their own barra.

All community retailers who responded to the survey mentioned impacts of participating in the HLP, the most common being changes to the way produce is displayed. Although few elaborated on this, an example given was displaying the most popular produce at the front of the stall or at the till point. As most were using HLP display stands, it could be inferred that use of these stands also constituted a change to how produce was displayed. In Case Study 3, the volunteers felt that their HLP training had influenced their choice to display fruit and vegetables separately. Additionally Case Study 3 volunteers felt that their attention to meeting customers' needs and addressing seasonality (e.g. preparing salad bags in summer months) had been informed by the HLP (although there had been other sources of advice also). Volunteers at Case Study 3 also used information and advice from the HLP training resources to prepare information cards to give to customers in fruit and vegetable bags regarding storing and washing produce.

5.5 Objective 5: Barriers

Although dissemination of training had widely taken place, all three case studies highlighted barriers to dissemination or continued dissemination. These included:

- difficulty finding time to organise and deliver training;
- lack of interest/motivation to attend training among some groups of volunteers, including older people;
- difficulty for some volunteers with support needs to comprehend/engage with training;
- other types of training taking a priority (e.g. food hygiene); and
- lack of access to PCs for some volunteers.

None of the survey respondents said they had any difficulty accessing or using HLP resources. Although ten of the twelve respondents used HLP stands, the case studies revealed that some community retailers had more stands than they were using. The case study interviews highlighted that the stands were not suitable for all types of community retailers. Barriers to using the stands at various community retail outlets were:

- Lack of storage space - community outlets operating as 'pop up shops' perhaps once or twice a week in venues such as community centres did not always have access to storage space for the stand.
- Difficulty transporting stands - both Case Studies 1 and 2 highlighted that the stands are not easy to transport, taking up much space in vans which are transporting fruit and vegetables. Stands which have been frequently transported to outlets in communities have become damaged.
- Unsuitability for large retail spaces - community retail outlets operating from large spaces were felt to benefit more from horizontal presentation of produce on long tables rather than vertical stands.
- Incongruity - for case study three which used a traditional wooden barra and baskets for a traditional and organic presentation, the modern HLP stand was not felt to be appropriate.

'The stand doesn't work well everywhere. We tried it in the GP surgery, but the place is huge and it just got lost. We use a six foot table there and it works a lot better; we just put the table up and we put artificial grass on top, and the produce out loose on top of that. When we had the stand up in the massive corridor, people just walked past it. You would need to have two or three stands to make an impact in that space, but we couldn't do that because it would take up too much room in the van'. (Manager, Case Study 2).

'The folk who come here are not looking for big fancy displays with flags on it; they just want to see what we've got and choose what they want. Everything we use for the displays - the wooden barra and the baskets - were donated by the volunteers. I don't think we need a stand...I'm happy with what we've got and it works well'. (Volunteer, Case Study 3).

The survey revealed that few community retailers were aware of the HLP point of sales materials, so this was a barrier to their use.

5.6 Objective 6: Appropriateness and Effectiveness

All training participants from the survey felt that the training had been either very relevant or fairly relevant to their organisation. Case study interviews also found staff and volunteers who had attended HLP training felt it had been relevant to their organisation - particularly to 'front line' staff and volunteers who deal directly with customers in community retail outlets, but of less relevance to more experienced staff/project managers.

'I think the training is better for those who are handling the fruit and veg on a day-to-day basis and selling to the customers - especially the community food outlets who have bigger stalls and need to focus more on having eye-catching displays. I know the volunteers running the stalls in hospitals found it beneficial' (Manager, Case Study 1).

For both Case Study 1 and 2, the project managers felt that the training reinforced messages that they themselves tried to impart on their community volunteers relating to the importance of displaying fruit and vegetables well and effectively:

'The focus on display tied in very much with what we do - our number one priority is that the fruit and veg looks good and it is displayed properly' (Manager, Case Study 1).

'The content of the training and the DVD was good, especially the focus on displaying the products - they must be displayed nicely in order for them to sell, and that's what we've always stressed' (Manager, Case Study 2).

One comment from the survey was that a separate programme should be developed for community outlets. Those who attended training programmes early in the programme would have received the same training and resources as the convenience stores, but a separate HLP training programme and Gold Standards brochure has since been developed specifically for community retailers and more recent training participants have benefited from this.

6. Conclusions and recommendations

6.1 Conclusions

The intention at the outset of the programme was that HLP training participants would disseminate the training and share their learning. This appears to have been achieved, and a finding from the evaluation is that the training has been widely disseminated by participants, with learning shared with many others in participants' organisations and others in their community (and beyond).

The case studies showed an example of where HLP training has been integrated into staff/volunteer induction and development programmes and this has been assisted by the HLP training disc. However, in another case study, following initial HLP training, engagement with the programme has dissipated.

The evaluation has also shown that the HLP training and resources have impacted on awareness and knowledge (particularly around promoting sales of fruit and vegetables) and practices (particularly around how produce is displayed).

The HLP stands were viewed positively and there was evidence of the stands having led to increased product ranges and being used to launch new selling opportunities in communities (e.g. the nursery initiative at Case Study 2). However, the stands were developed for use in convenience stores and they were not always suited for use at community retail outlets particularly 'pop-up' and mobile shops.

Survey responses and case study interviews revealed an appetite for more training opportunities, further advice/information, and various resources to help promote and display produce.

6.2 Recommendations

Community retailers would benefit from more resources developed specifically for community retail outlets. Evidence from the survey and case study interviews suggest that resources which would be of particular value would be:

- table-top stands (e.g. two tier display) which could be folded and assembled for use on long tables;
- baskets or other 'organic' style displays;
- pricing labels; and
- information resources to give to customers such as recipe ideas, nutritional advice, etc.

The evaluation findings also suggest that more information, advice and further training opportunities would be welcomed. It is noted that contact details were not held for many of the past HLP training participants. It is suggested that, in

future, HLP training participants have the opportunity to register their contact details for future updates and information. These could be used to build a contact list and, for example, emails could be sent with:

- pointers and reminders/helpful hints or seasonally relevant advice;
- sharing of good practice/ideas from other community retailers;
- information about available resources; and
- information about upcoming training events.

Regular contact would ensure that the HLP remained in the consciousness of those who had participated in the training. The evaluation findings also highlighted the value of community retailers learning from one another - thus, sharing information about practices from elsewhere would be of benefit. There may also be scope for contact details being shared (with consent) or setting up an online community to allow community retailers in different parts of Scotland to share ideas.

It may also be possible to develop further HLP training opportunities, and evaluation findings suggest possibilities include:

- 'refresher' or update training for past HLP training participants;
- updated training resources with attention to current demands and issues; (e.g. interest in organic produce, advice for customers with small budgets etc); and
- more advanced training for those with more experience in working in community food initiatives.

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Appendices

Appendix 1: Survey Questionnaire

Awareness/ involvement

How much do you know about the Scottish Grocers Federation Healthy Living Programme (HLP)?

I know a lot about it

I know a little about it

I have heard of it, but don't know much about it

I don't know anything about it/never heard of it.

Has your organisation had any involvement with the Scottish Grocers Federation Healthy Living Programme (HLP)?

Yes

No

Not sure

In what ways has your organisation been involved with the programme?

Training

Have you personally had any of the following training?

Healthy Living Programme (HLP) training session - delivered by the Healthy Living Programme Manager

Healthy Living Programme (HLP) training from someone in your organisation or community

Neither of these

What was the date of your training? (Approximate date if not sure)

How well do you remember the training?

Very well

Fairly Well

Not well

Not at all

How relevant was the training to you/your organisation?

Very relevant

Fairly relevant

Of little relevance

Not all relevant

Don't know

Did the training give you any of the following?

PLEASE TICK ALL THAT APPLY

Increased awareness/knowledge about caring for fruit and vegetables

Increased awareness/knowledge about seasonality of fruit and vegetables

Increased awareness/knowledge about promoting sales of fruit and vegetables

New skills

New ideas

Helpful contacts
None of these

Did the training benefit you or your organisation in any other ways?

Following the training, did you share your learning and/or deliver HLP training to:
 Other members of staff/volunteers in your organisation
 Other people/organisations in your community
 Other people/organisations in other communities/areas
 No-one

(If any of the above): How many people did you provide training to?

Resources

There are a number of HLP resources available to community retailers. For each of the resources listed, please say whether you/your organisation:

- use the resource;
- have the resource, but do not use;
- do not have, but would like to have;
- do not have and do not want

	Use	Have, but do not use	Do not have, but would like to have	Do not have, and do not want	Don't know
Large display stand (on castors with 4 removable trays)					
Small display stand (with fixed shelves, not on castors)					
Gold Standards Brochure					
Point of sale materials					
Training disc					

If there are any HLP resources that you have, but do not use - why is this?

Have you had any difficulty obtaining/accessing any HLP resources?
 Yes No don't know not applicable

(If yes) Please say in what ways you have had difficulties obtaining/accessing resources

How could this have been improved?

Have you had any difficulty using any of the HLP resources?

Yes No don't know not applicable

(If yes) Please say in what ways you have had difficulty using any of the HLP resources

How could this have been improved?

What other resources could the HLP provide that would be helpful to your organisation?

Impacts

Has your involvement in the HLP led to any of the following:

	Yes	No	Don't know	Doesn't apply
Changes to the way produce is displayed				
Changes to the range of produce sold				
Changes to the amount of produce sold				
Changes to how produce is sold (e.g. in bags, loose, etc)				
Changes to how produce is stored				
Changes to the way produce is ordered				
Changes to relationships with suppliers				
Changes to relationships with customers				

(For each change mentioned above) - Can you say in what way these have changed?

Has your involvement in the HLP led to:

	Yes	No	Don't know	Doesn't apply
Changes to income and/or profit				
Changes to the amount of wastage				

Can you say in which way your income and/or profit has changed? - If possible, please provide estimated or actual figures to quantify changes.

Can you say how the amount of wastage has changed - if possible, please provide estimated or actual figures.

Have there been any other benefits to you or your organisation of being involved in the Healthy Living Programme?

What else could the Healthy Living Programme do to support to community retailers?

Do you have any other comments about the Healthy Living Programme?

About you/ your organisation

What type of organisation do you work for/volunteer for?

- Food co-op
- Fruit and vegetable co-op
- Fruit barra or stall
- Community shop
- Community cafe
- Other community food initiative

What is your role?

- Manager
- Paid staff
- Volunteer staff

Please provide the name of your organisation (This information will not be included in the survey report, and you will not be identified)

What is your local authority area?

We would like to contact some people who have taken part in HLP training and/or are part of organisations who have been involved with the HLP, to find out more about your views and experiences and the work of your organisation. Would you be willing to be contacted to arrange a chat, either by telephone or in person?

Yes

No

If yes, please provide details so we can get in touch.

Name

Organisation name

Email

Telephone

Thank you for taking the time to complete the survey.

Appendix 2: Case Study Interview Topic Guide

Initial Contact

How did you first hear about the Scottish Grocers Federation Healthy Living Programme (HLP)?

How was contact made?

What happened next?

Why did you want to get involved?

Training

Did you personally attend a Healthy Living Programme (HLP) training session (delivered by the Healthy Living Programme Manager)?

Date of training:

What do you remember about the training?

What did you think of the training?

PROBE: Relevance to your organisation
 Topics covered
 Format
 Knowledge/skills of trainer
 Venue
 Time taken
 Number/type of participants

What (if any) were the benefits of attending the training?

PROBE: increased awareness/ knowledge about caring for fruit and vegetables
 Increased awareness/ knowledge about seasonality of fruit and
vegetables
 Increased awareness/ knowledge about promoting sales of fruit and
vegetables
 New skills
 New ideas
 Helpful contacts
 Anything else

Following the training, did you share your learning and/or deliver HLP training to:

Other members of staff/volunteers in your organisation
Other people/organisations in your community
Other people/organisations in other communities/areas

(IF ANY OF THESE):

PROBE: Numbers trained, which staff/organisations
Format of training (formal/informal; groups/1-to-1) etc
Feedback from those trained
Impact on those trained - e.g. if known, whether others use resources, changed working practices etc

Did you have any difficulties training others or sharing your learning?

What would have made this easier?

Resources

What HLP resources, if any, do you have?

PROBE: Large display stand (on castors with 4 removable trays)
Small display stand (with fixed shelves, not on castors)
Gold standards brochure
Point of sale materials
Training disc

For each: Have you used these? (why/ why not?);
Do you currently use these? (why/ why not?);
How have these been used?
What do you think of the resource? (inc. relevance/ suitability for your organisation)
Any benefits of using the resource?
Could this resource be improved in any way? (how?)

Have you had any difficulty accessing or using any HLP resources? How could this have been improved?

What other resources would be helpful to your organisation? Why?

Impacts

Has the training and/or resources made any impact on how your organisation operates? If yes- how?

PROBE: Way produce is displayed
Range of produce sold
Amount of produce sold
How produce is sold (e.g. bags/loose)
Way produce is stored
Way produce is ordered
Relationships with suppliers
Relationships with customers

FOR EACH CHANGE PROBE:

Details of practices before/after;

Whether changes were short/long term;
What prompted the changes (training/resources etc);

Have these changes impacted on income/profit or amount of wastage?
If yes: in what way? Probe for figures (estimates or actual)

Have there been any other benefits to you or your organisation of being involved in the Healthy Living Programme?

What do you think the purpose of the HLP is?

Do you think the HLP is effective in meeting this purpose?

What else could HLP do to help community retailers?

Do you have any other comments about the Healthy Living Programme?

Appendix 3: Information for Case Study Participants

Evaluation of the Impact of the Scottish Grocers Federation Healthy Living Programme (HLP) on Community Retailers
Information for Interviewees (Case Studies)
11 October 2013

About the Evaluation

You are being asked to take part in an evaluation. Before you decide whether or not to take part it is important for you to understand why the evaluation is being done and what it will involve. Please take time to read the following information carefully. Our researcher will talk through this information with you and answer any questions. The evaluation has been commissioned by NHS Health Scotland and will be undertaken by Traci Leven Research on their behalf. Traci Leven is an independent research consultant. The aim of the evaluation is to identify impacts of the Scottish Grocers Federation Healthy Living Programme (HLP) on community retailers.

In addition to an on-line survey of community retailers, the evaluation will involve around four case study interviews with community retailers who have been involved with the campaign to explore ways in which HLP training and resources have been put to use in communities.

Your Participation

You have been invited to take part in evaluation case study interview because of your role in a community retail organisation which has been involved in the Healthy Living Programme. Your views and experiences would be valuable to the evaluation. However, participation is voluntary and you are not obliged to take part. You can, of course, withdraw at any time without giving a reason. Should you be willing to take part, you will be invited to be interviewed by Traci Leven at your place of work. Interviews will last no more than one hour. If you decide to take part you will be given this information sheet to keep and asked to sign a consent form.

Confidentiality/Anonymity and Data Storage

All information collected about you will be kept strictly confidential and will only be used for research purposes. Neither you nor your organisation will be identified by name in the analysis or reporting. The research report will describe each organisation in case studies anonymously (e.g. 'Case Study A' and will describe it by type only e.g. 'community food initiative', 'community fruit barra' or 'community food co-op'). You should alert Traci Leven to any information you give which you would not wish to be reported and this will be respected.

Notes will be taken during the interview, and written up by Traci Leven. Only Traci Leven and the research team at NHS Health Scotland will have access to this information which will be stored securely at the offices of Traci Leven Research, then transferred securely to NHS Health Scotland where it will be kept for a minimum period of 3 years then securely destroyed.

Use of Findings

Traci Leven will prepare a research report and this will be published by NHS Health Scotland. If you would like a copy of this report, please contact Anne Gibson (see contact details below).

Contacts

If you have any questions about the evaluation or wish to withdraw at any time, please contact:

Traci Leven:

Traci Leven Research, 2 Kirkhouse Avenue, Blanefield, Glasgow G63 9BT

Telephone: 01360 770362 or 07939898722

Email: traci@levenresearch.co.uk

If you would like any other information or have any concerns about the study, then please contact:

Anne Gibson:

National Development Officer, NHS Health Scotland, Thistle House, 2nd floor, 91 Haymarket Terrace, Edinburgh EH12 5HE.

Telephone: 0131 313 7505

email: anne.gibson5@nhs.net

