Peckham Pantry: presentation of findings

Findings from 2022 Member Impact survey and 80 ‘counterfactual’ calls

March 2023

Executive summary

This report contains findings from the 2022 Member Impact Survey which received 346 responses. This data is analysed against findings from the 2021 Member Impact Survey to compare responses over time.

Survey analysis also explored the experiences of specific Member subgroups:

- Members who are shopping more frequently
- Households with children
- According to whether they are finding things more financially difficult
- The extent to which the Pantry has made things financially better for Members
- Members from Black or minority ethnic households

This report also contains analysis from ‘counterfactual calls’ which took place over the phone with 80 Members. The sample of Members included those who had shopped within the past year but not in the past six months. The time period was chosen to represent Members not shopping for a significant period of time, but not so long that they may struggle to recall details about why they had stopped, or no longer feel any connection to the Pantry.

This section contains headline findings from the two strands of work. The remaining slides include detailed analysis which will be presented to Pecan during a workshop in March 2023. A final report and fieldwork plan for the remaining evaluation period (May 2023 - Jan 2024) will be submitted in April.

Executive summary

Analysis shows there are some changes in responses between 2021-22 survey responses:

- There is a slight increase in 2022 survey respondents that are shopping weekly or almost weekly compared to 2021, from 26% to 32% year on year.
- Many more respondents in 2022 say they are finding things very difficult right now compared to 2021, with an increase from 10% in 2021 to 22% in 2022. This was expected given the wider cost of living crisis.

There are also some differences in experience between new and longer-term Pantry Members:

- More respondents who have recently joined the Pantry are reporting that they are finding it difficult (37%) compared to respondents who have been Members for a longer period (30%).
- Respondents who have been Members for a longer period are more likely to state the Pantry has made things better (36% of those who have been a Member for over six months compared to 29% of Members who have joined in the last six months) and particularly for those who shop at least weekly (57% of Members compared to 30% who shop less than once per week). This suggests those who engage most with the model see greatest benefit
- Taken together, these points provide more evidence for the hypothesis that the Pantry is making things better financially for Members by allowing them to accumulate small savings over time.

Those who feel the Pantry has made it a lot better for them financially tend to respond more positively to other aspects of their Member experience and impact than any other group.

Executive summary

In 2022 we included two new questions. The first asked Members to describe their motivations for shopping at the Pantry, at the time they do. Respondents noted that they tend to come to the Pantry when they:

- run out of food 28%
- know there is a delivery 26%
- know it is less busy 25%
- fit it around their work 24%

The second new question explored views on a core range. Headlines from the survey are that:

- Fruit and vegetables is by far the most voted-for category at 39%
- Meat, especially chicken, also scored highly at 25%
- Starchy carbohydrates (bread, pasta and rice) also scored highly at 45% (when combined together)

Respondents are most likely to say they are eating more fruit and vegetables due to the Pantry, compared to other categories of food, with a slight increase from 2021 to 2022, from 40% to 43% agreeing with this statement.

Executive summary

The survey – as in previous years – asked respondents to consider other ways they would like to be supported by the Pantry. Few respondents indicated further areas of support beyond food shopping. Given the number of respondents who are finding things difficult at the moment, this suggests that they do not tend to associate the Pantry with being able to provide support in other areas of their life.

We conducted 80 phone calls with lapsed members – those who had not shopped at the Pantry in the last six months. We were struck by the warmth with which the calls were generally received. Members:

- thanked us for calling them, seeing it as a reminder to come back, and in line with the Pantry's ethos of caring for the local community
- expressed sadness if they couldn't return to shop at the Pantry anymore (for example because they no longer live in London)
- took the opportunity to praise the Pantry – for its support for the community, its range, value and friendliness.

Executive summary

- The most common reason for Members not shopping recently, was **ill health**. Twenty per cent (16) of those we spoke to mentioned that they were not able to shop as a result of their health (e.g. recovering from an operation, worsening disability, anxiety), or as a result of caring for others in poor health.
- After this, 17.5% (14) of those we spoke to had not visited the Pantry due to **insufficient or inconsistent range** of food stocked. These Members particularly mentioned a lack of fresh meat, fruit and vegetables. Some Members mentioned inconsistent availability of things they felt to be staples, like dairy products. Some Members also felt that there was limited choice, or that stocked products were repetitive.
- 15% (12) mentioned **transport issues** stopping them accessing the Pantry. These tended to be that they lived too far away and found public transport to get to the Pantry too difficult (due to bus changes required/mobility issues/getting food back home). Some of these Members had found alternative Pantry provision nearer to their homes.

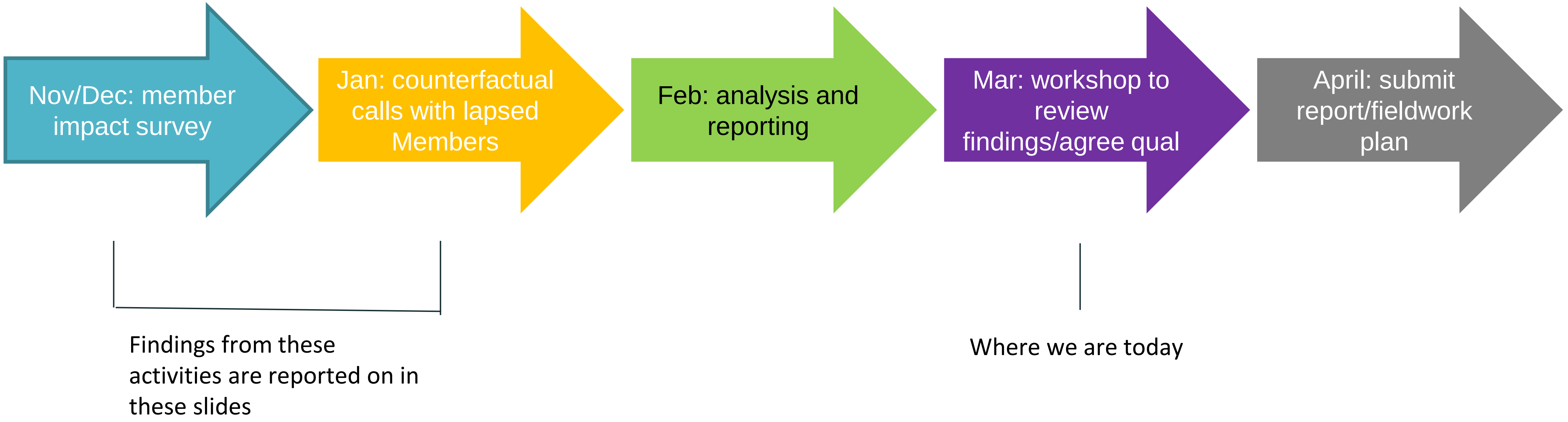
We have analysed all the reasons given through the calls into those that fall within the Pantry's control e.g., communicating opening hours and clarifying other aspects of the Membership and those that fall outside of the Pantry's control e.g., people leaving the area. This analysis will be debated during the workshop and will inform the next set of recommendations.

Workshop presentation

Full presentation of survey and counterfactual call analysis

Introduction

- This report contains findings from the Member Impact Survey which received 346 responses and 80 ‘counterfactual’ calls with lapsed Members
- A final report and fieldwork plan for the remaining evaluation period (May 2023 - Jan 2024) will be submitted in April
- The timings and next steps in this learning cycle is presented below



Reminder of recommendations from last report

01	**Use the evaluation for further strategic planning for the future of the Pantry**	• Member survey to include questions on core range and shopping habits • Counterfactual calls to explore reasons for low or lapsed shoppers • Today's meeting: discuss implications for opening times and further fieldwork in May
02	**Identify and implement a core range**	• This report contains recommendations from Members (impact survey) • Today's meeting: discuss the enablers/barriers to implementing these recommendations as a core food range
03	**Support Members to eat healthier by giving fruit and veg for free**	• This report contains latest data on the impact of the Pantry upon Members' access to and consumption of healthy food including fruit and veg • Today's meeting: discuss implications for free provision
04	**Support Members with wrap around support beyond access to food**	• This report contains reflections from Members (impact survey) • Today's meeting: discuss implications for provision
05	**Create a smaller and more active Membership**	• This report contains greater insight into low- engaged or lapsed Members • Today's meeting: discuss implications for future marketing and strategy

Agenda for today’s workshop

- Presentation of findings from 346 responses to the 2022 Member Impact Survey and ‘counterfactual’ calls with 80 members
- Discussion of findings and implications
- Planning for focus of qualitative research to undertake for remaining evaluation period - May 2023 - January 2024

Survey findings

Findings from 346 survey responses submitted between 14th November and 6th December 2022

Comparing data over time

Despite having three years of data, the statistical analysis has looked at changes over time comparing 2022 responses to the 2021 response.

This is because the response in 2020 was significantly different for two reasons:

1. A much higher proportion of respondents had only been shopping for a month
2. Over half the responses were from St Luke's Pantry (compared to subsequent years which represented less than 10% of the responses).

The following slides display the data from the 2020 survey, but the analysis compares data from the 2021 and 2022 surveys.

	2022	2021	2020
St Luke's Church	4%	7%	57%
Peckham Park Road	92%	89%	36%
Use them about equally	3%	4%	8%
Total	**100%**	**100%**	**100%**
n=	346	316	106

There were 346 responses to the survey this year.

This is a 9% increase in responses between 2021-22 from 316.

Subgroup analysis

We have analysed the survey by subgroups, particularly those:

- shopping more frequently[1] (68%)
- with children in the household (50%)
- finding it financially difficult[2] (48%)
- those who found the Pantry has made it a lot better financially[3] (33%)
- with any Black or minority ethnic household Members (66%)

Headlines from this analysis is presented in this chapter and Appendix A presents detailed analysis against these subgroups.

[1] These respondents shopped at least almost monthly (selecting More than once a week, Weekly or almost every week, Every fortnight or almost every fortnight or Every month or almost every month).

[2] These respondents responded either “Finding it quite difficult” or “Finding it very difficult” when asked how well their household is managing financially.

[3] These respondents when asked “Has being a member of the Pantry made a difference to your household finances?” responded “Yes it has made things a lot better”.

Respondent profile

In 2022, more respondents have been Members for over a year (42%) compared to 2021 (27%). This reflects the growing maturity of the Pantry.

When comparing frequency of shopping over the last two years, slightly more respondents in 2022 are shopping weekly or almost weekly (32%) compared to 2021 (26%).

Length of Membership	2022	2021	2020
Under a month	6%	7%	35%
Between one and six months	27%	29%	20%
Between six and 12 months	24%	37%	22%
Over a year	42%	27%	23%
Total	**100%**	**100%**	**100%**

Frequency of shop	2022	2021	2020
More than once a week	8%	8%	19%
Weekly or almost every week	32%	26%	52%
Every fortnight, or almost every fortnight	14%	17%	8%
Every month or almost every month	15%	19%	8%
Between once a month and once every three months	17%	17%	8%
Less than once every three months	14%	14%	6%
Total	**100%**	**100%**	**100%**

Managing finances

As may be expected with the cost-of-living crisis, many more respondents said they are finding managing their finances very difficult in 2022, (22%) compared to 2021 (10%). When analysing responses according to subgroups:

- Those finding it financially difficult are more likely to have joined in the last six months (37% v 30%)
- Those who say the Pantry has made it a lot better financially are both less likely to have joined in last six months (29% v 36%) and shop at least weekly (57% v 30%)

Household is managing finances	2022	2021	2020
Living comfortably	2%	3%	1%
Doing alright	10%	14%	16%
Just about getting by	33%	39%	42%
Finding it quite difficult	29%	25%	28%
Finding it very difficult	22%	10%	8%
Prefer not to say	4%	9%	5%
Total	**100%**	**100%**	**100%**

Those respondents who have been a member for longer are more likely to state the Pantry has made things financially better for them – and particularly so for those who shop at least weekly. This suggests those who engage most with the model see the greatest benefit.

Impact on finances

There is general alignment between 2021 and 2022 in terms of respondents who agreed that being a member of the Pantry has made a difference to household finances. This was supported by the counterfactual calls and additional comments in the survey:

"The Pantry has been so great during the last year. It means I can afford to eat fresh food like veggies and fruits. And save money for transport and bills."

Whilst the profile of how the money saved was similar over the years, there was a slight increase in those who could afford the basics in 2022 (40% compared to 34% in 2021) and a slight reduction in those who would use money saved to buy higher quality food (11% compared to 17% in 2021).

Being a member made a differences to finances	2022	2021
Yes it has made things a lot better	45%	48%
Yes it has made things a little better	49%	46%
No	6%	6%
Total	**100%**	**100%**

Percentage selecting reason	2022	2021
Pay off or reduce debt (for example, rent arrears)	16%	16%
Afford the basics (for instance, cover food, household bills and transport)	40%	34%
Save some money for the future	12%	12%
Pay for a holiday	3%	3%
Pay for school trips for my children	7%	7%
Pay for training or education for adults in my household	3%	2%
Pay for training or education for my children (e.g. music lessons, sports clubs, books)	5%	6%
Buy a greater variety of food	23%	23%
Buy healthier food	23%	23%
Buy higher quality food	11%	17%
I haven't saved any money through being a Pantry member	5%	6%
Other (Please specify)	5%	7%

Why people value the Pantry

Reasons why respondents value the Pantry are similar between 2021 and 2022. There is a drop in agreement around the extent to which the Pantry has helped respondents increase their consumption of healthy food (from 75% to 68%) and the variety of food (from 64% to 59%) (although respondents elsewhere stated that being a Pantry member helped them increase their consumption of fruit and vegetables.)

More respondents said 'knowing that my Pantry belongs to the local community' is very important with 65% compared to 56% last year. There was an increase in Pantry Members saving money on a weekly shop, with 82% agreement with this statement in 2022 compared to 76% in 2021.

Reason why people value the Pantry Percentage agreeing it is very important	2022	2021	2020
Saving money on my weekly shop	82%	76%	86%
Playing a part in tackling food waste in my local area	72%	72%	62%
Making friends with others in my local community	32%	30%	43%
Increasing the amount of fresh and healthy food eaten in our household	68%	75%	75%
Increasing the variety of food eaten in our household	59%	64%	61%
Being able to choose my own food	71%	70%	70%
Having a say in the decisions about the running of the Pantry	27%	24%	23%
Knowing that my Pantry belongs to the local community	65%	56%	58%
Having the opportunity to volunteer at my Pantry	25%	23%	27%

Why people value the Pantry

There were some differences between subgroups for those agreeing with reasons why being a member of the Pantry was very important for them. For example:

- ❑ **Saving money on my weekly shop** is more likely to be very important for those shopping more frequently (86%), finding it financially difficult (87%) and those who found the Pantry has made [their finances] a lot better (92%) [overall 82%]
- ❑ **Being able to choose my own food** is more likely to be very important for those with any Black or minority ethnic household Members (75%) and those who found the Pantry has made it a lot better financially (77%) [overall 71%]
- ❑ **Having a say in the decisions about the running of the Pantry** is more likely to be very important for those with any Black or minority ethnic household Members (31%) and those finding it financially difficult (32%) [overall 27%]
- ❑ **Having the opportunity to volunteer at my Pantry** is more likely to be very important for those finding it financially difficult (33%) and those who found the Pantry has made it a lot better financially (29%) [overall 25%]

Food consumption

There is general alignment between 2021 and 2022 in terms of respondents who agree that they have eaten more of different foods as a Pantry Members.

"I was using food banks to feed my family but there is only so much you can get and nothing fresh. PP has allowed my children to have fresh fruit and veg and not just tinned. You were really there when I needed help. And everyone is so lovely." Survey respondent

One difference is that fewer respondents said they eat more fish, meat and eggs, from 27% in 2021 to 19% in 2022. This could reflect the Pantry's supply of food over this period or that respondents had less money for these goods.

How the Pantry has affected household food consumption	We		They		2020*
Percentage stating they eat more	2022	2021	2022	2021	
eat fresh fruit and vegetables	43%	40%	47%	48%	55%
eat fish, meat and eggs	19%	27%	28%	36%	25%
eat nuts and seeds	22%	22%	24%	33%	
eat whole grains	32%	28%	35%	33%	
eat new things we've not tried before	60%	58%	55%	56%	59%
eat ready meals or processed foods	14%	11%	13%	14%	3%

* The about adults and about children were combined in the 2020 survey so whilst these are shown here they are not directly comparable.

There tended to be equal numbers responding positively and negatively about the **range of food** available at the Pantry. Those responding positively praised being able to try new foods and stock up store cupboards. Those responding negatively wanted to see more variety of fruit, vegetables and halal meat.

Impact on health

Those shopping more frequently and those who feel the Pantry has made it a lot better financially were more likely to both agree their habits had changed and that being a member is good for their mental and physical health.

"I was so anxious about feeding my kids, but knowing I can [have] items for [£4.50] makes [me] really more calm." Survey respondent

Those with Black or minority ethnic household Members are less likely to agree being a member of the Pantry is good for their physical health.

Impact on health	Adults		Children		2020*
Percentage agree being a member of the Pantry …	2022	2021	2022	2021	
has been good for physical health	66%	70%	59%	69%	82%
has been good for mental health	72%	73%	57%	61%	82%

* The about adults and about children were combined in the 2020 survey so whilst these are shown here they are not directly comparable.

The Pantry's service and member experience

There is a slight decline in the extent to which respondents agree with statements about the Pantry's service over time. In particular, fewer people agreed with statements that the Pantry has healthy food and food that people want to buy in stock in 2022 compared with 2021. Some respondents felt that the value of the shop had gone down, so that previously blue items were now red, despite their prices in other shops.

"Sometimes it's a bit frustrating when u go and there really is not much there. Especially things like chicken which used to be a staple before. It now are luxury [...] Also if something is a red but is not that expensive in store it's a bit frustrating." Survey respondent

The Pantry's service Percentage agreeing with statements	2022	2021	2020
The Pantry staff/volunteers are helpful and supportive	96%	98%	99%
The Pantry staff/volunteers are knowledgeable about healthy food available/preparation	72%	77%	82%
The Pantry always has healthy food in stock*	80%	86%	-
The Pantry always has food I want to buy in stock*	56%	64%	-
The Pantry is value for money	92%	95%	97%
I have choice over the food I want to buy	78%	84%	91%
I feel in control of my food shopping	82%	85%	94%

Open comments about the staff and volunteers were mixed, from respondents praising staff and volunteers for their friendly and welcoming manner, to those raising issues they had experienced (often about staff too stridently enforcing the Pantry rules).

Despite these comments, these are strong overall scores, with 92% of Members agreeing that the Pantry is value for money and 96% agreeing that the staff/volunteers are helpful and supportive.

The Pantry's service and member experience

Whilst more people agreed that the Pantry allowed them to meet people and socialize (53% in 2022 compared to 47% in 2021) fewer people agreed they felt like a valued member of the Pantry in 2022 compared to 2021 (68% in 2022 and 73% in 2021).

Experience of being a Pantry member Percentage agreeing with statements	2022	2021	2020
The Pantry has allowed me to meet people and socialise	53%	47%	70%
I have made new friends at the Pantry	37%	38%	56%
I feel more connected to my local community	62%	61%	68%
I feel like a valued member of the Pantry	68%	73%	83%

* These were combined in the 2020 survey

The Pantry's service and member experience

For the service provided by the Pantry:

- Those who feel the Pantry has made their finances a lot better were more likely to agree with all statements
- Those with Black or minority ethnic household Members are less likely to agree with some statements. For example **The Pantry always has food I want to buy in stock**, (51% v 70%)
- Several sub groups (have children (79%), finding it financially difficult (80%) and feel the Pantry has made it a lot better financially (80%)) are more likely to agree that **the Pantry staff/volunteers are knowledgeable about healthy food** [overall 72%]
- Those shopping more frequently (96%) and those for whom the Pantry has made things a lot better (98%) are more likely to agree **The Pantry is value for money** [overall 92%]

Regarding their experience of being a member:

- Those in any of these groups (shopping more frequently, finding it financially difficult or finding the Pantry have helped make it a lot better financially) tend to be more likely to agree with all statements;
- Those with children in the household are more likely to agree with **I have made new friends at the Pantry** (42% v 29%);
- Those with Black and minority ethnic household Members are less likely to agree with **The Pantry has allowed me to meet people and socialise** (48% v 64%) and also **I feel more connected to my local community (**57% v 74%)

Why Members visit the Pantry when they do

Respondents were asked what things were most important for deciding when they shop at the Pantry. The four most common responses were:

- When I run out of food
- When I know there is a delivery
- When the Pantry is less busy
- When I can fit a visit around work

Response	Selected %
There are no specific things, I just come when I run out of food!	28%
When I know there will be a delivery at the Pantry	26%
Coming when it is less busy in the Pantry or on public transport	25%
Fitting it around work during the weekdays i.e. I can only come early in the morning, evenings or weekends	24%
Coming when I am able to get transport (e.g. bus, taxi, train, a lift)	19%
Fitting it around other caring responsibilities	19%
Fitting it around school or nursery drop off/pick up	16%
Other	10%

Why Members visit the Pantry

These reasons are generally the top four for the different sub groups we have looked at, with the exception of **those who have children** where caring responsibilities are in their top four, see overleaf. There were some other differences between the groups:

- 'Transport' is less of a factor for **those shopping more frequently** as was 'fitting it around caring responsibilities.' The top selection for this cohort was 'When I know there will be a delivery at the Pantry'
- 'Fitting it around school or nursery' is the top response for **those who have children**. For this group, 'Coming when it is less busy' is less of a reason
- 'There are no specific things, I just come when I run out of food!' is the most frequently cited reason for **those finding it financially difficult** closely followed by 'Coming when it is less busy in the Pantry or on public transport'. For this group they are less likely to say 'Fitting it around work during the weekdays'
- The top reason for **those for whom the Pantry has helped make it a lot better financially** is 'Coming when it is less busy in the Pantry or on public transport'
- 'Delivery' is the most frequently selected response for **those with Black and minority ethnic household Members** but this was closely followed by 'There are no specific things, I just come when I run out of food!' and 'Coming when it is less busy in the Pantry or on public transport'.

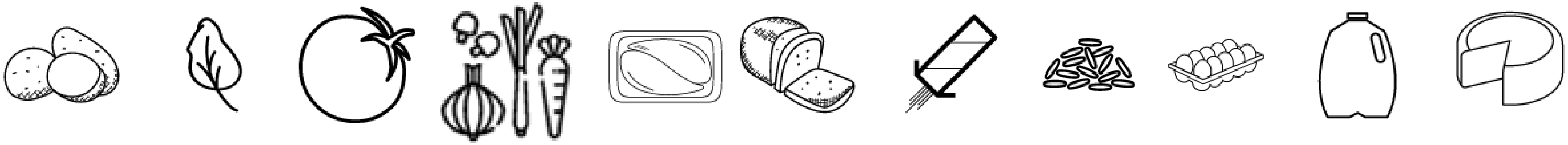
Why Members visit the Pantry

Response	Shop at least every month (68%)	Have children in household (50%)	Are finding it difficult (48%)	Feel the Pantry made it a lot better (33%)	Black and minority ethnic households (66%)	All respondents
There are no specific things, I just come when I run out of food!	27%	**26%**	31%	33%	31%	28%
When I know there will be a delivery at the Pantry	28%	25%	27%	29%	**32%**	26%
Coming when it is less busy in the Pantry or on public transport	**25%**	**24%**	**30%**	**35%**	**29%**	25%
Fitting it around work during the weekdays i.e. I can only come early in the morning, evenings or weekends	25%	27%	**18%**	28%	26%	24%
Coming when I am able to get transport (e.g. bus, taxi, train, a lift)	**15%**	**22%**	**25%**	**26%**	**19%**	19%
Fitting it around other caring responsibilities	20%	**28%**	**21%**	**25%**	**24%**	19%
Fitting it around school or nursery drop off/pick up	16%	**30%**	19%	18%	**19%**	16%
Other (Please specify)	9%	9%	10%	9%	10%	10%

Core range

Respondents were asked for suggestions of what should be included in a 'core range' :

- Fruit and veg was by far the most voted-for category as part of a core range (39% of 222 respondents)
    - Of these, potatoes, green veg, tomatoes, onions and carrots were most often mentioned specifically
- Meat was also commonly mentioned (25%) (with chicken mentioned most often specifically, and halal)
- After these, starchy carbohydrates were most often mentioned including bread (18%), pasta (15%) and rice (12%)
- Eggs and dairy products followed including eggs (18%), milk (16%), cheese (11%) and butter (5%)
- Beans and pulses, breakfast cereals and fish were also commonly mentioned (each 9%)
- Although we didn’t specifically ask respondents to give a rationale for their answers, some provided this. Reasons for choices tended to be:
    - Because the objects were expensive in shops (meat, dairy, fish)
    - Because they were core ingredients to make a meal



Core range

Item	Count	Specific mentions (at least 2)	Percentage
Fresh fruit and veg	87		39%
[Of which] Potatoes	12		5%
[Of which] Other specific fruit or veg	30	Green veg, tomatoes, onions, carrots, peppers, garlic, apples, spinach, sweet potatoes	14%
Meat	56	Chicken, sausages	25%
Bread	39		18%
Eggs	39		18%
Milk	35		16%
Pasta	34		15%
Rice	27		12%
Cheese	24		11%
Other	23	Crisps, drinks, biscuits, sauces, water	10%
Beans and pulses	20	Baked beans, lentils, chickpeas, honey beans, red beans	9%
Cereal	20	Oats	9%
Fish	19	Fresh, tinned tuna	9%
Veggie/vegan	16		7%
Butter	12		5%
Milk alternatives	12		5%
Cooking oil	10		5%
Tea/coffee	9		4%
Halal meat	8		4%
Flour	8		4%
Tinned tomatoes	8		4%
Cleaning supplies	8	Washing detergent, toilet roll	4%
Toiletries	8		4%
Free from products	7		3%
Spices, seasonings, condiments	7		3%
Juices	7		3%
Dairy	6		3%
Yoghurt	6		3%
Sugar	5		2%
Soup	5		2%
Prepared meals	4		2%
Pet food	3		1%
Tinned fruit & veg	2		1%
Honey	2		1%

Views on receiving wider, holistic support

Respondents were asked if the Pantry could do anything further to support Members with a view to explore holistic or wrap-around support opportunities. Of the 27% (93) of the survey respondents that provided an answer to this question nearly a third (29%) said 'nothing.' Survey respondents who answered tended to talk specifically about ways in which the Pantry could adapt or extend their food-related offer. The most frequent requests (in order of frequency) were

- improvements to the range of food available
- extended evening opening hours and more locations
- changes to the red/blue system to make more reds available for families
- more prior information about available items, especially fresh fruit and veg
- home deliveries
- recipes
- signposting to advice on financial support and debt (although only two respondents mentioned this)
- information about community and family activities

Despite probing for holistic or wrap-around ways in which the Pantry could support Members, only a small proportion described wider services beyond food shopping. Given we know that Members are finding that managing their finances is more difficult in 2022 compared to 2021, this finding suggests that Members do not associate the Pantry as a service that could provide support in other areas of their life.

Counterfactual calls

Findings from 80 calls with Members

The process

- We called 80 Members who had shopped within the past year but not in the past six months. The time period was chosen to include Members not shopping for a significant period of time, but not so long that they may struggle to recall details about why they had stopped, or no longer feel connected to the Pantry.
- These calls were undertaken by two researchers on various days and times between 24th Jan-2nd Feb 2023.
- Members were asked why they hadn’t shopped recently, and whether there was anything the Pantry could do to improve.
- Overall, the researchers were struck by the warmth with which the calls were generally received. Many Members thanked us for calling them, seeing it as a reminder to come back, and in line with the Pantry’s ethos of caring for the local community. Many of those who couldn’t shop at the Pantry anymore (for example because they no longer live in London) expressed sadness that they couldn’t return. Many Members took the opportunity to praise the Pantry – for its support for the community, its range, value and friendliness.
- The reasons Members gave for not visiting were then themed, coded and analysed. The following slides show the reasons given in order of how frequently they came up across the conversations.

Top 3 reasons for infrequent shopping

- The most common reason for Members not shopping recently, was **ill health**. Twenty per cent (16) of those we spoke to mentioned that they were not able to shop as a result of their health (e.g. recovering from an operation, worsening disability, anxiety), or as a result of caring for others in poor health.
- After this, 17.5% (14) of those we spoke to had not visited the Pantry due to **insufficient or inconsistent range** of food stocked. These Members particularly mentioned a lack of fresh meat, fruit and vegetables. Some Members mentioned inconsistencies in things they felt to be staples being available, like dairy products. Some Members also felt that there was limited choice, or that the products stocked were repetitive.
- 15% (12) mentioned **transport issues** stopping them accessing the Pantry. These tended to be that they lived too far away and found public transport to get to the Pantry too difficult (due to bus changes required/mobility issues/getting food back home). Some of these Members had found alternative Pantry provision nearer to their homes.

Common reasons for infrequent shopping

- 12.5% (10) of Members we spoke to mentioned **value for money** as a reason not to visit the Pantry. For some, this was because they did not currently have enough money to afford the £4.50 shop (especially when they factored in the bus fare to get there). For others, they felt that the Pantry offer no longer represented good value for money, and preferred to shop elsewhere where they could be sure of the availability of food.
- Another 12.5% (10) of Members we spoke to simply said they were **too busy** to visit the Pantry. Given that buying food is a necessity, this suggests that Members carry out the Pantry shop on top of their existing shopping habits, and so it represents extra time for an additional trip.
- Another 12.5% (10) of Members we spoke to had **moved away from the area** (including some out of London) and were no longer able to shop at the Pantry and should be removed from the database. This included one Member whose family are seeking asylum in the UK and had been rehoused away from the area.

Additional reasons for infrequent shopping

- Ten per cent (8) of Members we spoke to no longer visited the Pantry because their **financial situation had improved** and they no longer felt they needed it. These Members spoke about wanting to leave food for others who needed it more. Many (although not all) of these Members were reluctant to return despite reassurances that the Pantry was for everyone.
- Seven Members we spoke to had experienced **changes in their daily routines** which meant that they no longer passed the Pantry or couldn’t visit during opening hours (for example they worked nights, or arrived back after 7pm) and so did not find it convenient to visit.
- Four Members had not visited due to items being available which were close to or past their **sell by date**.

Additional reasons for infrequent shopping

- Three Members found the **Pantry system** did not work for them, with limits on items like meat making shops illogical for their household size, or feeling restricted or confused by the red/blue system.
- Three Members did not find the food stocked suited their **cultural needs**, especially the lack of consistent availability of halal products. A further three Members found that food at the Pantry did not meet the dietary needs of their households, including being vegetarian or having fussy eating children.
- Three Members had **been away** recently, but intended to return.
- Three Members' reasons for not visiting were linked to when they thought the Pantry's **opening hours** were, which later turned out to be incorrect or out of date information. More broadly, when reminded about opening days and times, many Members were surprised to hear that the Pantry was open six days a week, including one late opening day and one weekend day.

Least common reasons for infrequent shopping

- Other – although rare – reasons for non attendance included:
  - the recent cold weather
  - getting ‘out of the habit’
  - being turned away for not having a Membership card with them or feeling stigma about needing it
- In comparison to previous counterfactual calls undertaken for the Pantry evaluation in previous years, no Members we spoke to gave allergies in their household as a reason they had not visited. This difference is likely a result of the different sampling strategy used for this round of calls (shopped within last year, but not within last 6 months) and the age of the Pantry, meaning that people for whom allergies are an issue may have stopped shopping at the Pantry at an earlier stage in the Membership.

Encouraging Members back to the Pantry

- We asked some Members if there was anything the Pantry could do to encourage them to return. Many Members were keen to reassure us that they would return when they were able to (when feeling better, when able to sort transport etc).
- We also went through the opening hours with Members on the phone, which resulted in lots of Members saying they would return, as they hadn't realised how often it was open, including that they could come on a Saturday, or a Thursday evening. Given how effective this was (and requiring no change to the Pantry's operations), the Pantry may want to consider an awareness raising campaign (by leaflet, telephone, or text - potentially targeting specific Members e.g. those wanting to fit it around work).
- Some Members said that being able to send a friend, family member or neighbour on their behalf (with their Membership card) would help them to return. Pantry to consider allowing this, or raising awareness of this option if it is already allowed.
- Some Members said they would return if the range of food improved. Pantry to consider both how to improve the range and how to raise awareness of what is available for Members to see that any changes have taken place.

Understanding priority responses

In Pantry's direct control

Products close to or past their sell by date

Improvements in Members' financial situation

Not in Pantry's direct control

Pantry system not suitable

Insufficient or inconsistent food range

Changes in Members' daily routines

Members moved away from area

Value for money

Members having incorrect info about opening hours

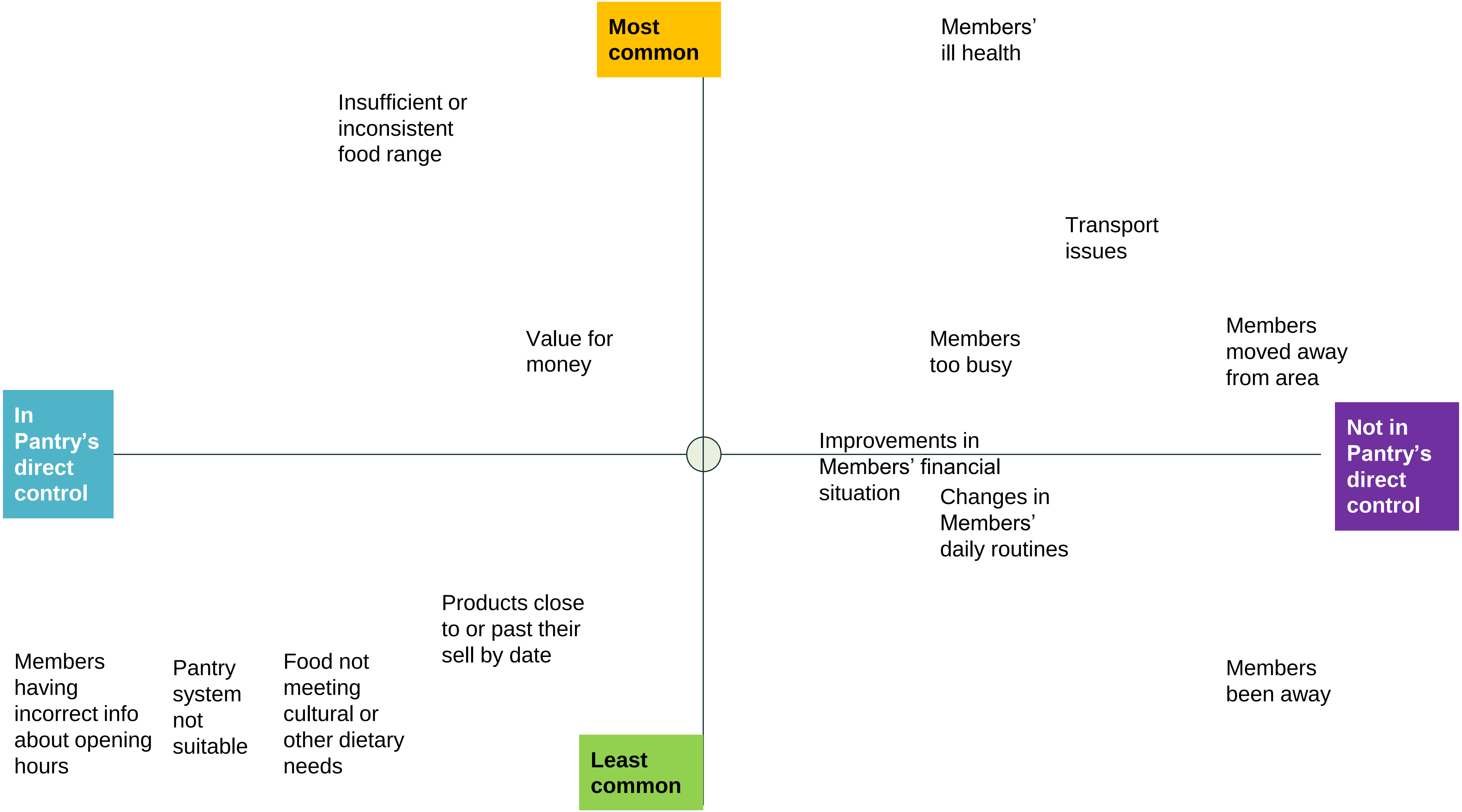
Food not meeting cultural or other dietary needs

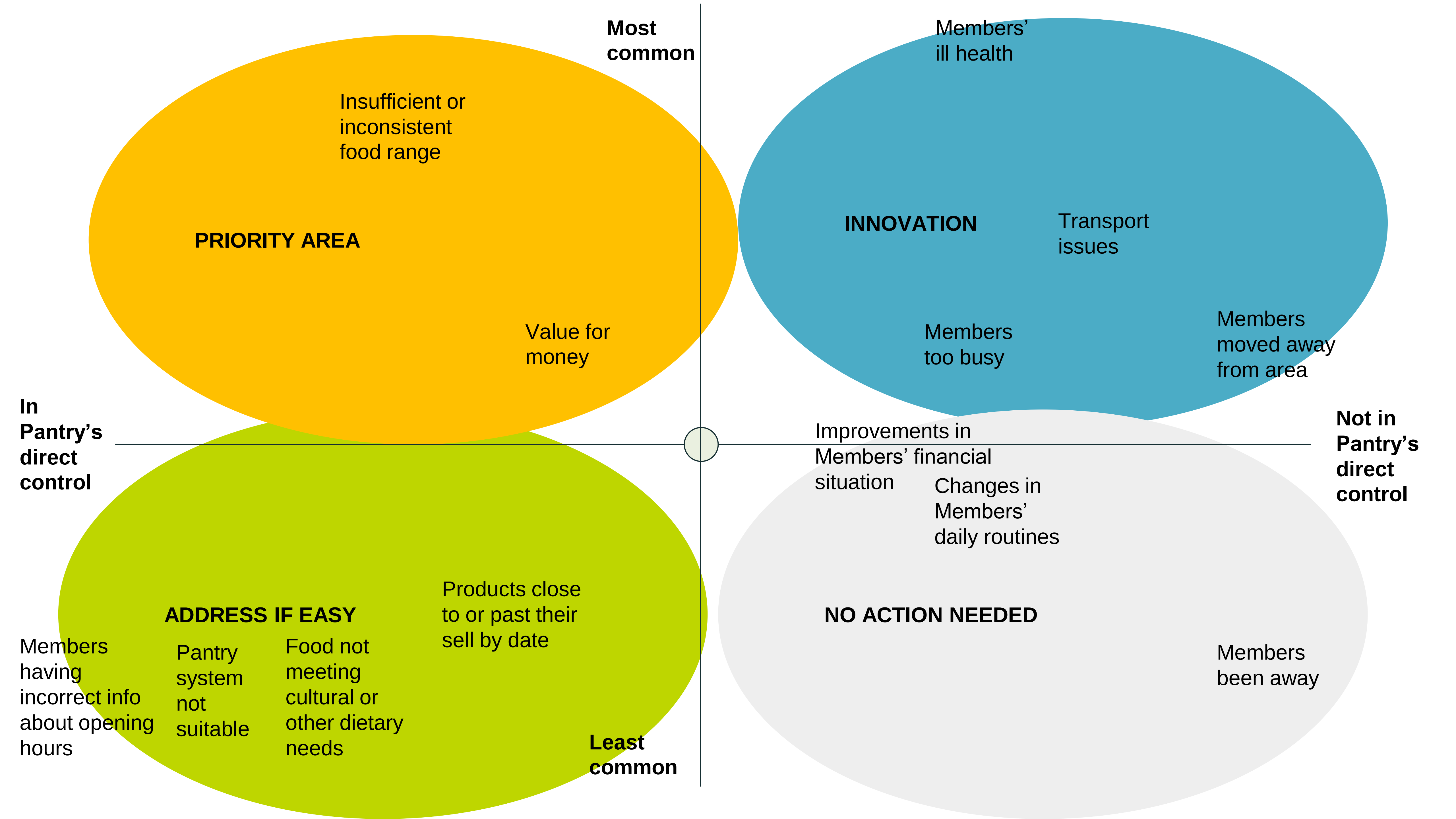
Members too busy

Transport issues

Members been away

Members' ill health


Most common
Members' ill health
Insufficient or inconsistent food range
Transport issues
Value for money
Members too busy
Members moved away from area
In Pantry's direct control
Not in Pantry's direct control
Improvements in Members' financial situation
Changes in Members' daily routines
Products close to or past their sell by date
Members having incorrect info about opening hours
Pantry system not suitable
Food not meeting cultural or other dietary needs
Members been away
Least common


Most common
Least common
In Pantry's direct control
Not in Pantry's direct control
PRIORITY AREA
Insufficient or inconsistent food range
Value for money
INNOVATION
Members' ill health
Transport issues
Members too busy
Members moved away from area
ADDRESS IF EASY
Products close to or past their sell by date
Members having incorrect info about opening hours
Pantry system not suitable
Food not meeting cultural or other dietary needs
NO ACTION NEEDED
Improvements in Members' financial situation
Changes in Members' daily routines
Members been away

Next steps

What next for May 2023 – January 2024?

Implications for next round of fieldwork

01	Use the evaluation for further strategic planning for the future of the Pantry	• Member survey to include questions on core range and shopping habits • Counterfactual calls to explore reasons for low or lapsed shoppers • Today's meeting: discuss implications for opening times and further fieldwork in May
02	Identify and implement a core range	• This report contains recommendations from Members (impact survey) • Today's meeting: discuss the enablers/barriers to implementing these recommendations as a core food range
03	Support Members to eat healthier by giving fruit and veg for free	• This report contains latest data on the impact of the Pantry upon Members' access to and consumption of healthy food including fruit and veg • Today's meeting: discuss implications for free provision
04	Support Members with wrap around support beyond access to food	• This report contains reflections from Members (impact survey) • Today's meeting: discuss implications for provision
05	Create a smaller and more active Membership	• This report contains greater insight into low- engaged or lapsed Members • Today's meeting: discuss implications for future marketing and strategy

Appendix A

Sub group analysis

Difference in responses by subgroup

We have looked at the survey by subgroups, particularly those **shopping more frequently**[1] (68%), **with children in the household** (50%), **finding it financially difficult**[2] (48%), who found **the Pantry has made it a lot better financially**[3] (33%) and **with any Black or minority ethnic household Members** (66%).

Differences between these groups include:

- ❑ Those with any Black or minority ethnic household Members were more likely to have children in the household (60% v 39%)
- ❑ Those finding it financially difficult tend to have joined in the last six months (37% v 30%)
- ❑ Those who say the Pantry has made it a lot better financially are both less likely to have joined in last six months (29% v 36%) and shop at least weekly (57% v 30%)

So, whilst finding it difficult is more common for those who have recently joined those who have been a member longer are more likely to state the Pantry has made things better and particularly for those who shop at least weekly.

1. These respondents shopped at least almost monthly (selecting More than once a week, Weekly or almost every week, Every fortnight, or almost every fortnight or Every month or almost every month.
2. These respondents responded either “Finding it quite difficult” or “Finding it very difficult” when asked how well their household is managing financially.
3. These respondents when asked “Has being a member of the Pantry made a difference to your household finances?” responded “Yes it has made things a lot better”

Difference in responses by subgroup

There were differences in those agreeing reasons being a member of the Pantry were very important e.g.,

- **Saving money on my weekly shop** is more likely to be very important for those shopping more frequently (86%), finding it financially difficult (87%) and those who found the Pantry has made it a lot better (92%) [overall 82%]
- **Being able to choose my own food** is more likely to be very important for those with any Black or minority ethnic household Members (75%) and those who found the Pantry has made it a lot better financially (77%) [overall 71%]
- **Having a say in the decisions about the running of the Pantry** is more likely to be very important for those with any Black or minority ethnic household Members (31%) and those finding it financially difficult (32%) [overall 27%]
- **Having the opportunity to volunteer at my Pantry** is more likely to be very important for those finding it financially difficult (33%) and those who found the Pantry has made it a lot better financially (29%) [overall 25%]

In terms of what the households were eating:

- Those shopping more frequently and those feel the Pantry has made it a lot better financially were more likely to agree their habits had changed e.g. **We eat new things we've not tried before**

Difference in responses by subgroup

For the service provided by the Pantry:

- Those feel the Pantry has made it a lot better were more likely to agree with the statements
- Those with Black or minority ethnic household Members are less likely to agree with some statements. For example **The Pantry always has food I want to buy in stock**, (51% v 70%)
- Several sub groups (have children (79%), finding it financially difficult (80%) and feel the Pantry has made it a lot better financially (80%)) are more likely to agree that **the Pantry staff/volunteers are knowledgeable about healthy food** [overall 72%]
- Those shopping more frequently (96%) and those the Pantry has made it a lot better (98%) are more likely to agree **The Pantry is value for money** [overall 92%]

For health of households:

- Those shopping more frequently (73% and 77%) and those feel the Pantry has made it a lot better financially (85% and 84%) are more likely to agree being a member of **the Pantry is good for their mental and physical health (**overall 66% and 72%)
- Those with Black or minority ethnic household Members are less likely to agree being a member of the Pantry is **good for their physical health (**60% v 81%)

Difference in responses by subgroup

In terms of dietary requirements:

- ❑ Those who feel the Pantry made it a lot better are more likely to agree **the Pantry has been good for dealing with any food requirements** that the adults in my household have (including me) (74% v 56%)

Regarding their experience of being a member:

- ❑ Those in any of these groups (shopping more frequently, finding it financially difficult or finding the panty have helped make it a lot better financially) tend to be more likely to agree with statements
- ❑ Those with children in the household are more likely to agree with **I have made new friends at the Pantry** (42% v 29%)
- ❑ Those with Black or minority ethnic household Members are less likely to agree with **The Pantry has allowed me to meet people and socialise** (48% v 64%) and also **I feel more connected to my local community (**57% v 74%)

Difference in responses by subgroup

The table below shows the differences between groups for a selection of the survey, and where there is a statistically significant difference between the sub group and others the two percentages are shown.

Table A1: Differences in response from different subgroups

Those who	Shop at least every month (68%)	Have children in household (50%)	Are finding it difficult (48%)	Feel the Pantry made it a lot better (33%)	Black or minority ethnic (66%)	All respondents
Characteristics of subgroups						
Shop at least every month				79% v 60%		68%
Shop at least weekly				57% v 30%		40%
Have children in household					60% v 39%	54%
Are finding it difficult						51%
Feel the Pantry made it a lot better	52% v 30%					45%
Black or minority ethnic household Members		79% v 61%				66%
Joined in last six months	37% v 27%		37% v 30%	29% v 36%		34%
State very important reason for being a member of the Pantry						
Saving money on my weekly shop	86% v 74%		87% v 77%	92% v 77%		82%
Playing a part in tackling food waste in my local area				82% v 65%		72%
Making friends with others in my local community			37% v 24%			32%
Increasing the amount of fresh and healthy food eaten in our household					71% v 59%	68%
Increasing the variety of food eaten in our household				66% v 51%		59%
Being able to choose my own food				77% v 65%	75% v 61%	71%
Having a say in the decisions about the running of the Pantry			32% v 21%		31% v 18%	27%
Knowing that my Pantry belongs to the local community						65%
Having the opportunity to volunteer at my Pantry			33% v 17%	29% v 18%		25%

Difference in responses by subgroup

Table A1: Differences in response from different subgroups (continued)

Those who	Shop at least every month (68%)	Have children in household (50%)	Are finding it difficult (48%)	Feel the Pantry made it a lot better (33%)	Black or minority ethnic (66%)	All respondents
Adults in household (eat more)						
We eat fresh fruit and vegetables	48% v 33%		49% v 37%	54% v 35%		43%
We eat fish, meat and eggs	22% v 12%			26% v 12%		19%
We eat nuts and seeds						22%
We eat whole grains				41% v 25%		32%
We eat new things we've not tried before	69% v 41%			76% v 50%		60%
We eat ready meals or processed foods		11% v 19%				14%
Children in household (eat more)						
They eat fresh fruit and vegetables				65% v 31%		47%
They eat fish, meat and eggs						28%
They eat nuts and seeds						24%
They eat whole grains	42% v 20%			44% v 24%		35%
They eat new things we've not tried before	61% v 42%			69% v 47%		55%
They eat ready meals or processed foods			19% v 6%			13%
The Pantry and the service (agree)						
The Pantry staff/volunteers are helpful and supportive					95% v 100%	96%
The Pantry staff/volunteers are knowledgeable about healthy food available/preparation		79% v 64%	80% v 65%	80% v 65%	69% v 82%	72%
The Pantry always has healthy food in stock				86% v 74%		80%
The Pantry always has food I want to buy in stock					51% v 70%	56%
The Pantry is value for money	96% v 83%			98% v 87%		92%
I have choice over the food I want to buy				86% v 73%		78%
I feel in control of my food shopping				90% v 75%	78% v 89%	82%

Difference in responses by subgroup

Table A1: Differences in response from different subgroups (continued)

Those who	Shop at least every month (68%)	Have children in household (50%)	Are finding it difficult (48%)	Feel the Pantry made it a lot better (33%)	Black or minority ethnic (66%)	All respondents
Health of adults in the household (agree)						
Being a member of the Pantry has been good for my physical health	73% v 51%			85% v 51%	60% v 81%	66%
Being a member of the Pantry has been good for my mental health	77% v 61%			84% v 62%		72%
Health of children in the household (agree)						
Being a member of the Pantry has been good for their physical health						59%
Being a member of the Pantry has been good for their mental health					52% v 72%	57%
Shopping at Pantry and Dietary requirements (agree)						
has been good for dealing with any food requirements that the adults in my household have (including me)				74% v 56%		64%
has been good for dealing with any food requirements that children in my household have						63%
Experience of being a member (agree)						
The Pantry has allowed me to meet people and socialise	60% v 38%		64% v 43%	62% v 45%	48% v 64%	53%
I have made new friends at the Pantry	43% v 25%	42% v 29%	44% v 31%	50% v 26%		37%
I feel more connected to my local community	69% v 47%			79% v 48%	57% v 74%	62%
I feel like a valued member of the Pantry	75% v 56%			83% v 57%		69%
The Pantry has connected me (or other adults in my household) to other community services, for example debt advice or cooking classes						26%

Peckham Pantry learning report

For more information on this report, or the Peckham Pantry evaluation, please contact Linda Jackson on
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