

DRAFT LONDON FOOD STRATEGY CONSULTATION REPORT

CONSULTATION PROCESS

High level details of methodology:

Good engagement is at the heart of good policymaking. Drawing on the experiences, opinions and knowledge of people who live here can help us to understand what matters to people who live, work and visit the city. In May 2018, we published the draft London Food Strategy - which set out the main priorities for food policy in London in the next 10 years. We heard from a range of people, including Londoners, local boroughs, representatives from private and third sector bodies, and community groups.

There are two primary mechanisms through which the views of members of the public were captured in this consultation, which can broadly be categorised as follows:

- **Consultation:** via our Talk London community, an online platform designed to put Londoners at the centre of City Hall strategies and plans by involving them in sustained and meaningful debates that generate insights and actions to improve the capital. Anyone who wished to participate in the consultation could sign-up via Talk London to take part in survey activity. Alternatively, participants could request an offline version. Additionally, some members of the public wrote or emailed directly to the Mayor to provide feedback.
- **Research:** City Hall regularly undertakes a mix of quantitative and qualitative opinion research with a representative sample of Londoners (or appropriate sample to deliver the insight requirements of the strategy team), to ensure our work is informed by the views of Londoners from all sections of the community. This work adheres to the Market Research Society Code of Conduct, and best practice in social research.

All reports and datasets relating to both the consultation and research strands are available on the London Datastore¹. More information on the methodology is provided below.

1. **Public Consultation**

1.1 Talk London survey

People were invited to 'have your say' across the GLA's digital channels and were directed towards the draft London Food Strategy (LFS) landing page on London.gov.uk, from where they could proceed to Talk London to complete a survey relating to the ambitions of the strategy. The survey was available for completion between 11 May and 5 July 2018. Respondents were required to sign-up to Talk London in order to take part, though they could request a version of the survey which did not require sign-up.

A total of 1,519 responses were received. This survey's sample has not been weighted, and therefore cannot be said to be representative of the London population.

The table below provides a breakdown of the demographic characteristics of survey respondents. The findings from these surveys have been compared against the findings from

¹ London Datastore, Food Strategy Consultation data <https://data.london.gov.uk/dataset/london-food-strategy-consultation-2018>

representative polling, and key differences between the two surveys are highlighted in the full consultation reports available on London Datastore.

| Gender | Age | Ethnicity |
|---|---|--|
| <ul style="list-style-type: none"> Male: 48% Female: 48% Other: 1% No response: 3% | <ul style="list-style-type: none"> 18-24: 2% 25-34: 13% 35-44: 15% 45-54: 16% 55-64: 20% 65+: 19% No response/DoB not valid: 15% | <ul style="list-style-type: none"> White – 84% Mixed – 4% Black – 2% Asian – 5% Other: 2% No response: 3% |
| Tenure | Working status | Education |
| <ul style="list-style-type: none"> Being bought on a mortgage: 31% Owned outright: 31% Private renters: 22% Housing association tenant: 3% Local authority tenant: 3% Other: 7% No response: 3% | <p>Working</p> <ul style="list-style-type: none"> Full time: 55% Part time: 11% <p>Not working:</p> <ul style="list-style-type: none"> Retired: 17% Caring: 2% Disabled: 2% Unemployed: 2% <p>Student:</p> <ul style="list-style-type: none"> Part time working: 2% Not working: 2% <p>Other: 6%</p> <p>No response: 3%</p> | <ul style="list-style-type: none"> Degree or higher: 56% Higher education such as foundation degree or HND: 7% A levels or equivalent: 6% GCSE/O Level grade A*-C or equivalent: 4% Other qualifications: 2% No qualifications: 1% No response: 24% |
| Religion | Sexuality | Disability |
| <ul style="list-style-type: none"> Christian: 21% Jewish: 1% Muslim: 1% Buddhist: 1% Hindu: 1% Sikh: 0% No religion: 36% Prefer not to say: 5% Other: 2% No response: 32% | <ul style="list-style-type: none"> Heterosexual/ straight: 60% Gay, lesbian or bisexual: 6% Other: 1% Prefer not to say: 8% No response: 25% | <ul style="list-style-type: none"> No: 54% Yes: 10% Prefer not to say: 3% No response: 34% |

² Percentages may not add to 100%, due to rounding

| Parent | | |
|--|--|--|
| <ul style="list-style-type: none"> • Yes: 12% • No: 60% • Prefer not to say: 20% • No response: 8% | | |

1.2 Talk London discussions

Londoners were also invited to take part in discussion threads on Talk London. There were 7 separate discussions, comprising 739 comments, across a variety of topics in the draft LFS. They are:

- [Junk food adverts](#) (93 comments)
- [Choosing what to eat](#) (152 comments)
- [Food waste and recycling](#) (237 comments)
- [Growing your own food](#) (43 comments)
- [A healthy workspace](#) (59 comments)
- [Food choices for children](#) (55 comments)
- [Buying food](#) (100 comments)

Respondents were also able to initiate their own discussions. However, no respondents did so.

1.3 Correspondence

The landing page on London.gov.uk identified a route for members of the public to participate (ie via Talk London), and a route for stakeholder organisations and their representatives to participate (via email).

Some members of the public provided feedback via the stakeholder email route, or directly to the Mayor via the GLA's Public Liaison Unit. A total of 51 responses were received this way.

Additionally, 510 people submitted a template email response, entitled: 'Destination junk free London'. The email expresses support for the proposed restrictions on advertising junk food on the Transport for London network.

A summary report of key points made in this correspondence has been included as part of the public consultation reporting.

2 Research

2.1 Polling Programme

Quantitative research with a representative sample of Londoners was undertaken via a polling provider (YouGov) to ensure that the strategy is informed by the views of citizens from all sections of the community. Results are based on online interviews with 1,020 London residents, conducted between 8 and 11 May 2018. Data was weighted to be representative of all Londoners aged 18+. Survey content was similar to the Talk London survey, but focused mainly on the proposed restrictions on junk food advertising on the Transport for London estate.

Data from previous recent representative polling and Talk London consultation activity was also referred to in the development of the strategy and consultation reporting.

2.2 Qualitative research

In addition, qualitative research was undertaken, into the Londoners’ attitudes and behaviours towards food purchasing and consumption:

- What motivates Londoners in their food choices, and what the challenges are in feeding themselves and their families
- Perceptions of food options in local area, and impact this has on behaviours
- Working Londoners habits at lunchtime
- Parents’ views of fast food outlets near school
- Views on sustainability including perceptions of imported food, and attitudes towards sustainability initiatives such as growing own food.

Four focus groups were undertaken (30 participants in total), with Londoners who have from lower social economic groups, spread across age, gender, parent status, and different parts of London. The sample for the sessions was organised as follows:

| Table 2: Qualitative Research Sample – Londoners’ attitudes and behaviours towards food purchasing and consumption | | | |
|--|--|--------------------|--------------------|
| <ul style="list-style-type: none"> - Four focus groups (30 participants in total) - All C1C2DE social grade³ - Spread of age, gender, and outer vs inner London - Minimum 3 BAME participants per group | | | |
| GROUP 1 | GROUP 2 | GROUP 3 | GROUP 4 |
| 30-45 years old | 30-45 years old | 19 to 25 years old | 19 to 25 years old |
| Female | Male | Mixed gender | Mixed gender |
| Parents of children under 18 years old | Parents of children under 18 years old | No children | No children |
| Inner London | Outer London | Inner London | Outer London |

ENGAGEMENT STATS

1. Talk London website statistics

The following statistics relate to traffic to the [Talk London Draft London Food Strategy page](#). This is where members of the public were directed to complete surveys and contribute to discussion threads. On social media, we mainly used the link to the Food survey page.

| | |
|--------------------------------------|---|
| Food Consultation Page (Talk London) | 1,715 unique page views 3,735 in total |
|--------------------------------------|---|

³ ABC1 social grades include senior managers, professional, junior managerial, administrative occupations. C1C2DE social grades include skilled manual, unskilled manual occupations and unemployed. These groupings are typically used by social researchers as measures of socio-economic status

| | |
|--|--|
| Food survey page (Talk London) | 2,841 unique pageviews 8,792 in total |
| Draft London Food Strategy document (from Talk London) | 210 unique clicks 444 in total |
| <u>E-mails to Talk London members</u> 2 about the survey to everyone 1 about the survey to underrepresented All members for 3 about discussions | average opening rate 25% opening rate 18% average opening rate 22% |
| @LDN_talk 3.5k followers | 24 tweets 561 average impressions |

2. Draft London Food Strategy Strategy webpage statistics

The following statistics relate to traffic to the [Draft London Food Strategy page](#) on London.gov.uk

| | |
|---|---|
| Draft London Food Strategy (LGOV) | 4,130 unique page views 4,943 in total |
| Draft London Food Strategy document (LGOV) | 1,310 unique clicks 1,646 in total |

| | |
|--|---------------------------------------|
| Marketing | |
| @MayorofLondon 3.22 million followers | 1 tweet 78,932 impressions |
| Mayor of London Facebook 123k followers | 4 posts 14,150 average impressions |