


**LONDON**  
**REVIEW PANEL**

  
Feeding Britain  
55 Tufton Street  
London  
SW1P 3QL

January 2020

Dear 

**London Review Panel: Wandsworth Food Bus (Citizens Supermarket)**

Please find enclosed the London Review Panel report following the design review of the Wandsworth Food Bus project on 29<sup>th</sup> January 2020. I would like to thank you for your participation in the review and offer ongoing Mayor's Design Advocate support as the scheme's design develops.

Yours sincerely,

  
*Mayor's Design Advocate*

*Mayor's Design Advocate*

cc.

All meeting attendees

Jules Pipe, Deputy Mayor for Planning, Regeneration and Skills

Debbie Jackson, Executive Director of Development, Enterprise and Environment, GLA

Patrick Dubeck, Head of Regeneration, GLA

# LONDON REVIEW PANEL

## Report of London Review Panel meeting Wandsworth Food Bus

Wednesday 29<sup>th</sup> January 2020

Review held at: Jan Kattein Architects, 277 New North Road, London, N1 7AA

### London Review Panel

██████████ MDA  
██████████ MDA

### Attendees

██████████ Feeding Britain  
██████████ Wandsworth Food Partnerships/ Be Enriched  
Cllr Kemi Akinola LB Wandsworth/ Be Enriched  
██████████ LB Wandsworth  
██████████ Jan Kattein Architects  
██████████ Jan Kattein Architects  
██████████ GLA Regeneration  
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### Apologies / report copied to

██████████ GLA Regeneration  
██████████ GLA Food

### Report copied to

Jules Pipe Deputy Mayor for Planning, Regeneration and Skills  
Debbie Jackson GLA  
Patrick Dubeck GLA

### Confidentiality

Please note that while schemes not yet in the public domain, for example at a pre-application stage, will be treated as confidential, as a public organisation the GLA is subject to the Freedom of Information Act (FOI) and in the case of an FOI request may be obliged to release project information submitted for review.

## **Project name**

Wandsworth Food Bus

## **Presenting team**

██████████	Feeding Britain
██████████	Jan Kattein Architects
██████████	Jan Kattein Architects
██████████	Wandsworth Food Partnerships/ Be Enriched
Cllr Kemi Akinola	LB Wandsworth/ Be Enriched

## **Wandsworth Food Bus introduction**

Representatives from Feeding Britain and Be Enriched gave a detailed background to the two charitable organisations and the project development. The Panel heard how the two organisations are working together to deliver a mobile citizens supermarket and community café for Wandsworth, to provide immediate financial relief to low-income households and offer access to affordable, healthy food.

The vision for the renovated double decker bus is that it will act as a community resource, removing the stigma associated with financial assistance and addressing the underlying causes of hardship to bring about more sustainable solutions. Alongside affordable food, shoppers are able to access support services in a social environment and can build relationships with local organisations. The Food Bus will offer groceries at around a third less than an average supermarket price, with projections of a total of £1mil savings to customers after 2 years.

## **London Review Panel's views**

### *Summary*

The Panel wholeheartedly commend this positive and unique scheme and offer their congratulations to those involved. The proposal represents an important enterprise and offers a deeper reach into communities who need support. The Panel were impressed with the robustness of the project, where the team's enthusiasm and expertise have resulted in a comprehensively considered idea.

The Panel advised the team to expand the engagement strategy to enable more of the local community to meaningfully contribute and influence the project, especially in the critical time period leading up to the launch of the Food Bus. The Panel view the development of the brand identity and how the project will be communicated to have a vital role in the success of destigmatising the community resource.

Further consideration on how to embed a more permanent presence in the neighbourhoods the bus will serve is encouraged by the Panel, along with a refinement on potential additional revenue streams. The Panel look forward to seeing the bus in action and offer their continued support during the next stages of the project.

### *Business Plan*

- The Panel noted the brevity of the business plan, with little detailed information presented. The Panel have some confidence in the business plan if it has been based on the Birkinhead model, where a lived experience of costs, equipment and resource to operate and maintain the project can be gained.
- The Panel recommend the team work quickly to resolve the required insurances for the project, given the unique nature and offer of the project.

- The Panel noted the challenge of predicting the number of probable members in a new area. Based on the success and quick take up of other projects, ensuring a consistent food supply will be key.
- Alternative revenue streams to supplement the core community purpose were suggested by the Panel, such as birthday party or event hire.
- The target of the project being self-sufficient within 3 years was noted as impressive, yet needlessly ambitious. Looking to other sources of funding in order to protect the project revenue would give a more robust financial reserve or sinking fund, ensuring the protection of the service for longer.
- The Panel note that CIL money and Section 106 contributions can be sought for training and volunteering opportunities which could be suitable for this project.
- The Panel suggest walking distances to each proposed bus location should be fully mapped and considered, ensuring the management of customers be planned for in order to not overwhelm the capacity of the bus.
- The way in which waste disposal and surplus food and food waste has been considered impressed the Panel. Embedding these sustainable principles in the project to eliminate food waste entirely would be an even more positive result.

### *Design and placemaking*

- The durability of the proposed materials and other functional elements of design such as electrical loading should be carefully considered, as the day-to-day high level of usage will have to withstand significant wear and tear.
- The Panel queried how easily maintainable the low-cost fit-out will be, and if it could endure several years of activity.
- The proposed layout of the bus looked sound and suitable for the operational requirements, with storage carefully calculated and opportunities to adapt the design to suit differing functions and uses.
- Whilst the restrictions of budget and other considerations such as road safety are acknowledged, the Panel identified a greater opportunity for placemaking in the proposed parking locations.
- The Panel suggest using furniture or signage to create a more permanent presence or marking the ground in some way to designate a more civic space. Creating planting space and seating could give a lasting resource for the local community, beyond the allocated bus visit times. The Panel note this is an ideal opportunity to test placemaking ideas.

### *Project evaluation*

- The team is encouraged to consider ways in which this project can be monitored, evaluated and recorded so this important work can be communicated, championed and evidenced effectively.
- The Panel identified a synergy with the work the Joseph Rowntree Trust is doing around in-work poverty and of the work of the Child Poverty Action Group.
- The Panel commend the budget allocation for a formal evaluation and stressed the need to capture both qualitative and quantitative data.
- The GLA indicated there could be additional funding available for evaluation purposes.

### *Support offer and engagement*

- The Panel recognise the strength of the flexibility of the wrap-around support offer and praise the realistic approach to what will be an evolving process. Having the diversity of skills and contacts to respond to this process and to take advantage of where the project will be positioned is key.

- The Panel queried if the engagement strategy could do more beyond the formal steering group, embedding the views and voices of the communities into the decision-making process. The use of community champions is viewed as a positive mechanism, however more could be done to maximise the opportunity for the service and proposed activities to be guided by the neighbourhoods the bus will serve.
- The Panel advised that in order to maximise the benefit of this, engagement and consultation with the local community should commence as soon as possible. A shadow membership campaign or similar could be a catalyst for this.
- The use of local schools and existing community groups to forge links with the communities is recommended by the Panel. This engagement could be used to inform and promote the project prior to the bus being operational.

#### *Branding, marketing and communications*

- The Panel were pleased to hear of opportunities to receive in-kind marketing and business support.
- The identity of the project and how it is branded will be key in the efforts to destigmatise the service and support offer. The Panel saw the promotion of the scheme, particularly on social media as an opportunity to normalise the offer. The marketing will be a challenge to get the right balance of promotion and nuanced messaging. The GLA would want an input on branding discussions and graphic design outputs.
- The Panel urged the team to be cautious of sponsorship partnerships and to ensure they are the right fit in terms of ethos and values. The GLA would want sight on prospective linkages.
- Appropriate sponsorship and advertising could be of significant financial benefit, with the roof of the bus offering an opportunity for additional revenue.
- The Panel suggest the use of a mobile application could maximise reach through passive interaction, removing some of the barriers to receiving support. This could additionally be used for regulating supply, demand and availability of stock, recipe sharing, promotion of planned events and signpost the services on offer.
- The Panel recommend the team make use of existing contacts and support organisations such as local 3<sup>rd</sup> sector outreach organisations, LB Wandsworth and the GLA, to maximise promotion of the project through their channels and networks.