



COMMUNITY CONSULTATION RESULTS SUMMARY
CAMBRIDGE, SPRING 2019



COFARM CAMBRIDGE COMMUNITY CONSULTATION OVERVIEW



Image courtesy of Iliffe Media/Cambridge Independent: Keith Hepple

- 147 attended open drop in consultation day March 30th 2019
 - 59 contributed online throughout April 2019



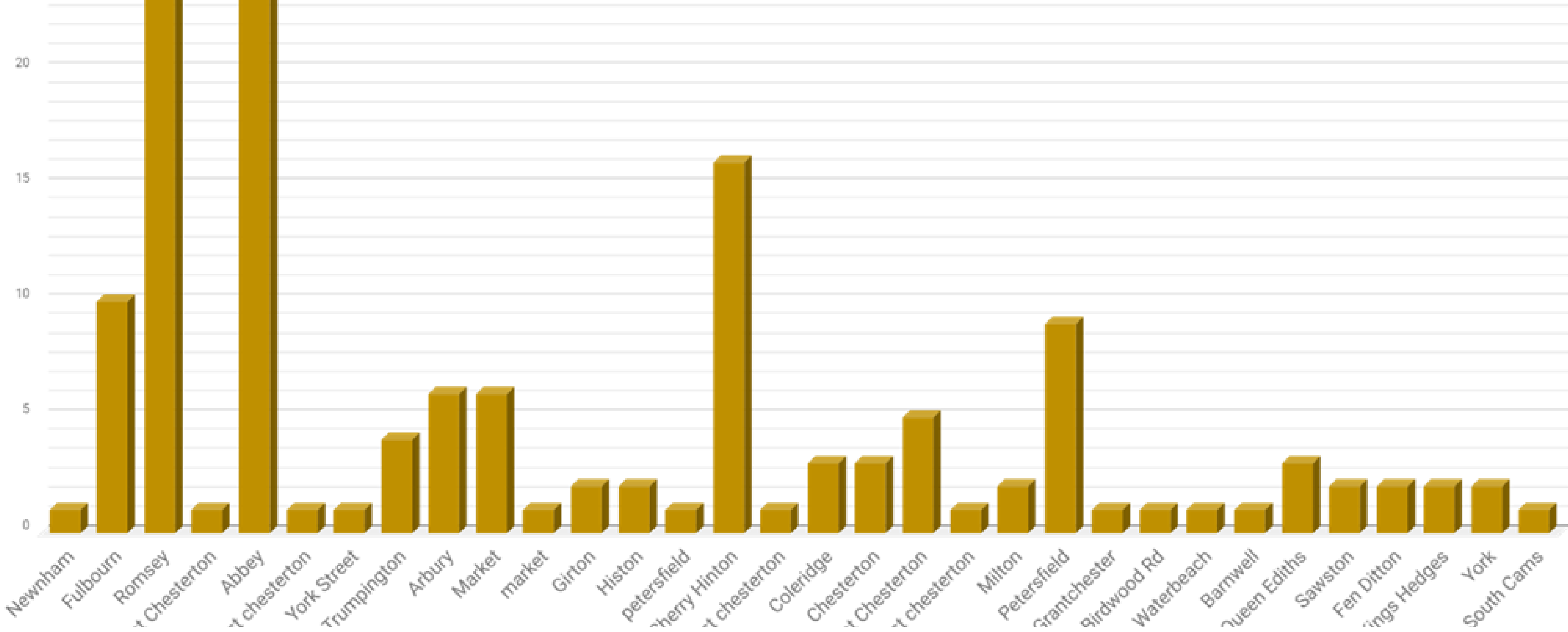
WHICH THREE WORDS BEST DESCRIBE YOUR FEELINGS ABOUT A COMMUNITY FARM FOR CAMBRIDGE?



PLEASE TELL US WHICH PART OF CAMBRIDGE YOU LIVE IN



- 1. Abbey
- 2. Romsey
- 3. Cherry Hinton



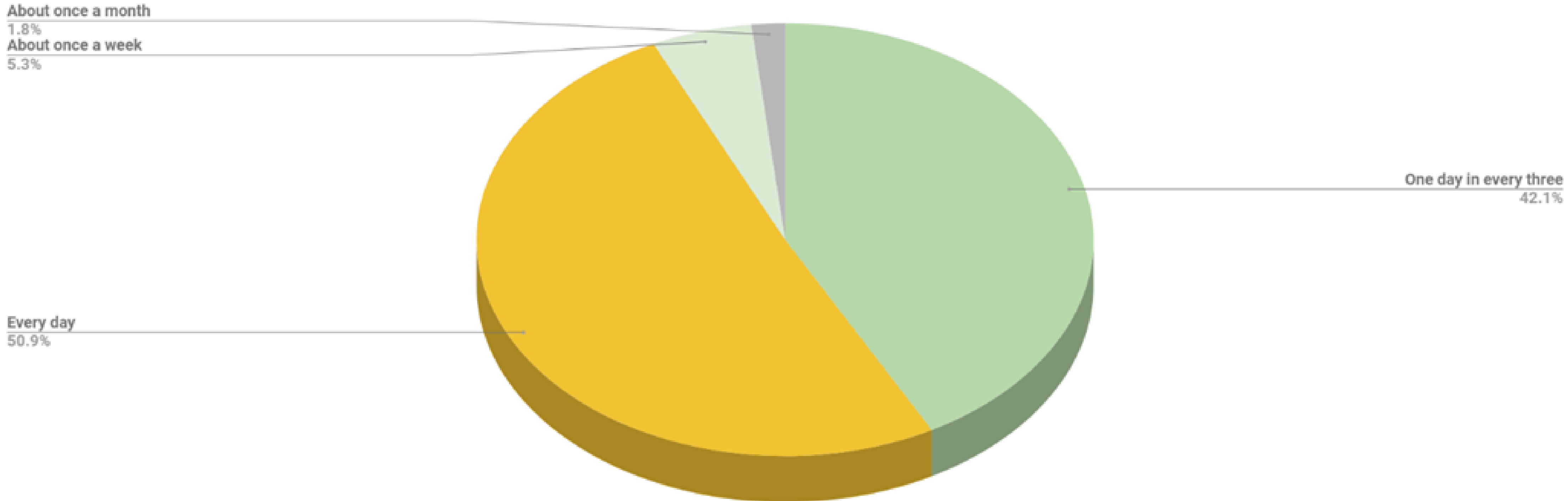
WHAT IS IT ABOUT A COMMUNITY FARM FOR CAMBRIDGE THAT INTERESTS YOU MOST?



1. Action for nature and the climate
2. Stronger, more cohesive communities
3. Better access to nutritious and safe food



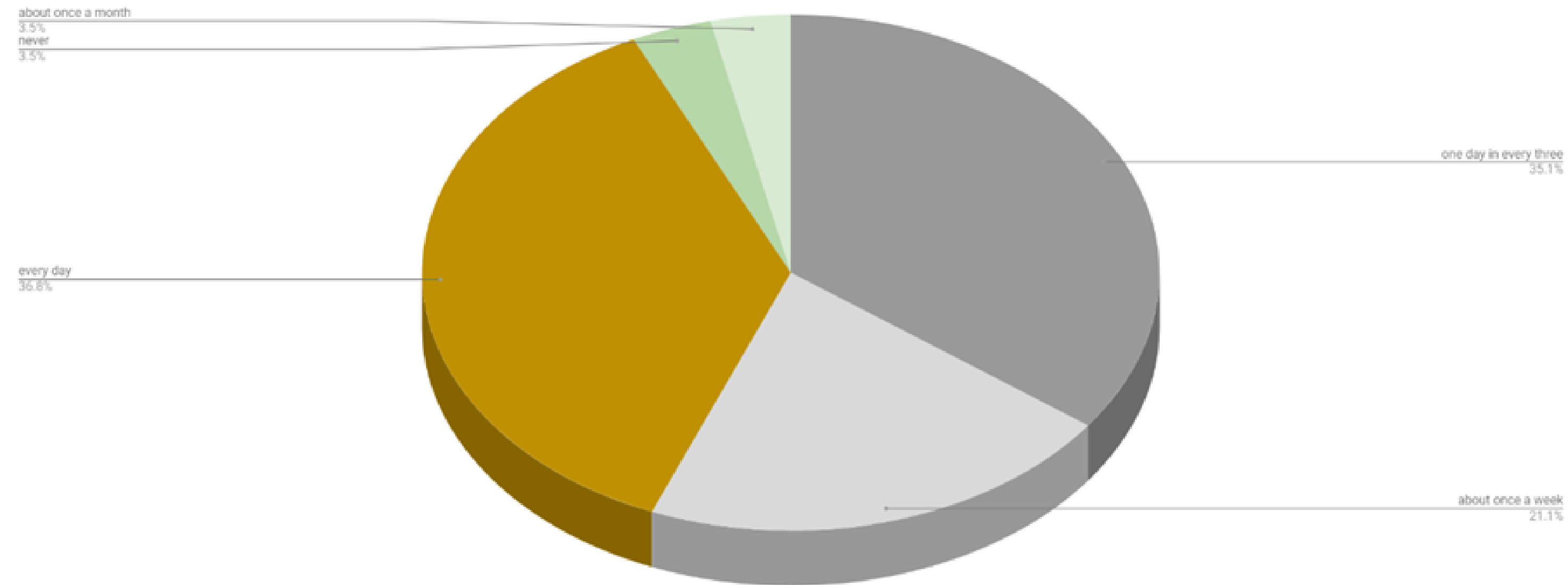
HOW OFTEN WOULD YOU SAY YOU EAT AT LEAST 5 PORTIONS OF FRESH FRUIT AND VEGETABLES IN ONE DAY?



- 51% eat '5 a day' every day
- 42% eat '5 a day' one day in every three
 - 8% less than this



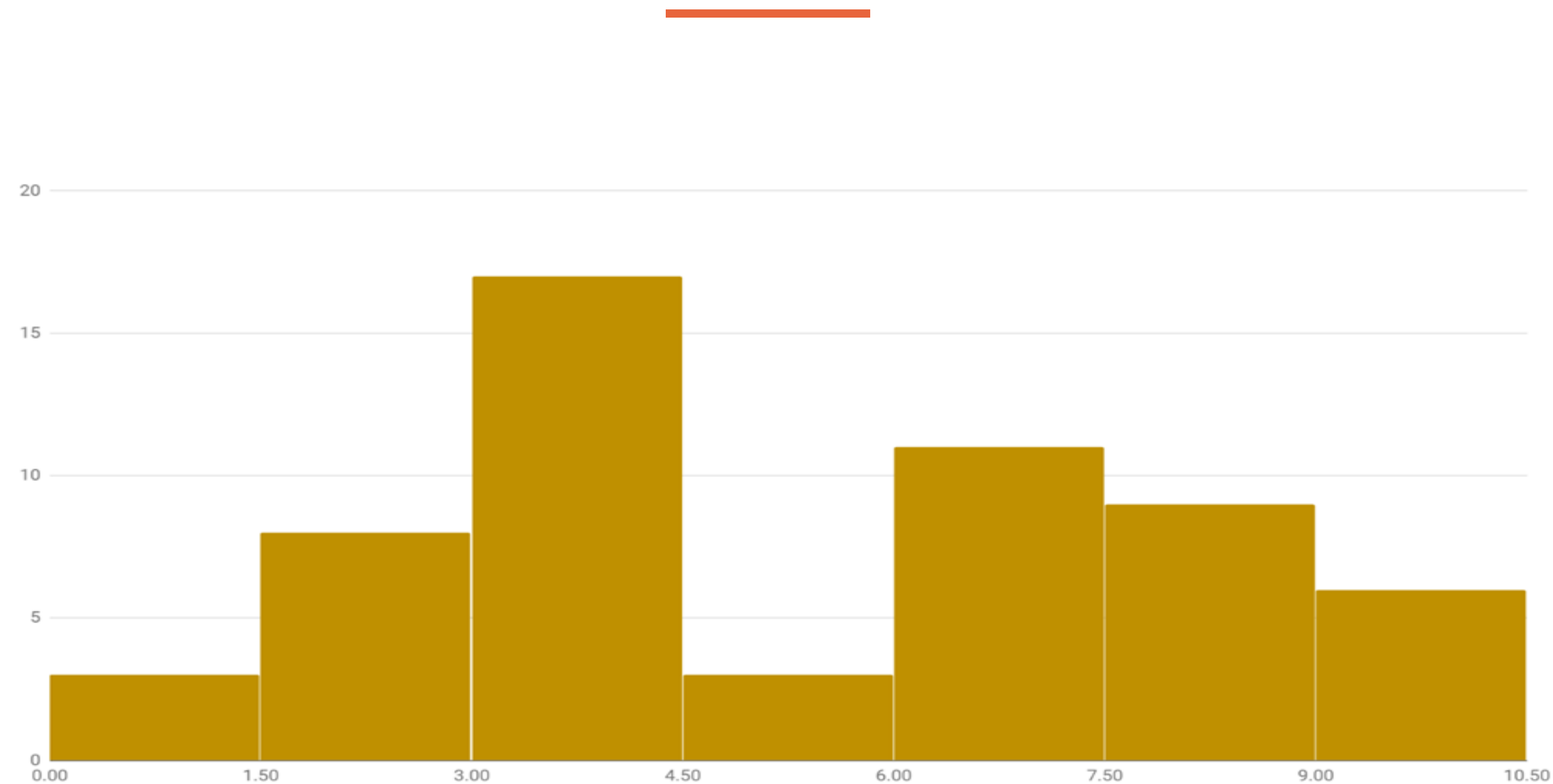
HOW OFTEN DO YOU SPEND AT LEAST AN HOUR OUTDOORS TAKING SOME EXERCISE (LIGHT OR VIGOROUS) IN A NATURAL SETTING?



- 37% exercise outdoors every day
- 35% exercise outdoors one day in every three
- 7% exercise outdoors once a month or never



“I FEEL REALLY CONNECTED TO MY COMMUNITY AND HAVE A PLACE/S WHERE I CAN SOCIALISE, FEEL WELCOME AND THAT I BELONG.”



0 = don't agree at all | 10 = fully agree

Top response = 3.75 | Overall average = 5



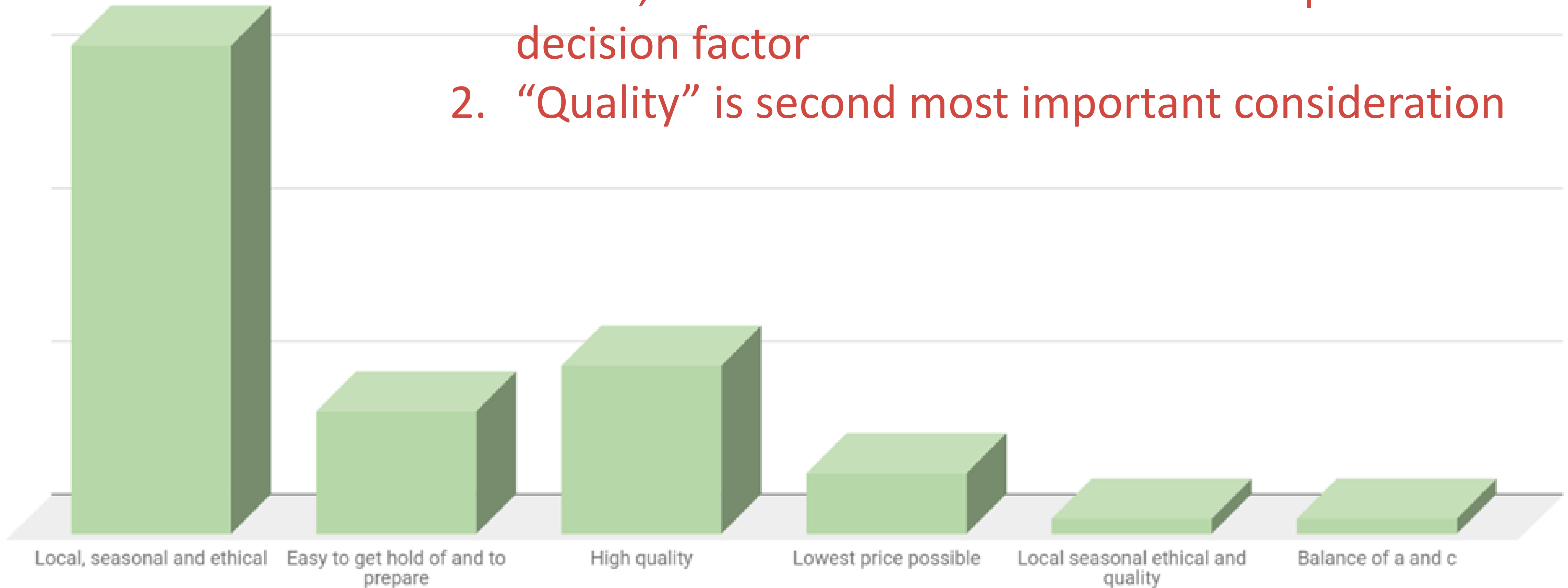
“I FEEL REALLY CONNECTED TO MY COMMUNITY AND HAVE A PLACE/S WHERE I CAN SOCIALISE, FEEL WELCOME AND THAT I BELONG.” (REASONS FOR LOWER SCORES)



WHAT IS MOST IMPORTANT TO YOU IN DECIDING WHERE TO GET YOUR FRESH FOOD FROM?



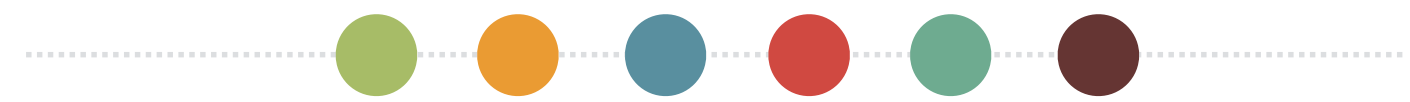
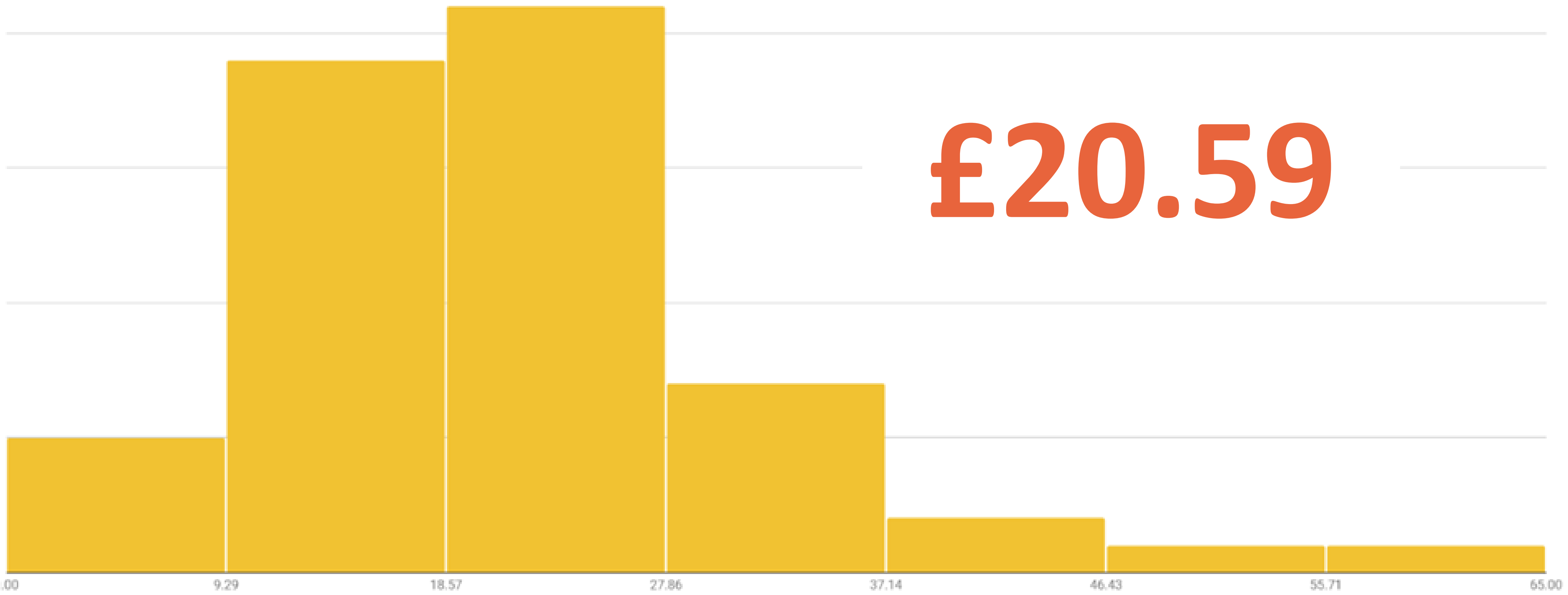
1. “Local, seasonal and ethical” is most important decision factor
2. “Quality” is second most important consideration



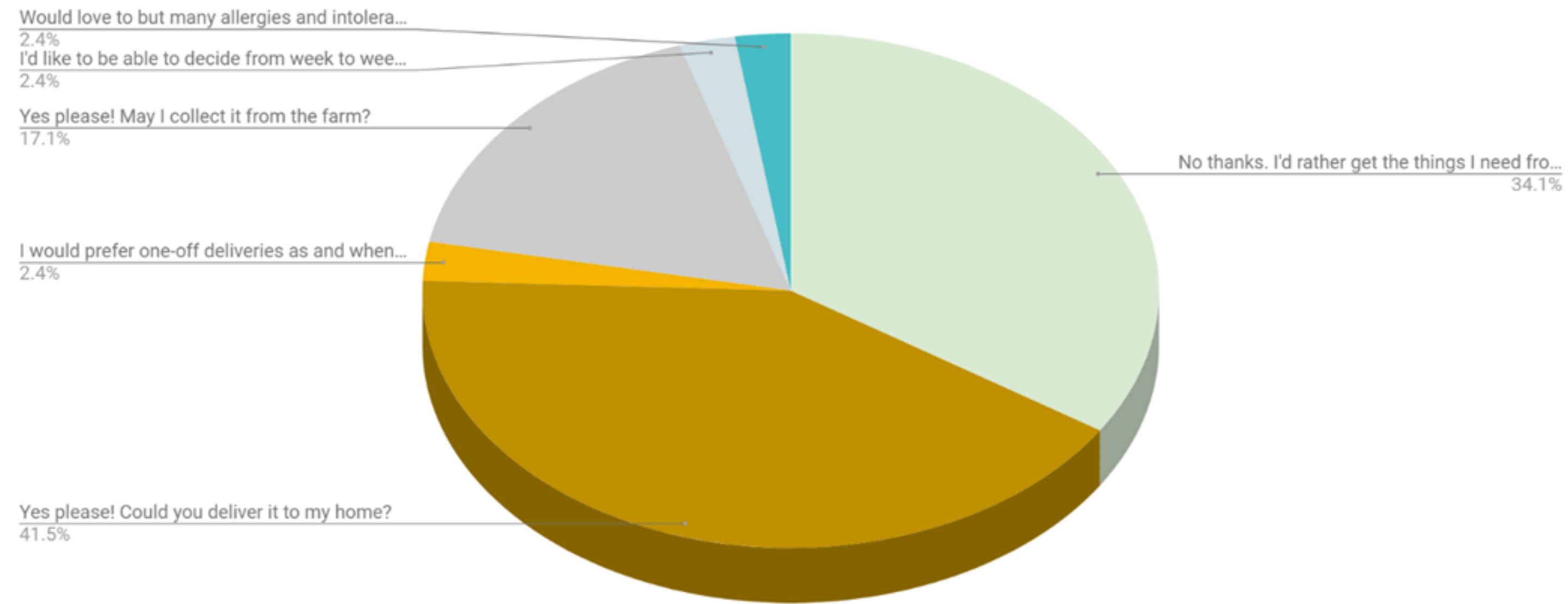
ROUGHLY HOW MUCH DO YOU CURRENTLY SPEND ON FRESH FRUIT, VEGETABLES AND HERBS IN AN AVERAGE WEEK?



£20.59



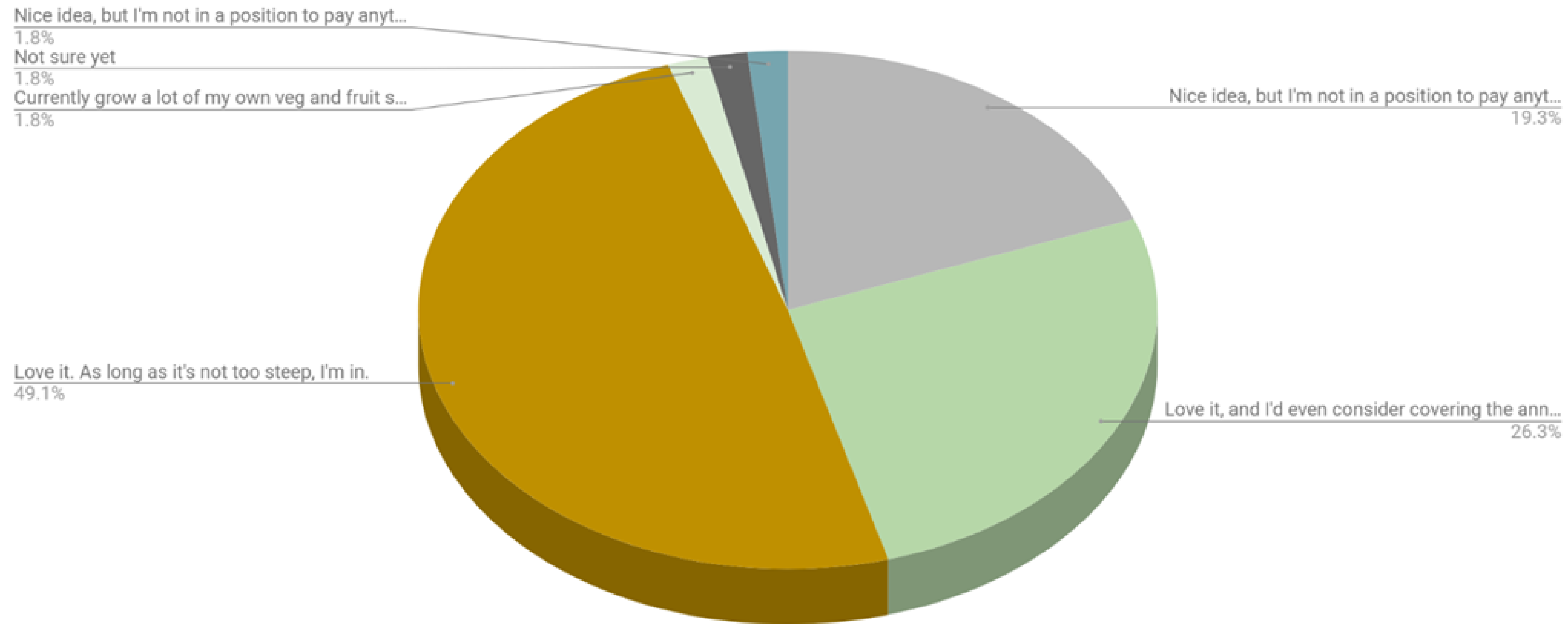
WOULD YOU LIKE A WEEKLY FRUIT AND VEG BOX FROM THE FARM?



- 59% want a weekly veg box
- 42% of these want their veg box delivered
 - 17% want to collect it from the farm



HOW WOULD YOU FEEL ABOUT AN ANNUAL SUBSCRIPTION FEE FOR COFARM?



- 75% in favour of an annual subscription fee
- 26% may cover subscription of a household experiencing food poverty



AT WHAT PRICE WOULD YOU BEGIN TO THINK YOUR ANNUAL SUBSCRIPTION WAS 'A BARGAIN' AND GREAT VALUE FOR MONEY?



£66



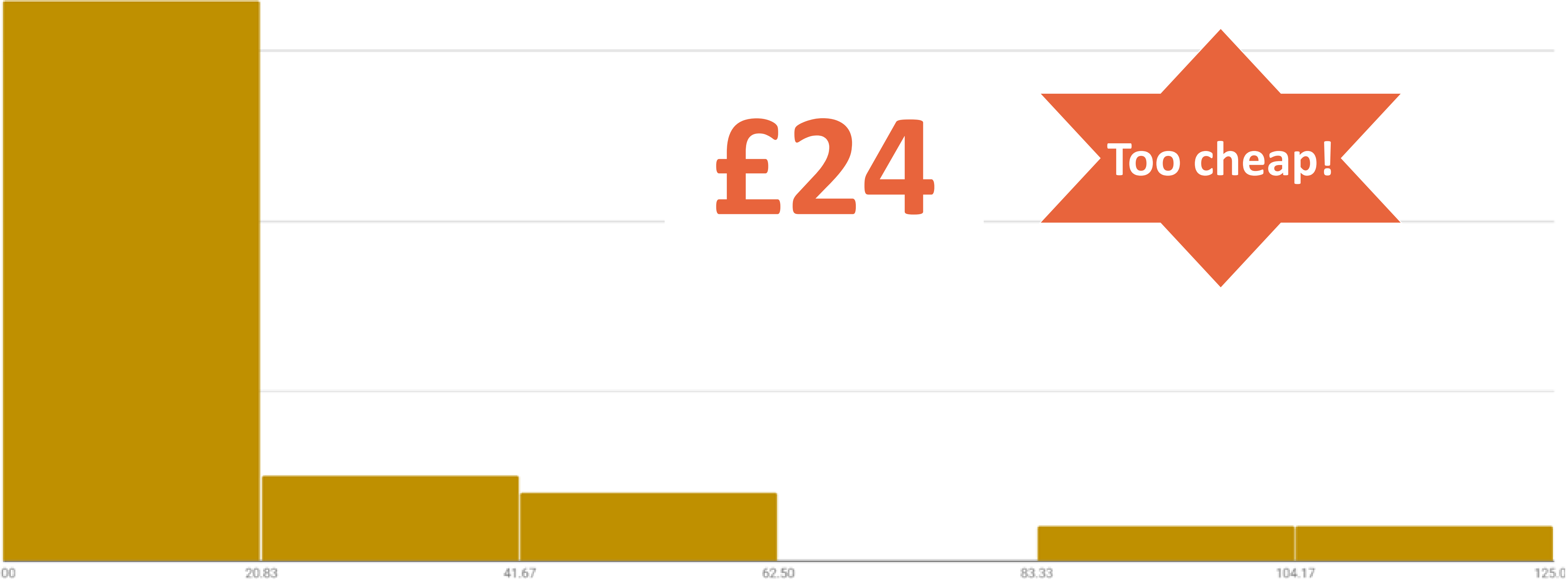
A bargain!



AT WHAT PRICE WOULD YOU BEGIN TO THINK YOUR ANNUAL SUBSCRIPTION WAS 'SO CHEAP' THAT YOU WOULD FEEL IT WAS UNNECESSARY?



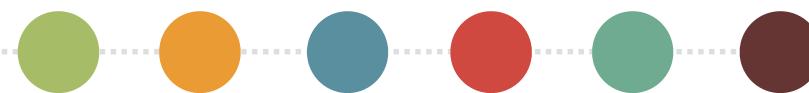
£24



AT WHAT PRICE WOULD YOU BEGIN TO THINK THAT THE ANNUAL SUBSCRIPTION IS 'GETTING EXPENSIVE', BUT STILL NOT OUT OF THE QUESTION?

£105

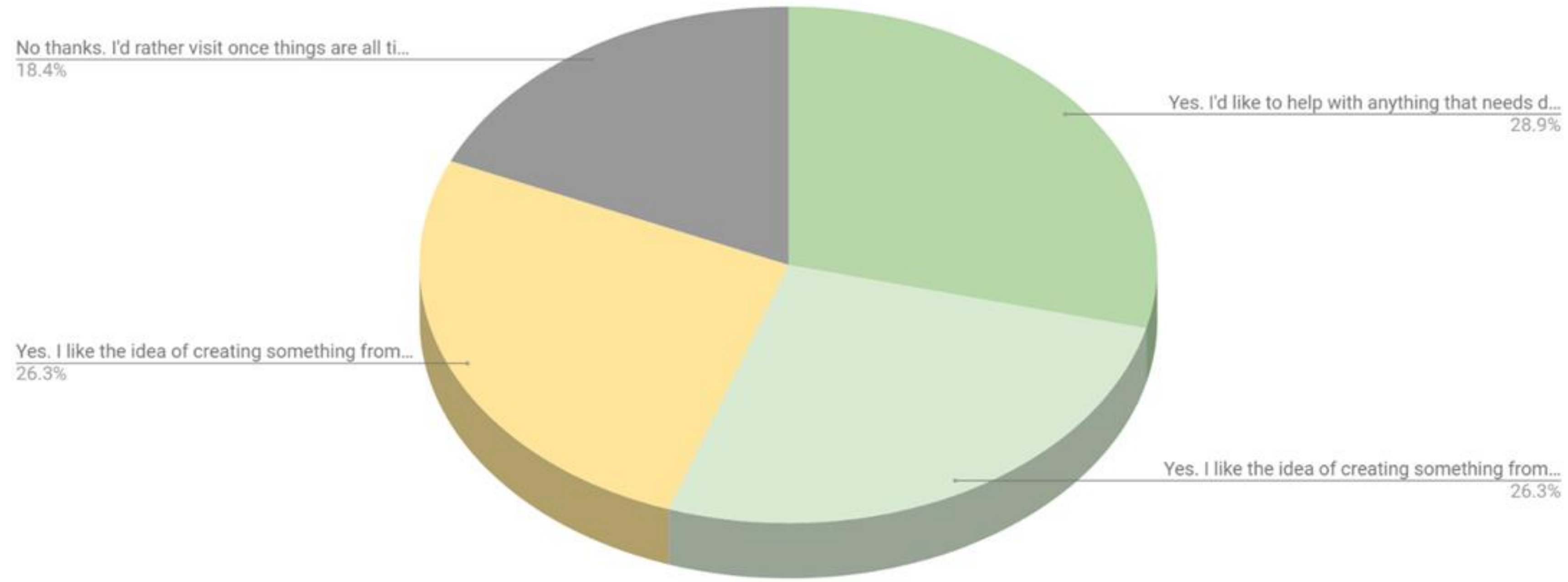
Getting expensive!



AND AT WHAT PRICE WOULD YOU BEGIN TO THINK THE ANNUAL SUBSCRIPTION TO BE 'SO EXPENSIVE' THAT YOU WOULD NOT CONSIDER SUBSCRIBING?



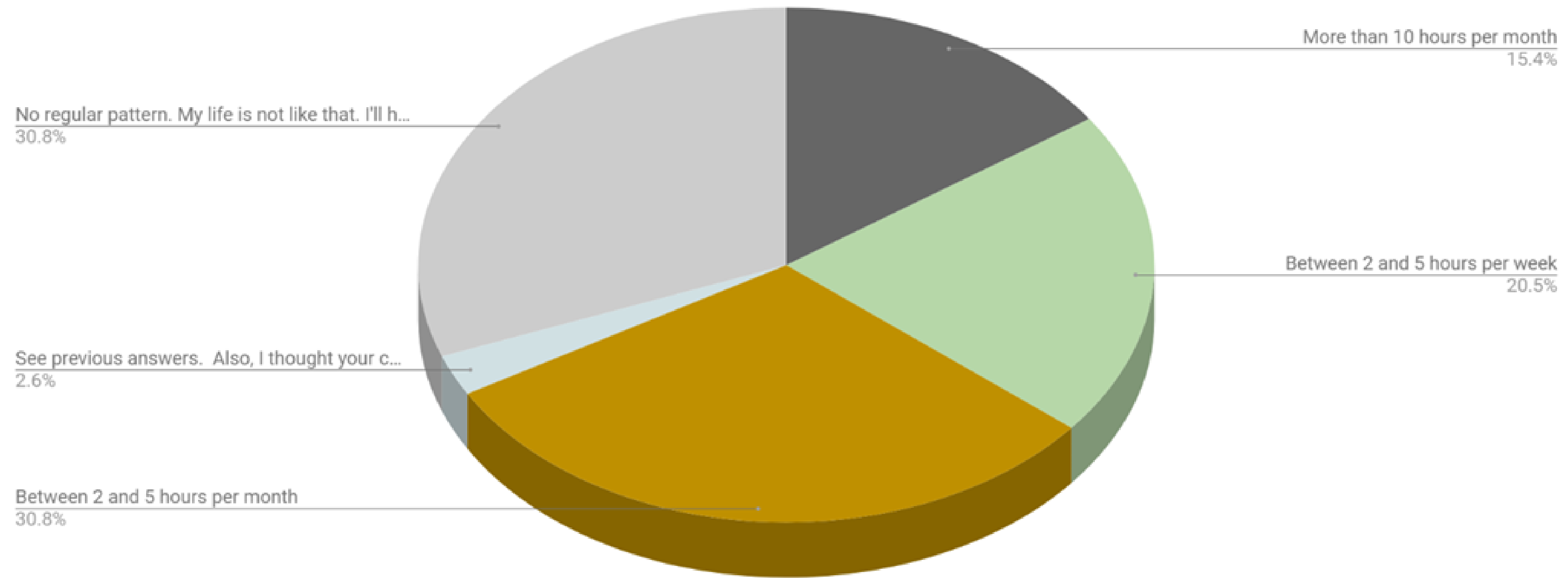
WOULD YOU LIKE TO VOLUNTEER ON THE INITIAL SET-UP PHASE OF THE FARM?



81% would volunteer with setting up the farm



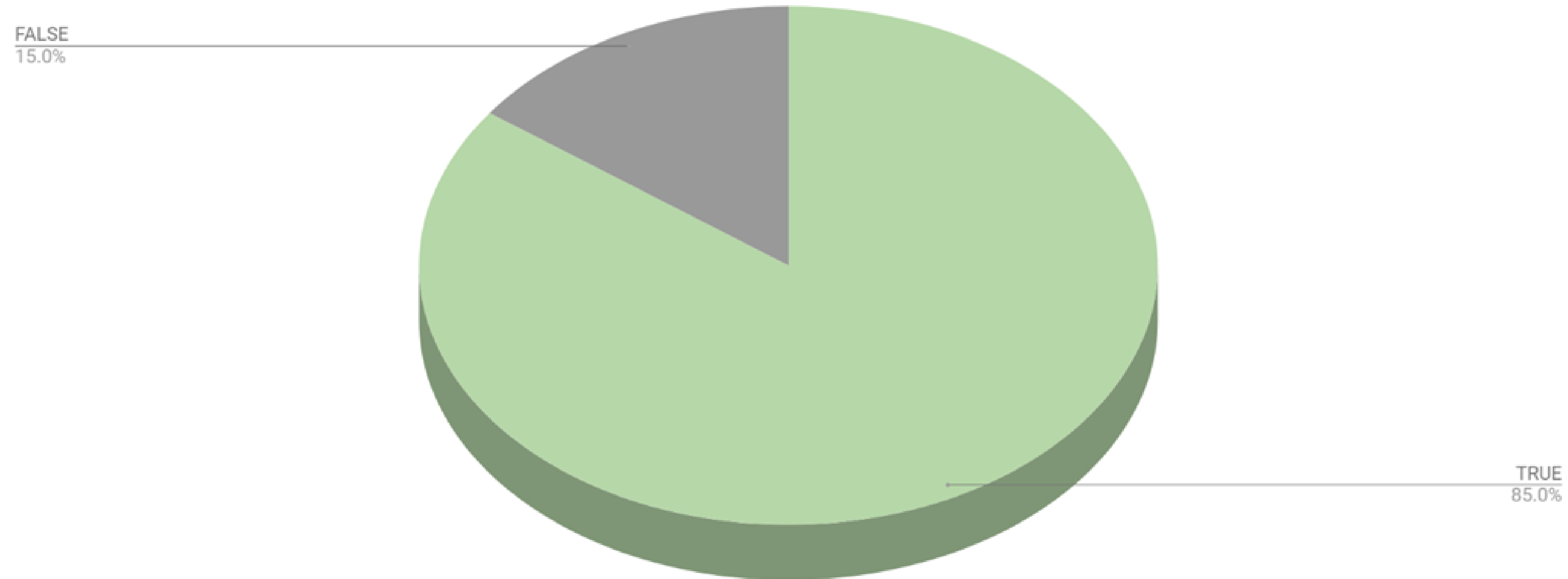
HOW MUCH TIME, ON AVERAGE, MIGHT YOU LIKE TO SPEND VOLUNTEERING ON THE FARM?



- 31% could volunteer between 2 and 5 hours per month
 - 31% would contribute time as and when available
- Over 20% could contribute between 2 and 5 hours a week



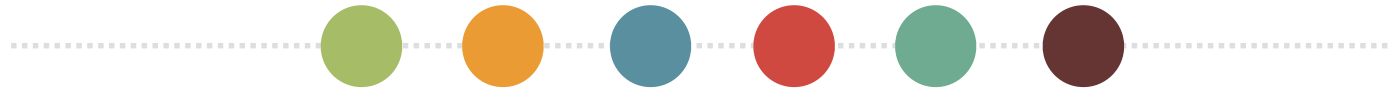
WE ARE EXPLORING THE IDEA OF REDUCING THE AMOUNT YOU SPEND ON YOUR FRESH PRODUCE ACCORDING TO HOW MUCH TIME YOU CONTRIBUTE TO THE PROJECT. WOULD YOU SUPPORT THIS?



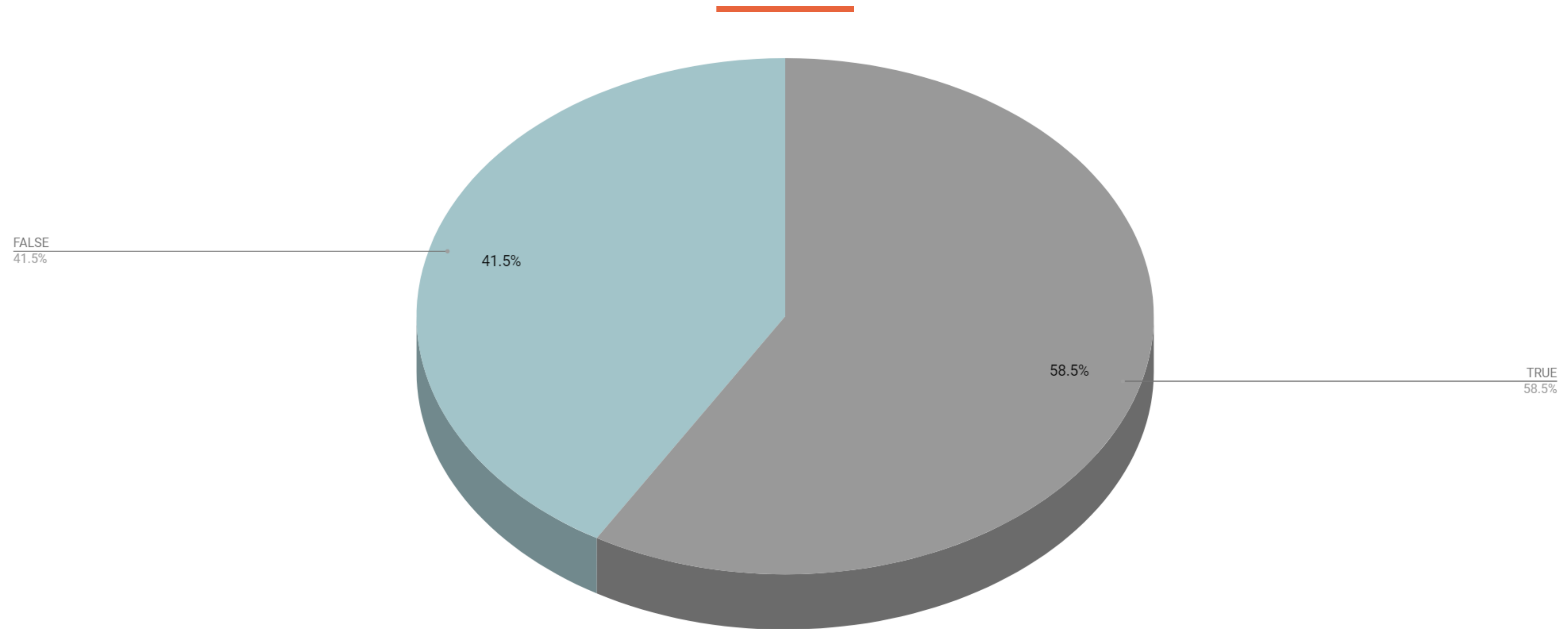
85% would support a 'food for time' discount



SOME OF THE REASONS A 'FOOD FOR TIME' DIMENSION WOULD BE SUPPORTED



WOULD YOU BE INTERESTED IN THE TIME THAT YOU SPEND ON THE FARM COUNTING TOWARDS AN ACCREDITED QUALIFICATION OR APPRENTICESHIP IN HORTICULTURE, LAND MANAGEMENT OR RELATED SUBJECT?



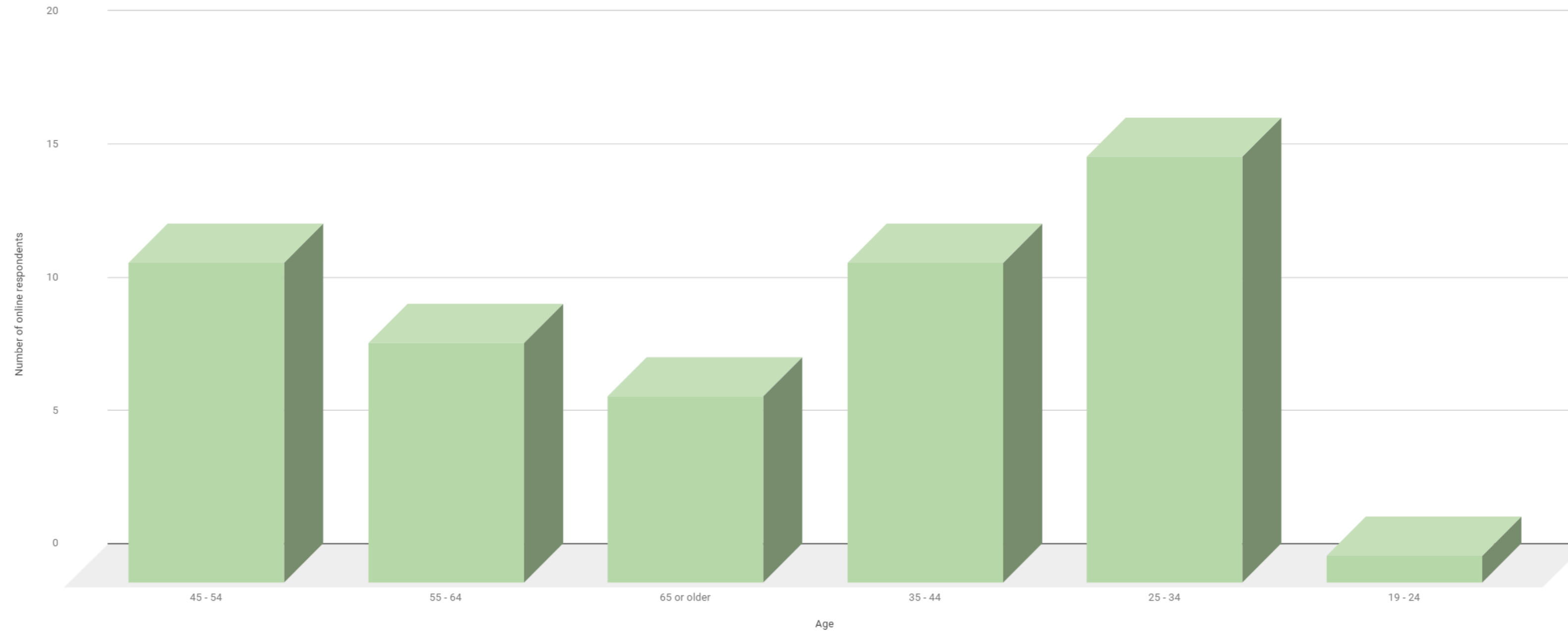
58% are interested in accreditation.



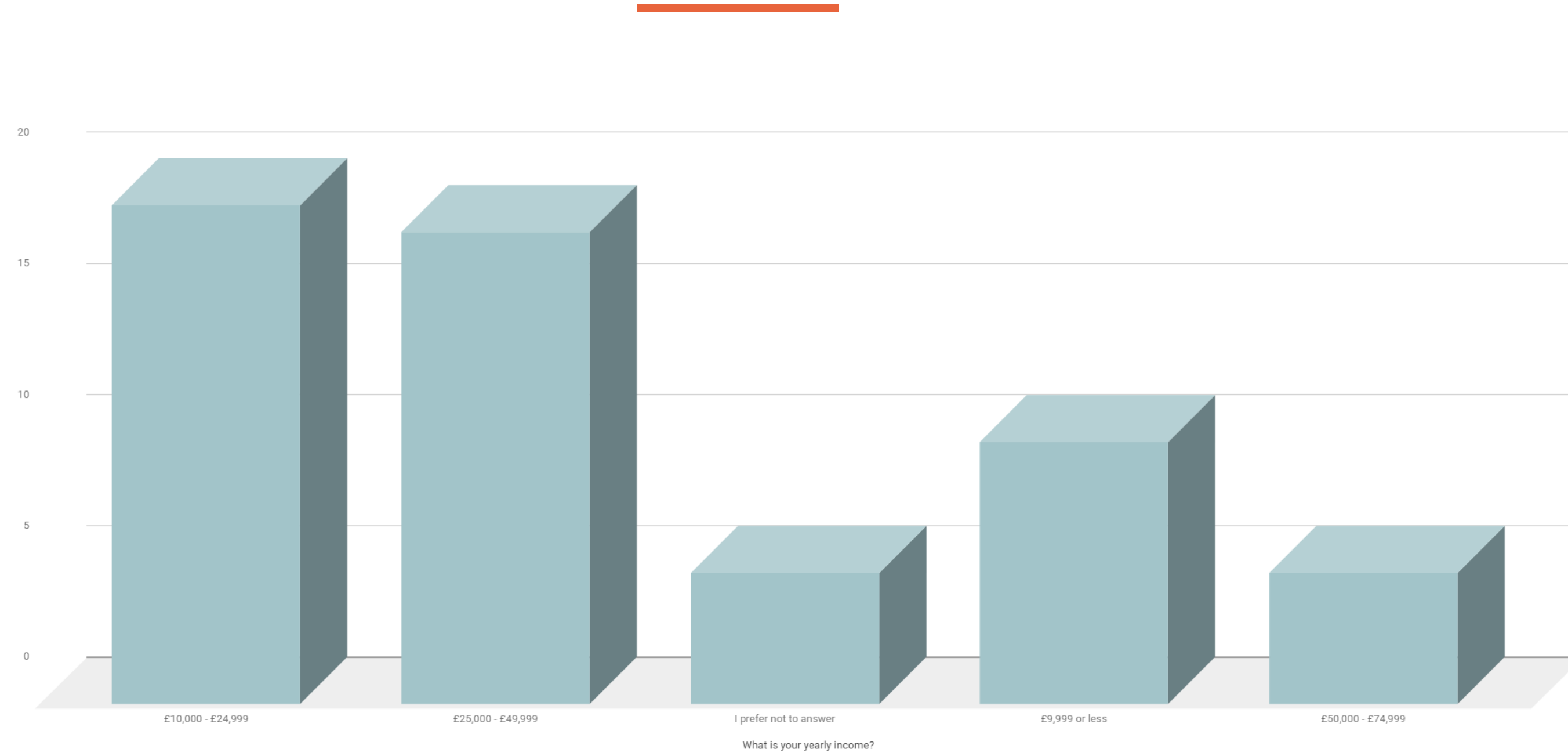
HOW OLD ARE YOU?



- Very broad age range of respondents
 - Top response from 25-34 yr olds



WHAT IS YOUR ANNUAL INCOME?

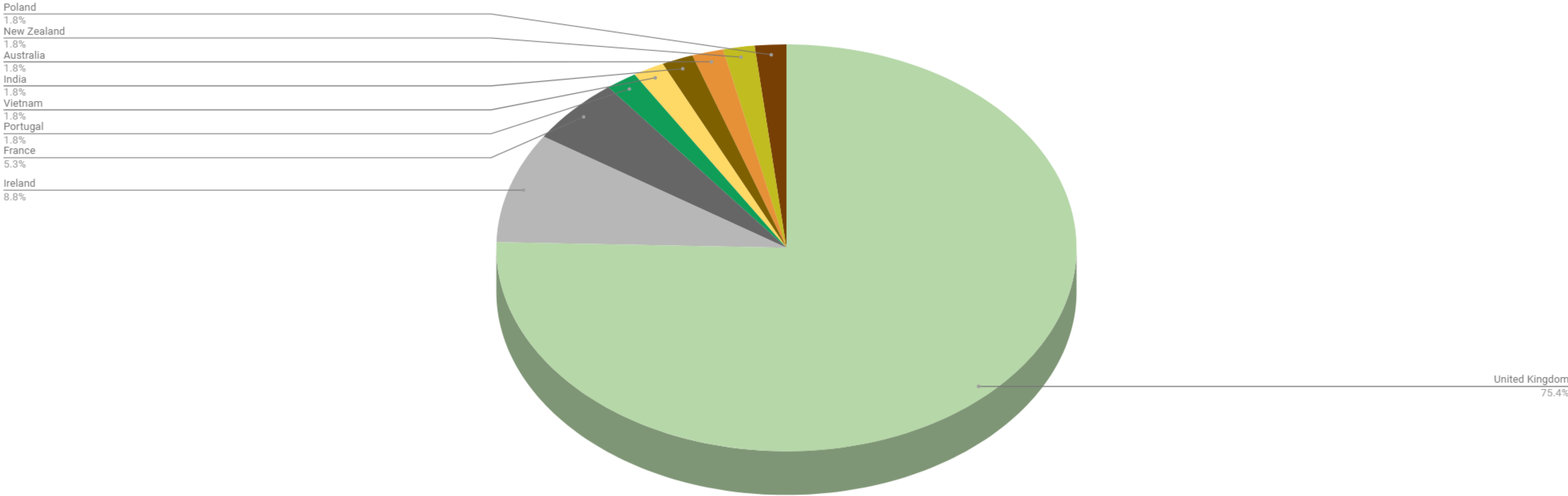


- 33% said £10K-£25K
- 32% said £25K-£50K
- 18% said under £10K



IN WHICH COUNTRY WERE YOU BORN?

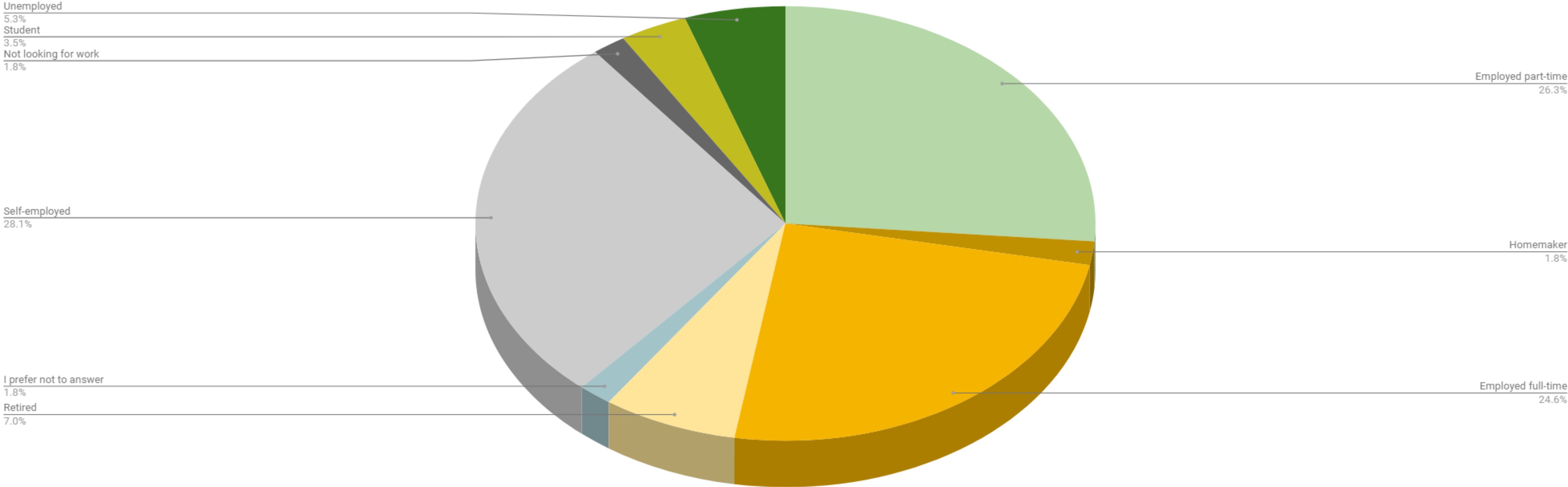
Count of In which country were you born?



Top 3: 75% UK | 9% Ireland | 5% France



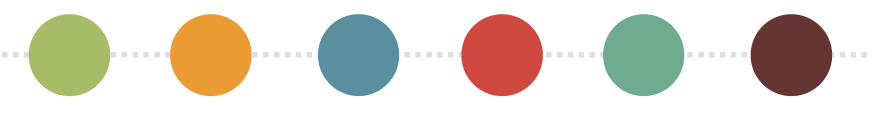
WHAT IS YOUR EMPLOYMENT STATUS?



28% Self-employed | 26% Employed part-time | 24% Employed full-time



TO MAKE IT A PLACE YOU WOULD LIKE TO SPEND TIME AT REGULARLY, HOW WOULD BEING AT THE COMMUNITY FARM NEED TO MAKE YOU FEEL?



WHAT WOULD WE NEED TO DO OR TO PROVIDE TO HELP YOU FEEL THAT WAY?



WHAT WOULD PREVENT YOU FROM GETTING INVOLVED WITH COFARM?

WHAT COULD WE DO TO HELP REMOVE THOSE OBSTACLES?

Sorry, there are too many responses and great ideas to present here clearly!
Please access the full report at www.cofarm.co/survey to view anonymised answers to these and other open questions.



“I am so glad that finally we are seeing something like this in our City. I can't wait to get involved!”

“So many of us live such busy lives yet aspire to something like this when time is such a precious commodity for us - it would need to not feel like an untenable bind.”

“This should definitely happen!”

“Please keep the farm organic and slaughter-free. Would love some bees, and a dog-friendly area please!”

“I really liked the idea of improving mental health with learning about working on a farm and think it could be really helpful. I wonder if sometimes projects could be organised towards promoting this? “

“Good luck with a fabulous venture!”

“My main concern is disabled access. I'd like to work with the team to consult on access.”

“Welcome people of all appearances, backgrounds and abilities.”

“Make it clear how people can get involved, what's expected, and how things work around the farm.”

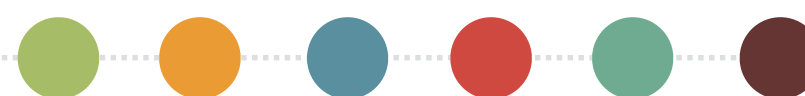
“I think whoever manages the farm will need to be very focused and be able to manage everyone's expectations.”

“Visits so that local children can learn about farming and food, a harvest festival.”

“This is a hugely exciting project. I really hope it is successful in bringing the community together & improving health outcomes.”

“It's a super idea!”

Would you like to share any other thoughts, ideas or concerns with us that we haven't already covered?





For access to the full consultation report visit
www.cofarm.co/survey

Thank you



