

Fruit and Vegetable Stalls on Campus

Summary

This initiative encourages local healthy food market traders to come onto the university campus to provide a service directed at students, staff and the general public where appropriate. The key components are creating and maintaining links with external service providers; negotiating internally regarding the implementation of the initiative; setting up of service level agreements; partnership working to benefit the health of students; and monitoring and evaluation. The markets-on-campus initiative was introduced at Nottingham Trent University (NTU) in 2007 and continues to go from strength to strength, maintaining its popularity with students and staff. Developments include give free banana's out during exam period, running offers all year round and giving out NTU recipe books etc.

Aims

- To improve student access to fresh fruit and vegetables on campus.
- To build a sustainable relationship with a Local Authority Markets and Fairs Department.
- To provide fruit and vegetable market stalls on campus in a planned, accountable and sustainable way.
- To improve health promotion activities in relation to healthy eating.
- To improve the visual appearance and variety of the campus.

Overview

Context / background

NTU Student Health Promotion Strategy aims to make healthy choices the easiest choices for students. Objectives include increasing access to services and increasing access to information about healthy choices. An important theme of the strategy is healthy eating. Stereotypes suggest that students are more likely to go for fast food and unhealthy choices, and an audit of availability of food on and around NTU campuses revealed that unhealthy options may be both closer and easier. This is especially true for more rural campuses where access to local facilities is limited.

Drivers and levers for change

- Welcome Week – the university invests in a large student induction period to introduce and welcome students to Nottingham. Inclusion of City Council Services is a very important part of introducing new students to our city.
- Markets and Fairs – local market traders are keen to find new markets and encourage local people to use their services.
- Students and staff – support for the idea prior to the stall being introduced and a hugely positive response to the stall have been drivers for the maintenance and development of the initiative.

Who led the work internally and externally?

- Health Promotion Specialist within Student Support Services.

- Nottingham City Market Coordinator.
- Fruit and vegetable market trader – local businessman.

Resources

- There were very few financial implications for the university outside of staff time.
- During the start-up phase, staff time was important – building the relationships, meeting partners, scoping the site, agreeing the contract, working with legal services, monitoring the implementation and troubleshooting.
- During the maintenance phase, relatively little resource input is needed, with key tasks being annual monitoring and amending of the contract, responding to issues (e.g. adding further stalls, altering the days, publicising to students and staff on an ad-hoc basis). This was all accommodated within the role of the Health Promotion Specialist.

What did you do?

- Review of availability of fresh fruit and vegetables at all 3 campuses.
- Made links with the City Council Markets and Fairs department and invited them to hold 'Markets on Campus' with an emphasis on health.
- Identified individual stall-holders to approach regarding ongoing fruit and vegetable stalls.
- Collaborated in an application to the City Council to hold a market stall at a campus based in the city centre.
- Consulted staff on all campuses regarding the location of stalls, including extensive consultation with Estates.
- The Estates Department contributed PAT testing and overseeing the use of university electricity supply for the use of electrical equipment on the stalls – lights, scales etc.
- Set up market stalls on all three campuses and advertised them to students and staff.
- Worked with the stalls on health promotion events and campaigns throughout the year.
- Monitored and amended the arrangements for an academic year.
- Reviewed and renewed the service level agreement on an annual basis.

What methods of communication did you use?

- Face to face meetings with staff directly involved in implementation.
- Group emails to advertise to students and staff.
- University website and leaflets for students.

Monitoring and Evaluation

How did you measure impact?

- Usage of the stalls by students and staff.
- Comments from students and staff.
- The stalls have become a normal part of life at NTU.

What were the outcomes /outputs?

- Increased access to fruit and vegetables for the university community
- Increased the profile of the Health Promotion Strategy, as the stalls are a very visual and obvious focus.
- Increased partnership working and cross-university working.
- Fruit and vegetable stall input into campaigns and events run by the SU, Student Support Services, students, Occupational Health, Libraries and many more.

Key Learning Points

What were the challenges or barriers?

- Partnership working – competing agendas and misunderstandings.
- City council and university processes took time.

What helped you achieve success?

- Finding an excellent student-friendly trader.
- Responding promptly to issues as they arose.
- The student and staff voice.
- Service level agreement.
- Persistence!

How did the work contribute to the three key focus areas of healthy universities?

1. Create healthy and sustainable learning, working and living environments

This initiative creates a healthier 'vibe' to the campus with vibrant and attractive stalls which make it easier for both staff and students to make healthy choices.

2. Integrate health and sustainability into core business

The initiative shows how working with external health related services providers can help to meet core business aims – as a promotional tool for prospective students and their parents, demonstrating a commitment to student and staff health and playing an active part in the local community.

3. Contribute to the health and wellbeing and sustainability of local, regional, national and global communities

The initiative helps the university play an active role in local partnerships and the promotion of local services and businesses. The market stall at the city centre campus is not restricted to the university community because of its location and is available to the local community and visitors.

Thematic Categories

Method	Topic	Population Group
Campaign / Event <input type="checkbox"/>	Alcohol /Substance Misuse <input type="checkbox"/>	Staff <input checked="" type="checkbox"/>
Curriculum <input type="checkbox"/>	Built Environment <input type="checkbox"/>	Students <input checked="" type="checkbox"/>
Project <input checked="" type="checkbox"/>	Food / Healthy Eating <input checked="" type="checkbox"/>	Wider Community <input checked="" type="checkbox"/>
Policy / Procedure <input checked="" type="checkbox"/>	Mental Health <input type="checkbox"/>	Other <input type="checkbox"/>
Whole System Approach <input type="checkbox"/>	Physical Activity / Active Transport <input type="checkbox"/>	
Other <input type="checkbox"/>	Sexual Health <input type="checkbox"/>	
	Sustainable Development <input type="checkbox"/>	
	Tobacco <input type="checkbox"/>	
	Other <input type="checkbox"/>	

Contact Details

Name of Organisation	Nottingham Trent University
Contact Name	Sarah Bustard
Email Address	Sarah.bustard@ntu.ac.uk
Links	NTU Student health and wellbeing calendar