

*Designing out complexity*  
**in the food system to**  
*grow local economies*



@gabbyamorris

[www.gabbymorris.co.uk](http://www.gabbymorris.co.uk)

**GM GABBY MORRIS**

**In the UK people now  
spend only 8% of  
their income on food  
vs. a previous 30%**

**People in Scotland in the  
most deprived areas live 1/3  
of their life in poor health.**

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**Even in the richest places people spend about 15% of their life in poor health.**

**Diabetes accounts for  
about 10 per cent of the  
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**Diabetes costs NHS  
Scotland around £1 billion  
each year**

**More than half of all calories  
consumed on average across  
the UK population come from  
ultra-processed foods**

**In 2020, the UK imported 46%  
of the food it consumed.**



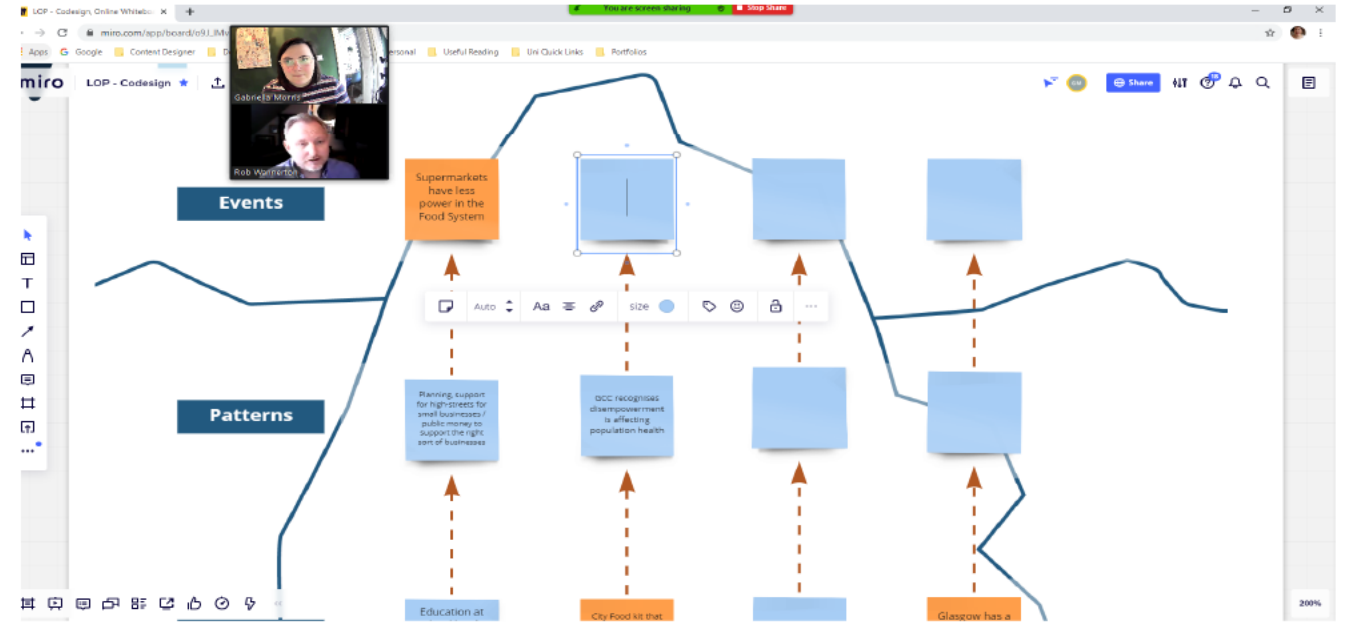
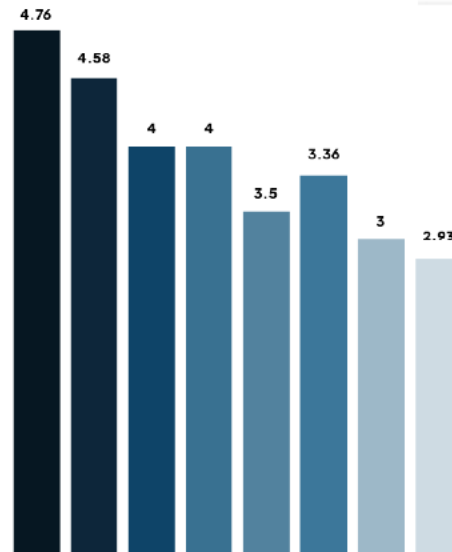


*Do people consider  
any of this when  
making *their* food  
choices ?*

# Research & engagement

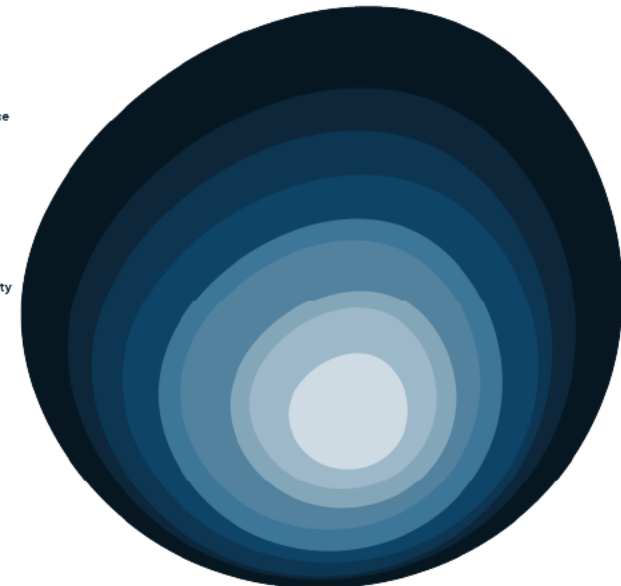
How do you feel about the following statements: (1 Disagree – 5 Agree)

- Everyone should have a statutory right to food
- Food should be made sustainably
- Supermarkets should be charged for waste
- Packaging should explain any environmental damage
- The real cost of a food item should be put onto the packaging
- The UK food system is broken
- Foodbanks are a normal part of society
- Processed food should be banned



- 24.9% Price
- 19.5% Healthy
- 13% Brand
- 12.4% UK Produce
- 7.7% Packaging
- 7.1% Local Food
- 6.5% Overseas
- 5.9% Sustainability
- 3% Other

When shopping for food what factors do you consider when choosing your items? Choose 3



**“I love the  
supermarkets are  
quick, cheap and I get  
get everything I need”**

*Consumer*

**“I shop based on  
price not health!”**

*Consumer*

**“A lot of food is  
wasted, a lot of money  
is also wasted”**

*Local Independent Supermarket*

**“People don’t value  
food, they expect that  
it should be cheap!”**

# **Key** *Insights*

**Local food can  
improve the  
system**

**Local money  
can improve our  
local areas**

**When making food  
choices, most people  
don't consider big  
picture concepts**

**People care  
about their local  
areas**

# Design *opportunity*

Local food can  
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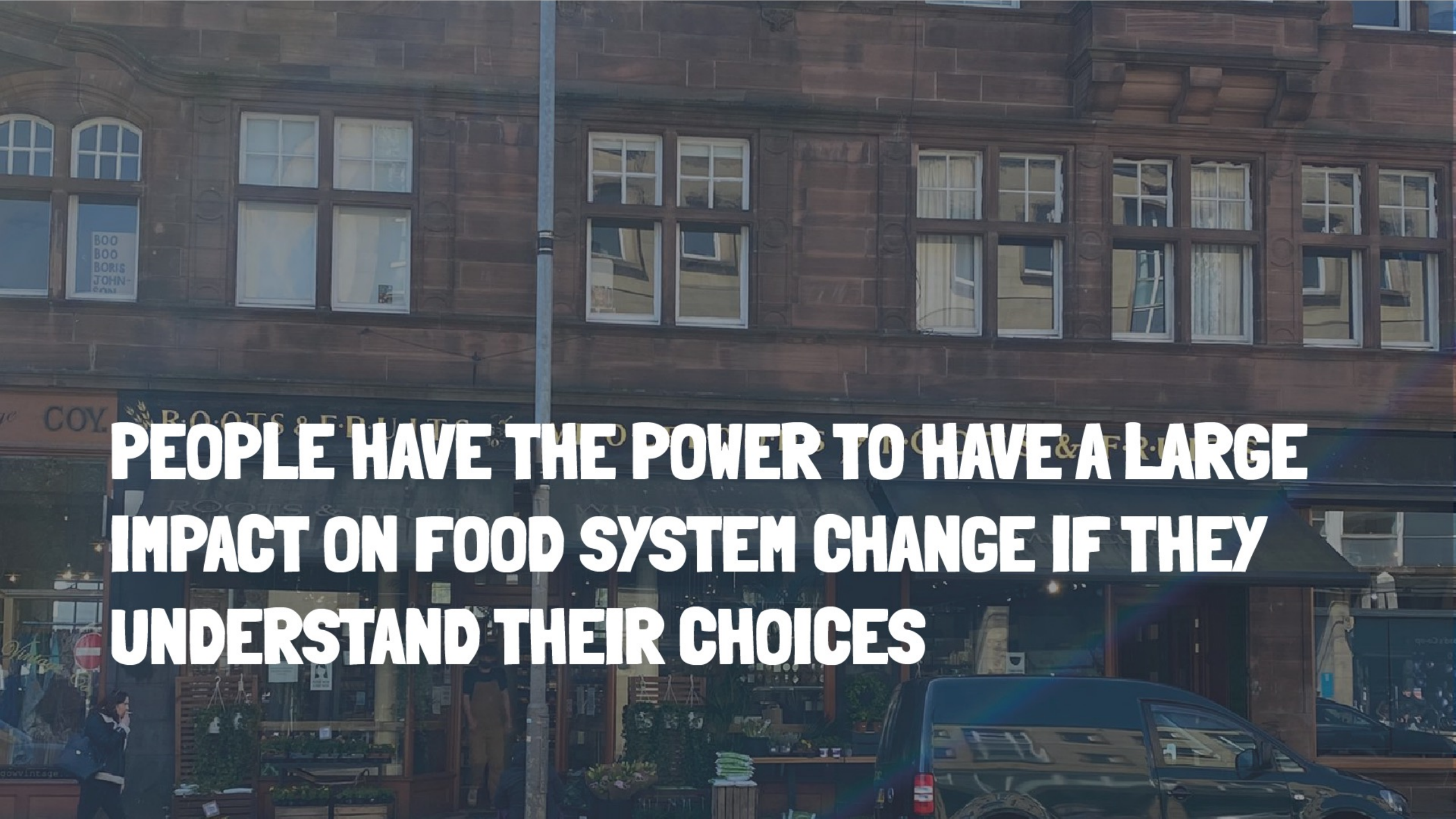
**Find a way to  
empower local  
people to make  
easier food  
decisions based  
on their city**



**THE GAP IS IN LOCAL PEOPLE AND WHAT  
PEOPLE KNOW ABOUT FOOD.**







**PEOPLE HAVE THE POWER TO HAVE A LARGE  
IMPACT ON FOOD SYSTEM CHANGE IF THEY  
UNDERSTAND THEIR CHOICES**



**FOODCITI**



AFTER 80 USER SURVEYS, 15 INTERVIEWS, 8 CO-DESIGN SESSIONS AND 1  
FEEDBACK FOCUS GROUP, THE GLASGOW SERVICE FOODCITI WAS CREATED

## The Vision

TO SCALE UP LOCAL FOOD  
CHOICES IN GLASGOW BY  
EMPOWERING PEOPLE TO  
UNDERSTAND ITS VALUE  
ON THEIR LOCAL ECONOMY.

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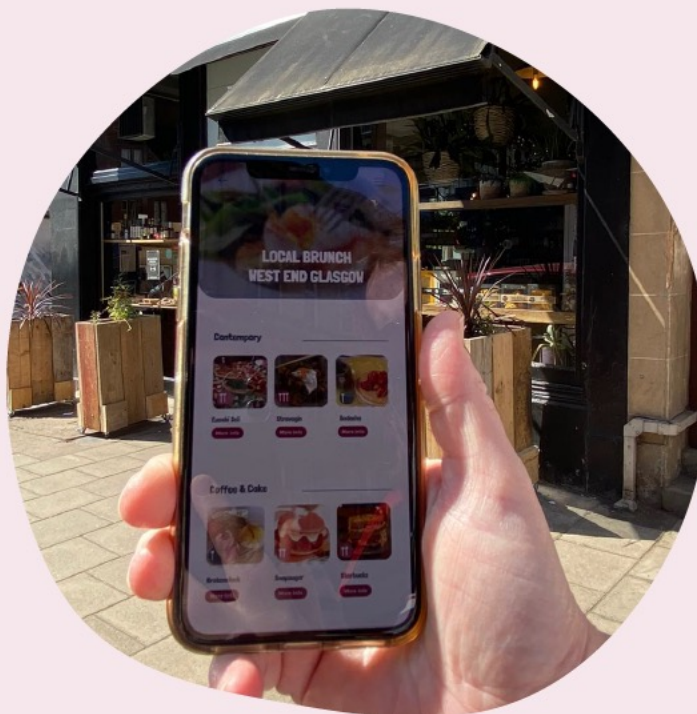


# 3

## Main Features



**Accessible Kit**



**Impact App**



**Food Ratings**



# FoodCiti Rating

- USES EXISTING LM3 METHODOLOGY
- FOCUSED ON THE FLOW OF LOCAL MONEY IN GLASGOW
- CONSIDERS THE BENEFIT TO LOCAL COMMUNITIES



**LOW**



**MEDIUM**



**HIGH**



Food  
Standards  
Agency  
[food.gov.uk/ratings](http://food.gov.uk/ratings)

This scheme is operated  
in partnership with your  
local authority

## FOOD HYGIENE RATING

0

1

2

3

4

5

VERY GOOD

Food  
**hygiene\*information**  
Scheme

**PASS**\*

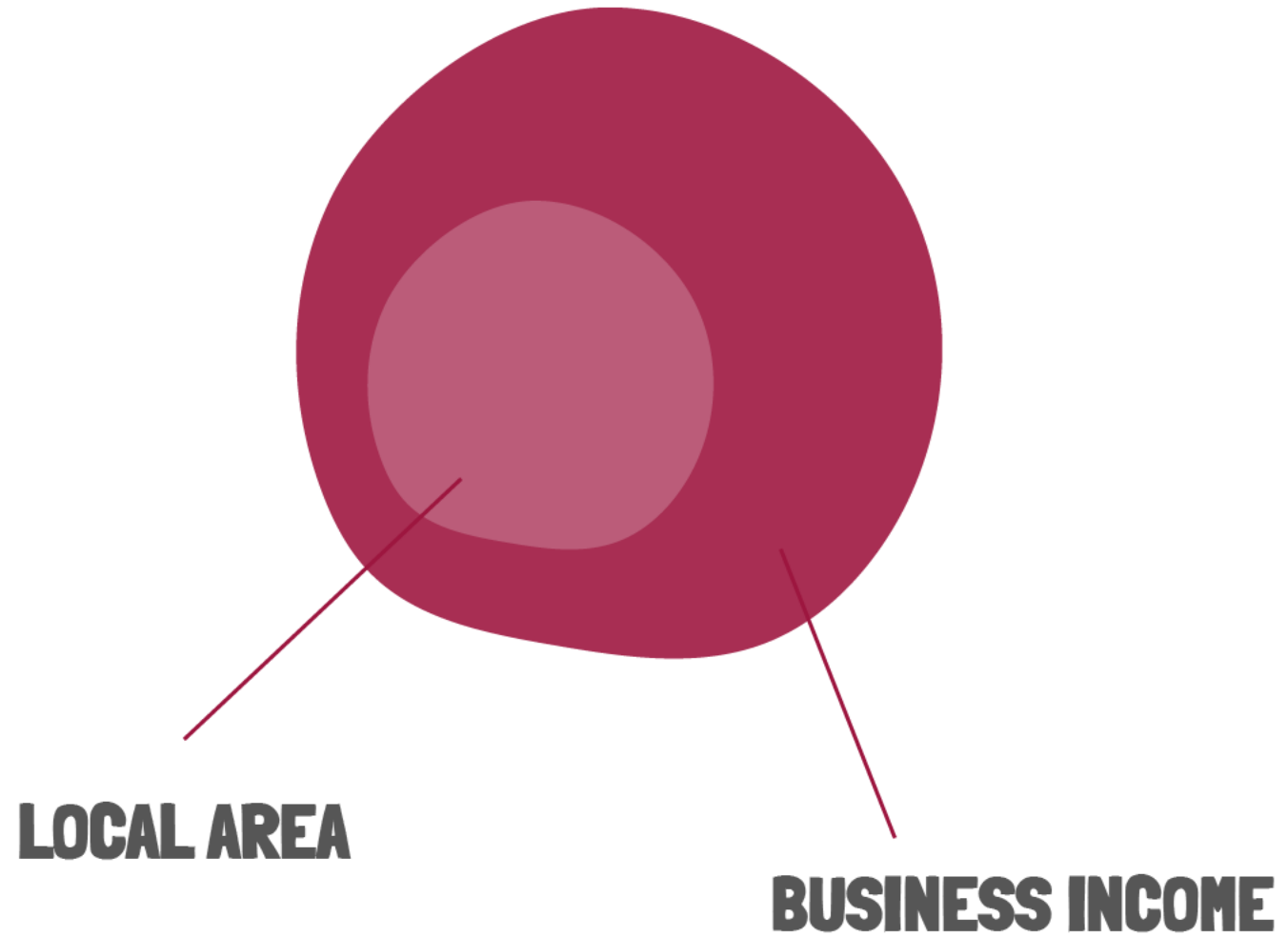


# LM3 RATING

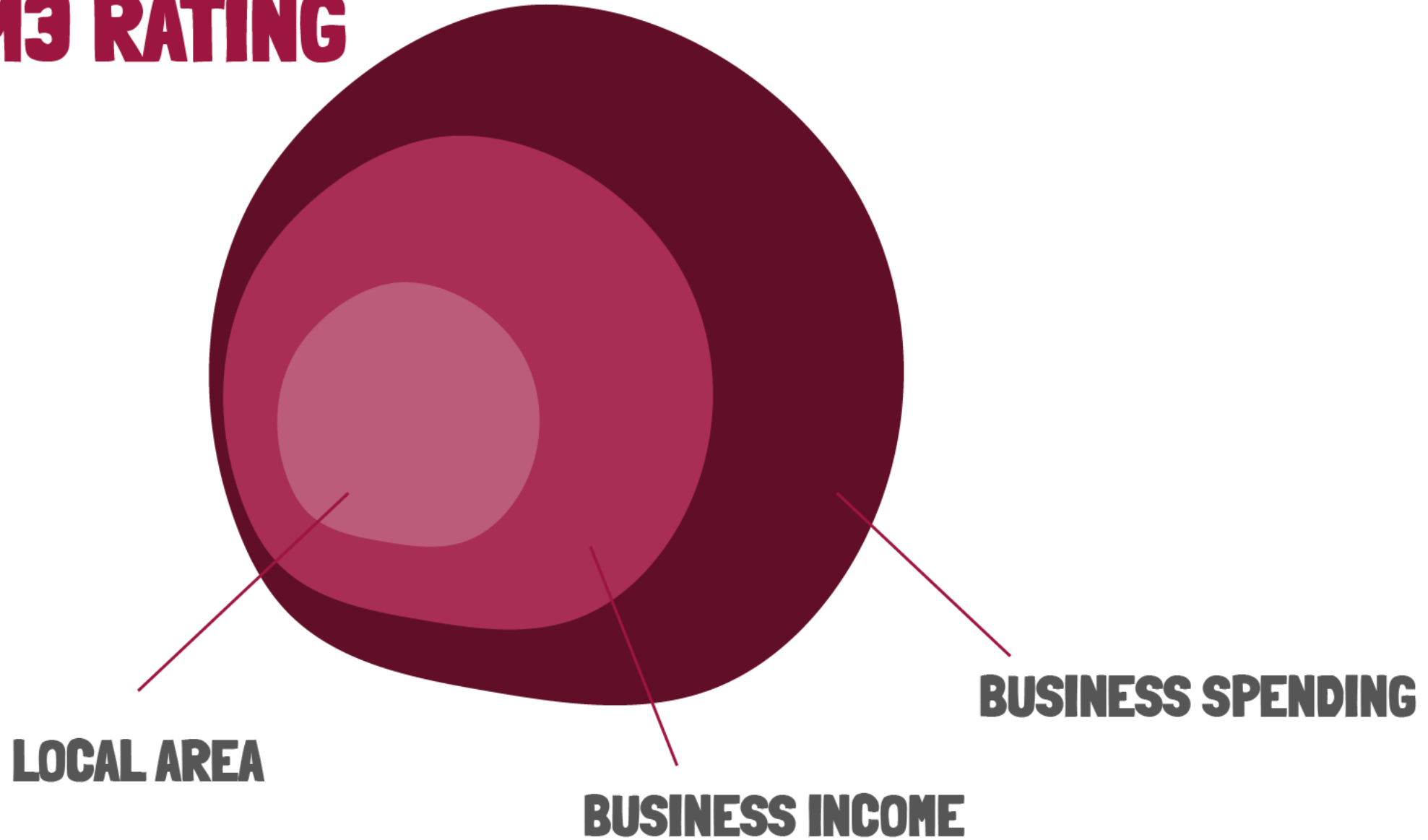




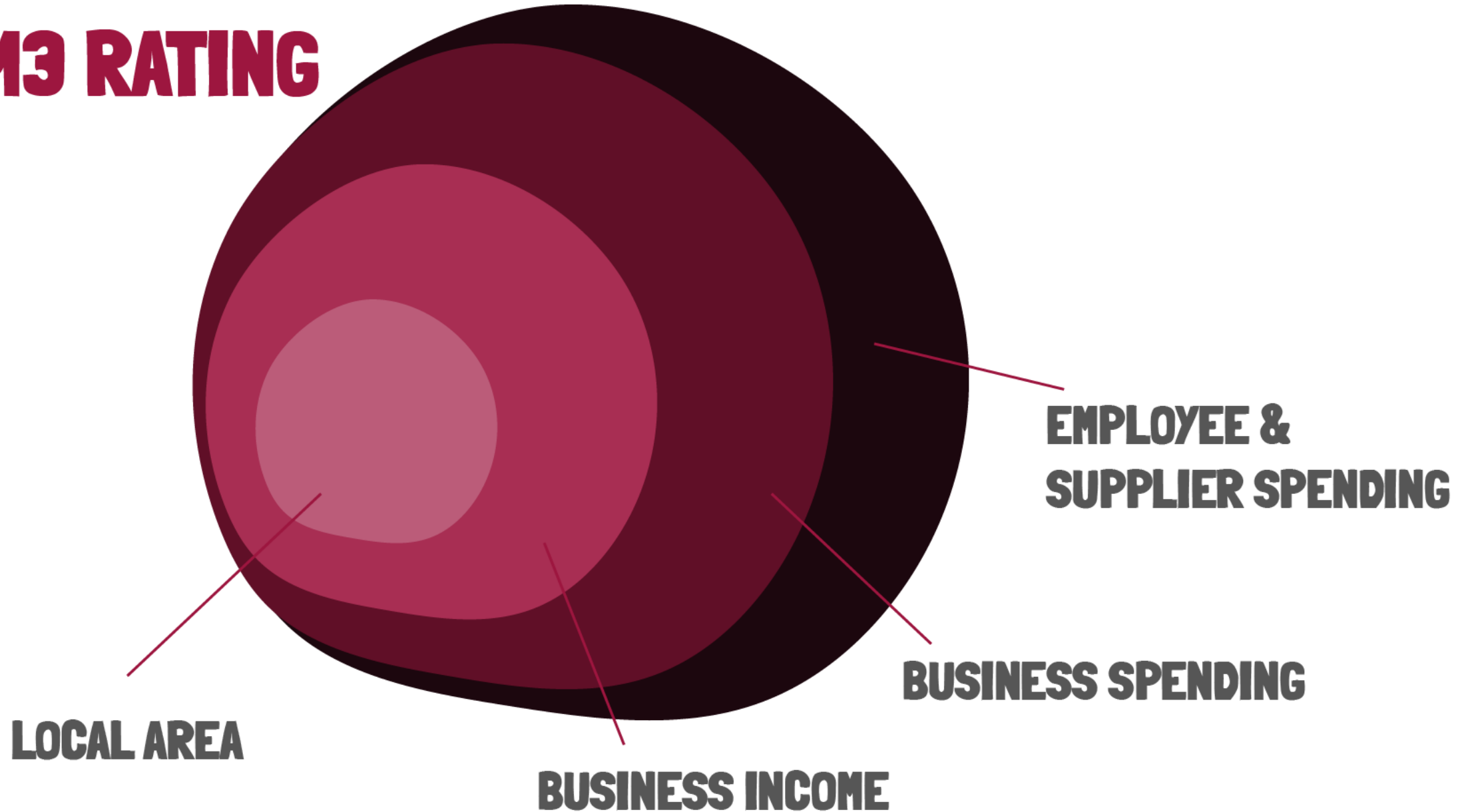
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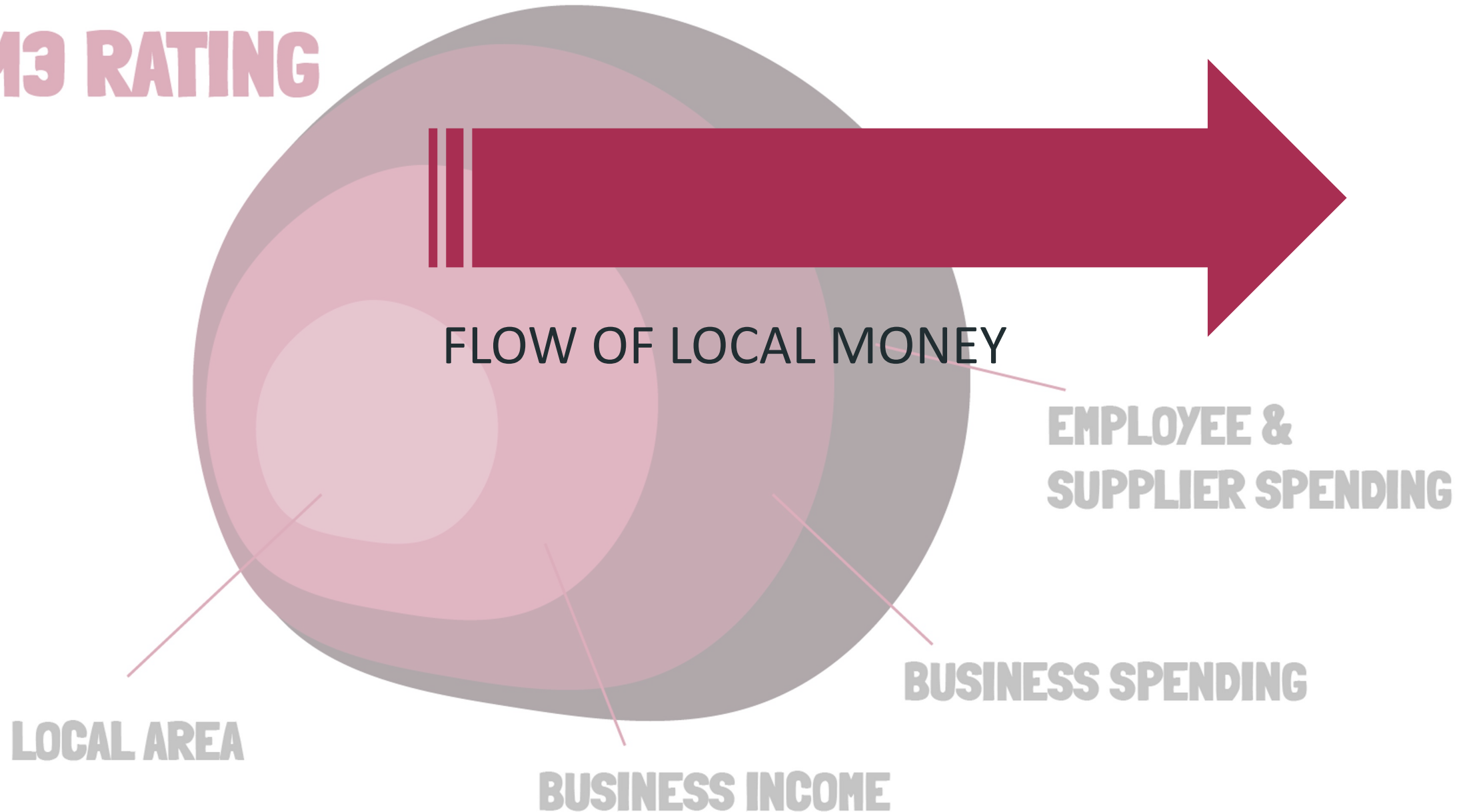
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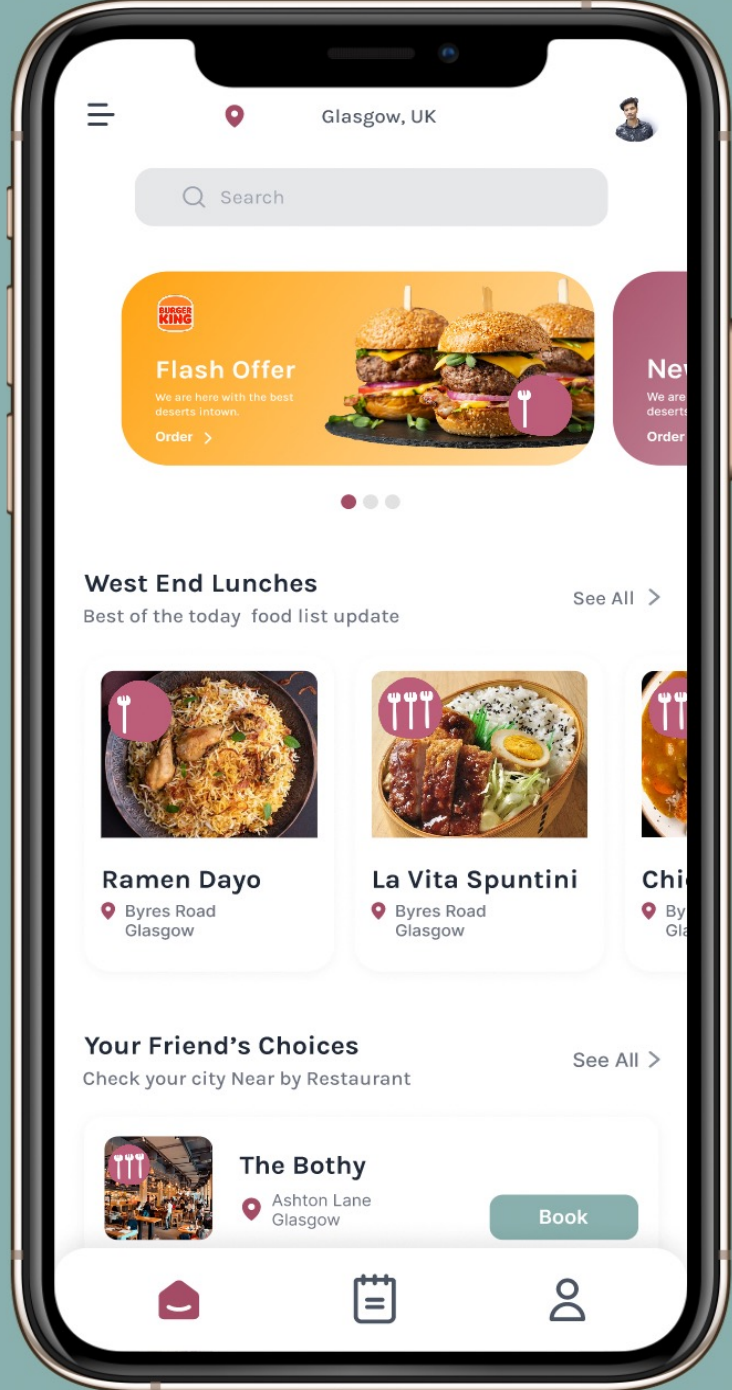




**97p in every  
£1**



**£1.97 in  
every £1**



Glasgow, UK



Search



### Flash Offer

We are here with the best deserts intown.

Order >



### New

We are deserts

Order



### West End Lunches

Best of the today food list update

See All >



#### Ramen Dayo

Byres Road  
Glasgow



#### La Vita Spuntini

Byres Road  
Glasgow



#### Chi

By  
Gla

### Your Friend's Choices

Check your city Near by Restaurant

See All >



#### The Bothy

Ashton Lane  
Glasgow

Book

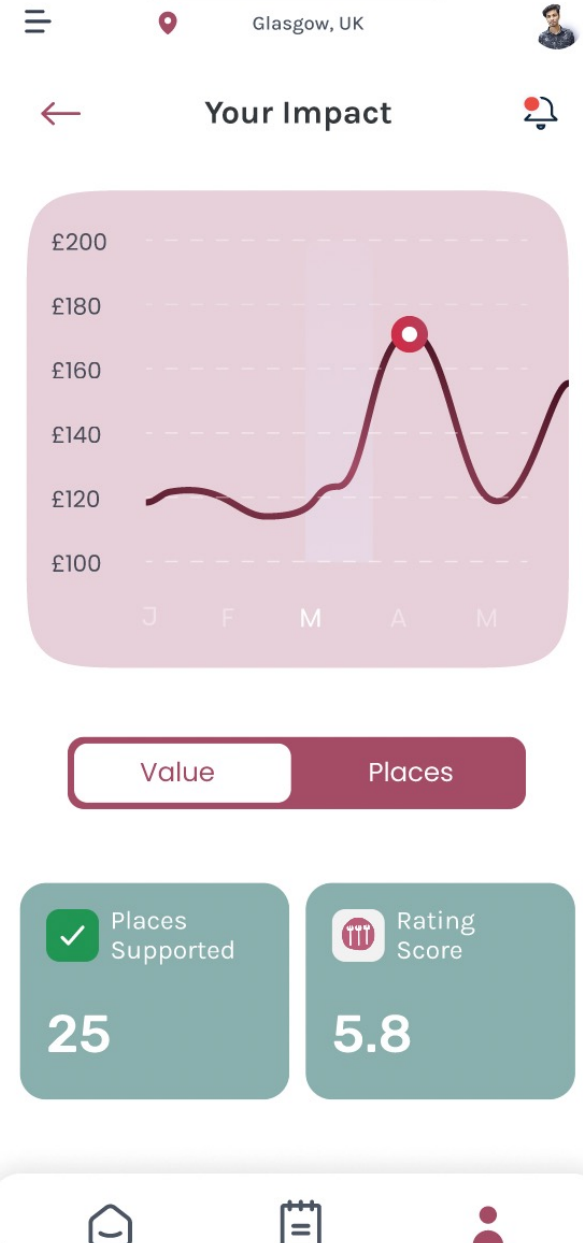
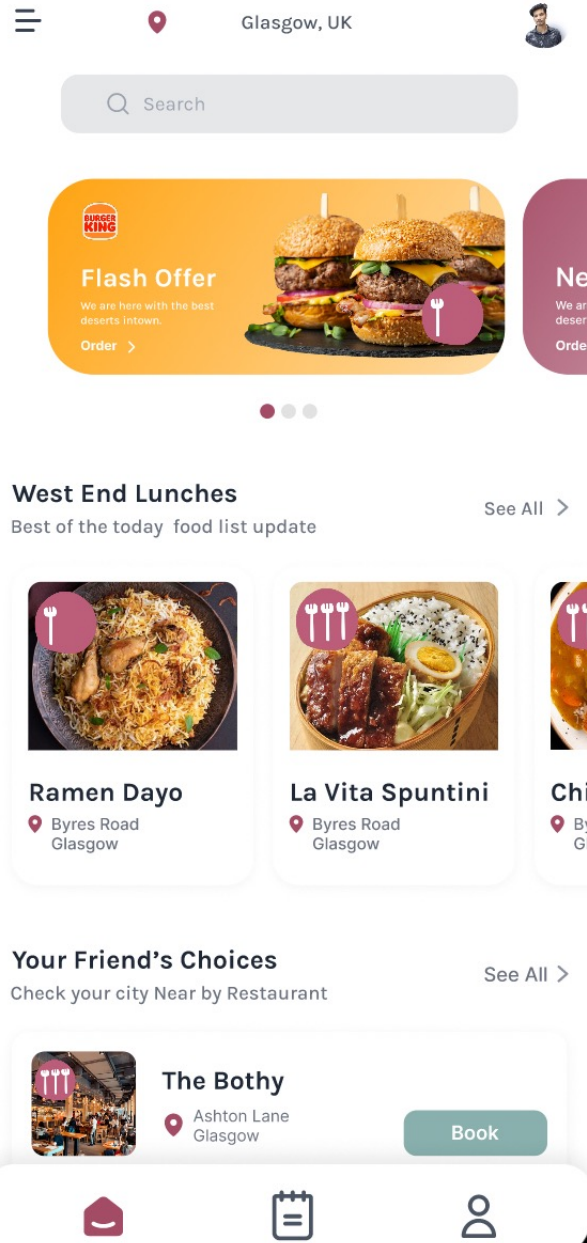






## Tasty and Impactful Food

Take the stress out of choosing food look for the best FoodCiti Rating for your local area and know you're choosing food from somewhere that positively impacts your area





**Thank you for listening**  
*Happy to take any questions*

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