

+ 5,146%

increase in food parcel distribution nation-wide between 2008 and 2018 (Trussel Trust, 2018). Food poverty is not a pandemic-specific phenomenon, nor an isolated one in the UK.

+17%

increase in the number of children facing poverty in Cambridgeshire since 2015 (DWP, 2019).

£48bn

the turnover of the Cambridge innovation cluster in 2019-2020 according to [cambridgeahead](#). It's a 5.6% growth compared to 2018.

1 in 3

Cambridgeshire resident is employed by a company from the high tech cluster (Eurostat and [cambridgeahead](#), 2021).

A VISUAL REPORT BY JUSTIN BEIROLI, EUGÉNIE CARTRON, RIEDWAAN FAKIER, FARAH KHAN & MANUEL MALDONADO.

IIPP Institute for Innovation and Public Purpose

Food Poverty

in the Cambridgeshire and Peterborough region.

Situated in the East of England, the region of Cambridgeshire is well-known for its fens, market towns and cathedrals. With two of the most dynamic cities of the UK, academic Cambridge and growing Peterborough, the region is also home to the biggest innovation cluster in Europe, the Silicon Fen, known

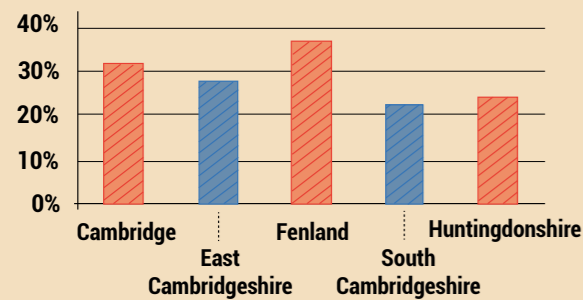
to polarise on its own 8% of Europe's venture capital. But behind the £48bn turnover of the cluster, a gentrification phenomenon drives up living costs and locks the most vulnerable into precarious jobs as the area keeps attracting highly skilled newcomers. Add a decade of austerity and you have just frozen

all of a family's possible resources while putting its necessary expenses on fire. Before you realise food goes last in a family's budget, food poverty statistics will have skyrocketed, and the responsibility to help those with a hungry stomach will bear entirely on the shoulders of the community's initiatives, an unsustainable plaster solution.

LOW-INCOME WORKING FAMILIES

The region is a hotspot for inequalities, with the bottom 20% of the population accounting for only 2% of the income generated (Centre for Cities, 2018). The area is home to a significant number of low-income and thus vulnerable households, many of them in precarious piece-work jobs.

% of households earning less than £20,000



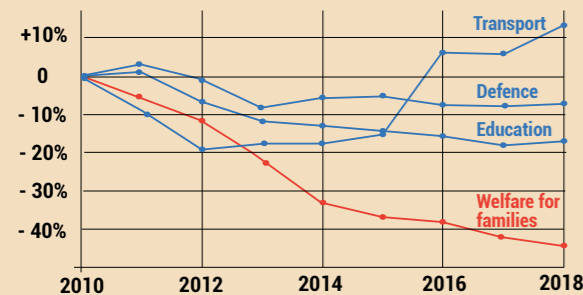
SOURCE: CACI paycheck, 2010.

THE WEIGHT OF AUSTERITY

£60

the cut per week in benefits perceived by families with the benefit cap (DWP, 2016).

% change in public spending



SOURCE: Human Right Watch, 2019.

WAGES

DEBT

BENEFITS

Universal credit or housing benefits, income support etc.

A COMMUNITY'S BALANCING ACT

200,000

the number of food parcels distributed in 2019-20 in the region. Compared to the 88,700 of 2013 (Trussel Trust, 2020), they testify of the responsibility handover to the local community due to welfare cuts.

COUNCIL TAX REDUCTION

HOUSING COSTS

COUNCIL TAX

HEATING

OTHER RECURRING PAYMENTS

TV, phone, internet, debt payments, etc.

URGENT EXPENSES

White goods, school supplies, etc.

TRANSPORT EXPENSES

FOOD

FUEL VOUCHERS

FOOD VOUCHERS & HEALTHY START SCHEME

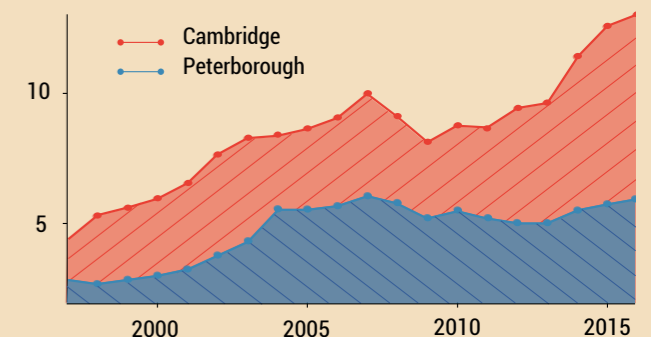
FOOD BANKS

FREE SCHOOL MEALS

Order of Priority

WORSENING HOUSING AFFORDABILITY

The local average house price to average earnings ratio shot up in the past 20 years, doubling in Peterborough and even tripling in Cambridge, with the rest of the region in between. With housing prices increasing three times faster than in the rest of the UK, the pressure on households' budget has heavily increased.

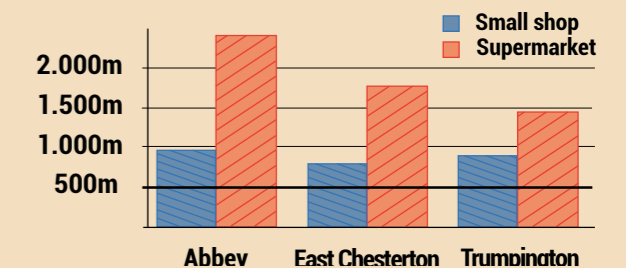


SOURCE: ONS, 2016.

INACCESSIBLE AFFORDABLE FOOD

The region is not immune to food deserts. In some neighbourhoods of the region, the most deprived wards of the UK, buying fresh food requires to go well beyond the recommended distance of 500m, and often, inequality dictates, that is only to find the most expensive supermarket chains in the UK (i.e. Waitrose).

distance to nearest fresh food outlet



SOURCE: Cambridge Food Poverty Alliance, 2019.

“ I usually go to a supermarket but have to take a taxi, which of course costs money which I would have spent on food. ” - A Housing Association resident to Cambridge Food Poverty Alliance, 2019.