

## Hidden deprivation

Essential food basket A shopping basket of 20 essential items was developed by the Shaping Places team based on the lived experience responses. Healthwatch Shropshire volunteers conducted the price comparison exercise across five towns in South-West Shropshire covering the independent shops and major supermarkets within them. The price difference for the total cost of the items in the basket ranged from Food Insecurity Focus South-West Shropshire 12 £18.51 in Ludlow to £43.69 in Clun, a difference of £25.18 which shows the higher cost of shopping locally in rural locations.

Shopping Basket Comparison price check April 2021 The Shaping Places for Healthier Lives team involved with this project developed a shopping basket list for this project of commonly reported essential items. Guided by the information provided from lived experience respondents a 20-item list was developed. (See Appendix 6 The Shaping Places for Healthier Lives team involved with this project developed a shopping basket list for this project of commonly reported essential items. Guided by the information provided from lived experience respondents a 20-item list was developed. (See Appendix 6) Local knowledge from Healthwatch Shropshire and Shropshire Food Poverty Alliance identified key supermarkets in five locations and compared these to an ASDA on-line price guide. (Please note there are no ASDA supermarkets in The South-West of Shropshire). Healthwatch Shropshire volunteers researched prices at the stores identified.

£43.69 Clun Spar

£37.19 Tuffins Craven Arms

£34.37 Bishops Castle Co-Op

£33.66 Church Stretton Co-op

£20.27 Tesco Ludlow

£18.51 Aldi Ludlow

Cost of Food Basket in April 2021