

## ■ How much will it cost?

Setting up the scheme and accessing support and advice is free. Fruit prices will vary depending on the size of the workforce and the amount of fruit ordered.

The following table provides a basic idea of running costs based on experience. Most of the organisations that trial the scheme instantly see the benefits. Given the potential benefits of the scheme, the price per person is very reasonable.

### Examples of fruit cost for varying workforce size:

| Number of staff | Cost of fruit per week | Cost of fruit per year | Potential income if fruit is sold |
|-----------------|------------------------|------------------------|-----------------------------------|
| > 50            | £10                    | £520                   | £520                              |
| > 50 - 100      | £20                    | £1040                  | £1040                             |
| > 100 - 250     | £30                    | £1560                  | £1560                             |
| > 200+          | £40                    | £2080                  | £2080                             |

If you would like to set up this scheme or would like further information please contact: Brian Jones at Liverpool Primary Care Trust  
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*"There are no bad points to this scheme, it's going better than anyone could have imagined"*



**health@work**  
Improving Health in the Workplace

Produced by Liverpool Primary Care Trust's Design Studio 2008 \*

# Front Desk Fruit Scheme

It's well known that eating fresh fruit and veg has a positive impact on health. For many people working in the Liverpool area, access to fresh fruit can be a problem.

Liverpool Primary Care Trust has developed a partnership with Health@Work and a local fruit supplier to help employers and employees gain access to fresh produce at cost price.

Providing fruit on a reception desk of a workplace is a way of drawing attention to important health messages and improving access to fresh fruit.

The best way to achieve 5-a-day is to eat fruit and veg between meals.

*"This is the only place to buy fresh, cheap fruit in the area"*



**taste for health**  
[www.tasteforhealth.com](http://www.tasteforhealth.com)

## ■ How does it work?

This scheme is simple to set up and once running requires little input. In general it operates in the following way:

- Fruit delivered by local supplier on a weekly basis
- Delivery times to suit your requirements
- Set up cost funded by 5-a-day
- Staff and visitors pay cost price for fruit (average 15p per item) or businesses may fund allowing users to access free fruit.
- Set up fund and equipment provided (fruit basket, money box)
- Ongoing support from Liverpool Primary Care trust 5-a-day programme

## ■ Who can apply for the scheme?

This scheme is open to all businesses and organisations in the Liverpool area. To date we have helped a wide variety of workplaces to set up the system. These include:

- Offices
- Manufacturing facilities
- Transport providers
- Community centres
- Leisure centres
- Health centres
- Voluntary sector organisations

*"I would definitely recommend it to other employers"*

## ■ How much time will it involve?

Setting up the initial scheme will take little time. There is free help available to set up and assist in general administrative advice. The benefits will easily outweigh any time commitment.

- It only takes a few minutes/week to administer the scheme
- simply monitor fruit sales money and collected
- designated person to liaise with supplier and handle money

## ■ Why bother?

There are many benefits in setting up this scheme. From the employees point of view they will be able to easily access fresh fruit which will help with 5 a-day, it may prevent/reduce snacking on less healthy foods and will show that the employer is proactively looking after their staff health and wellbeing.

It also shows commitment towards achieving the ISO9000 Investors in People Award.

In the longer term, employers may see increased productivity through less ill-health and sickness, and improved morale.

### Example costs of ill-health:

- Estimated financial cost of poor diet in Liverpool is between £30 million and £45 million per year <sup>1</sup>
- The wider economic cost of obesity to Liverpool totals between £21 million and £23.2 million <sup>2</sup>

*"It's stopped me snacking on sweets"*



1 - Rayner M, Scarborough P (2005) The burden of food-related ill-health, Journal of Epidemiology and Community Health, 59:1054-1057

2 - National Audit Office (1998) Tackling obesity in England