





Type of food source: Café

Affordability: ££

**Comments:** People like quick, accessible, branded coffee on the go

Primary drawcard: Convenience Accessibility: More than 10mins

Primary drawcard:

Prices/affordability

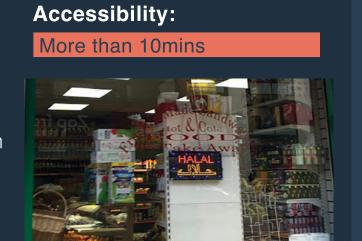
(INDEPENDENT) Type of food source:

Cornershop & café

Affordability: £

**Comments:** 

It offers halal food, so it shows the diverse population and that people like cheap, quick convience food.



FRANKIE & BENNY'S

Type of food source:

Restaurant/diner

Affordability: £ £ £

**COMMENTS:** Some people use Victoria Station for leisure and not just

commuting



**Primary drawcard:** 

Desirability

Accessibility:

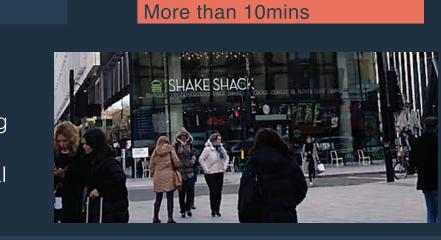
More than 10mins



Type of food source: Fancy fast food

Affordability: ££

**COMMENTS:** Very trendy and popular with young people due to presence on social media



**Primary drawcard:** 

More than 10mins

Accessibility:

Marketing and regulation

Primary drawcard:

Desirability

Accessibility:

SOURCED MARKET

Type of food source: Supermarket & café

Affordability:

**COMMENTS:** Empahsis on ethical goods which people don't mind spending

£ £ £

SOURCED

THE BEER HOUSE

more money for

Type of food source: Restaurant & bar Primary drawcard: Accessibility

Affordability: ££ **Accessibility:** More than 10mins

Comments: You can get food as well as alcoholic beverages

Type of food source: Fancy fast food Affordability:

£ £ £ **COMMENTS:** Quite expensive but it has a wide variety of cuisines and emphasis Accessibility: More than 10mins

Marketing and regulation

Primary drawcard:



Type of food source: Café Affordability: ££

**COMMENTS:** 

accessible

Off-brand coffee

but still cheap and

Accessibility: More than 10mins

Primary drawcard:

Convenience

BLACK SHEEP COFFEE

POP-UP CHOCOLATE SHOP Primary drawcard:

Type of food source: Chocolate shop

Affordability: EEE **Accessibility:** 

Other

**COMMENTS:** Quite expensive but good for gifts



WEST CORNWALL PASTY CO.

Type of food source: Street vendor

Affordability: £

**COMMENTS:** Really yummy hot food to go

More than 10mins

Primary drawcard:

Prices/affordability

Primary drawcard:

Convenience

Accessibility:

WRAP CITY

£

Type of food source: Street Vendor Affordability:

Accessibility: More than 10mins

**COMMENTS:** Quick and easy

WETHERSPOONS

Type of food source: Restaurant Affordability:

Accessibility: More than 10mins £ **COMMENTS:** Cheap, able to sit down if want to and lots of options

HEMA

Shop Affordability: £

**COMMENTS:** Supermarket, can grab and go. Cold food and drinks

Scandanavian supermarket

Primary drawcard:

Prices/affordability

Type of food source: Primary drawcard:

Accessibility:

More than 10mins

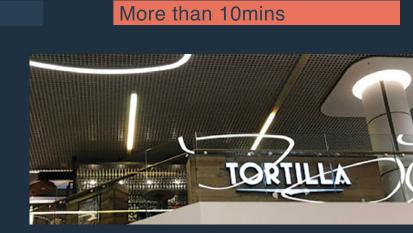
Type of food source: Restaurant

Affordability:

££ **COMMENTS:** Quick, able to sit

but also take away.

American-based.



Primary drawcard:

Availability

Accessibility:

PETIT PRET, MILLIES COOKIES, CAMDEN FOOD CO

Type of food source: Street vendor Affordability:

Desirability **Accessibility:** 

**Comments:** Wide range of wellknown places



**Primary drawcard:** 

Primary drawcard:

Type of food source:

£ £ £

Restaurant Affordability:

Desirability **Accessibility:** More than 10mins

**Comments:** Fast and popular



Type of food source: Restaurant

Affordability: £ £ £

Comments: Quick, lots of options



**Accessibility:** 

Primary drawcard:

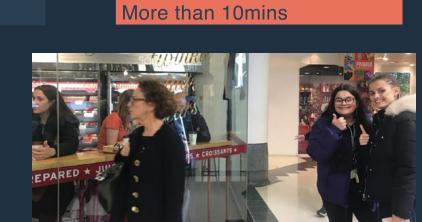
Vendor/product properties

PRET

Type of food source:

Affordability:

££ Comments: Quick, able to sit



Primary drawcard:

Accessibility

**Accessibility:** 

Type of food source: Street vendor Primary drawcard: Prices/affordability

down, many options

Affordability:

Accessibility:

More than 10mins

Comments: Cheap, quick and easy

FRUIT STALL

Type of food source: Street vendor **Primary drawcard:** Prices/affordability

Affordability: **Accessibility:** More than 10mins

Comments: Cheap, quick and easy

MISTER LASAGNA

Type of food source: Restaurant Primary drawcard: Desirability Affordability: ££ Accessibility:



More than 10mins Comments: Nice if you want a sit down meal

22 M&S

Type of food source: Supermarket

Accessibility Affordability: 333

Accessibility: More than 10mins

Primary drawcard:

**COMMENTS:** Take away, lots of choice - can grab other things as well

[KEY]

**Primary drawcard** 

£ ££

Affordability

Cheap

333 Accessibility More than 10mins Moderately expensive Very expensive

from this vendor

More than 10 minute walk from school

Primary reason for purchasing food