Annual Report 1 April 2022 – 31 March 2023





Registered Charity No. 1171092

Table of contents

Welcome from Chair of Trustees	. 3
2022/23 overview and impact	. 4
Food redistribution	
Supporting our community	. 8
Volunteer-powered food rescue	12
Making a difference	15

Financial review, structure, governance & management ... 20

Appendix

1. Supporter thanks	25
2. Our regular suppliers	26
3. Our community partner groups	27



The Roy Fletcher Centre 12-17 Cross Hill Shrewsbury Shropshire SY1 1JE

Registered Charity No. 1171092

Welcome from Chair of Trustees

Dear friends,

Huge thanks to everyone involved in helping us to realise our vision for a community where food is valued not wasted. Our army of committed volunteers, small paid team, suppliers, funders, and partner groups, helped to rescue 217 tonnes of good food from going to waste – mitigating 555 tonnes of damaging greenhouse gases, and enough for 518,000 meals!

Whilst not the solution to food poverty, the surplus food that we redistribute free helps nourish our community. It provides a vital point of connection, bringing people together in the spirit of saving surplus food which allows support without stigma. Schools can offer free toast and fruit to children who have not had breakfast, food banks can offer fresh produce to supplement food parcels, and groups like Age UK, Shropshire Mind, and Shropshire Supports Refugees can overcome social isolation by bringing people together for a meal, coffee morning or afternoon tea.

Although we had planned to stop buying in extra surplus food from FareShare in April 2022, we committed to continue this additional support to increase the quantity and nutritional value of the food we collect from local suppliers. It has been a much-needed boost as many people struggled to afford the basics.

We teamed up with a local chef to share food saving tips and recipes to help people make the most of the food they buy. We also trialled a cooking project to turn mountains of surplus veg that was hard to pass on into nourishing meals that we shared with our community. It was great to bring our community together again over shared food.

With extreme weather events showing the devastating global impacts of climate change, the need for our work has never been greater.

The Trustees are proud of what we have achieved together. Our focus remains reducing food waste for environmental and social good. We will do more to support our community through surplus food redistribution, to educate people about food and the environment, and to enjoy the deliciousness of shared food!

idreastowt

Andrew Howe Chair of Trustees January 2024



2022/23 overview and impact

Our vision is a community where no food is wasted.

Our mission is to redistribute surplus food and to promote food waste reduction in Shropshire for environmental and social good.





• Many young people hang out in groups but do not take food and drink out with them or do not have money to take out to buy. This means that we can give them a snack to make sure they have eaten. Food is also a great tool to get chatting with young people and opens up lots of conversations which help us to start to build relationships with young people. What might start with being offered a bag of crisps, can become a conversation re likes and dislikes of flavours which can result in a whole conversation re housing and family situations." Shrewsbury Youth Support Worker



In 2022/23 our amazing volunteers...

Rescued 217 tonnes of good food from the bin

> Shared enough food for 518,000 meals

Redistributed food worth £1.1m

Supported 60 community groups and Foodshares



Saved 555 tonnes of CO2

Shrewsbury Food Hub, Registered Charity No. 1171092

We achieved our 4 strategic targets

1. Stop more than 150 tonnes of surplus food from going to waste



We stopped 217 tonnes saving CO2 equivalent of not driving 87 times around the world

2. Support our community through surplus food redistribution

Supported 60 partner groups including 15 community Foodshare tables

3. Increase resilience by investing in our volunteer management and training systems

Developed a plan for system resilience including cyber security. Standardised volunteer management using our Salesforce system to support recruitment, training and engagement.

4. Increase awareness of how to use food more effectively at home by running a Taste with No Waste campaign to encourage 1,000 households to reduce food waste



Our campaign successfully motivated 1,037 families to sign up to the challenge and reduce their food waste

Our beneficiaries



The beneficiaries of the work that we do in Shrewsbury are many and diverse including:

Our charity and community partner groups

- Welcome the surplus food that we collect and redistribute for their own social good causes
- Make savings on their food budget

Our suppliers

- Reduce their food waste for social and environmental good
- Make savings on their waste disposal costs

People in our community

- Collect food at our Foodshare tables to support themselves and their families
- Make social connections
- Access information and skills to help reduce food waste at home and save money, and signpost to other services

Our volunteers

- Contribute their valuable skills and time to help the planet and support their community
- Build friendships and social connections
- Gain useful employment experience

The benefits that our work brings are discussed in the following summary of activities.



Supporting our community



Our community partners include mental health charities, charities that support older people, youth clubs, schools, playgroups, domestic abuse network, charities that support the homeless, charities that support refugees, food banks, and hospices.

The surplus food we provide saves our partner groups over 40% of their food budget. Some groups rely entirely on the food we supply. We also support 15 Foodshare tables and community fridges/freezers where everyone is welcome to collect a few bags of food to help stretch people's budgets and stop food waste.

Feedback from partner groups and Foodshares confirms the pressure that the cost of living is putting on families. Our partner groups are stretched, and numbers at Foodshares increasing. Families are at crisis point, and low-income families are feeling the biggest impact. Using feedback from the groups we support, we estimate our food reaches at least 3,300 people a week.



What our charity partners say...

"248 children from 178 families have benefited from the food you have supplied. Our focus is on healthy fruit, veg and we have received lots. What we don't eat, we put out so parents can take it home. We have been pleased that other local families not accessing our club have also popped by and made use of the food." **Passmaster Football Coaching**

"The Food Hub enables all our children to experience different foods, textures and tastes and we have seen such a difference in our children willing to try new tastes because you have been delivering to us." Holy Trinity Playgroup

"There is a huge need in our community. Long queues every Saturday, many regulars who rely on this food to survive. A hugely valuable resource appreciated by many." URC Foodshare

Shrewsbury Food Hub, Registered Charity No. 1171092

Helping families reduce their food waste

A staggering 30% of the food produced globally ends up in the bin. We do a great job at mopping up surplus food from suppliers that would otherwise go to waste. But 70% of food waste happens in the home – in people's fridges, fruit bowls and bread bins.



In early 2023, with the support of Severn Trent Community Fund, People's Postcode Lottery, The Walker Trust and Shropshire Good Food Partnership, we launched a 'Taste with No Waste' campaign to help tackle the problem. The campaign brought families together to talk about the value of food, how to reduce food waste and use up leftovers.

1,037 families signed up to take the Taste with No Waste Challenge receiving tips and tricks from local chef Steve "The Hungry" Guy.

Campaign evaluation by Harper Adams University showed significant impact on people's food waste behaviour. Even families who started with hardly any food waste learnt some great tips for wasting less food and saving money. On average, people reported a 44% reduction in food waste, and the average saving was £4.30 a week – that's over £200 a year!

The number of people sharing feedback and their own food saving tips also showed the impact of the campaign.



"I use all my packet ham up in one go and make my little one's sandwiches and freeze them so no waste on bread or having to throw ham that hasn't been used."

Our Taste with No Waste toolkit is here to stay and we will continue to help people reduce their food waste – one bite at a time!

Soupersonic joy of shared food



As part of our Taste with No Waste campaign, and in response to rising energy prices which meant many of our partners couldn't afford to provide meals for their beneficiaries, we trialled a Soupersonic cooking project. We turned perfectly good surplus that was hard to pass on into delicious soups and other 'ready meals'.

Lots of volunteers cooked with us including individuals supported by our partner groups such as Shropshire Supports Refugees.



"I'm glad I found this charity. It has really helped me. I feel involved and as if I am amongst friends."



Together, they peeled, chopped and cooked up 1,936 litres of nourishing soup plus other meals which were shared with our 60+ community partners, warm spaces network and community foodshares/freezers. At each session, our cooks made an average of 280 meals – nearly 3,000 meals in total!

Our Soupersonic dishes were made in quantity, portioned and frozen so groups could offer community meals without having to invest time or energy into cooking – they just had to heat and serve!



Soupersonic joy of shared food

Meals were distributed to community groups, Foodshares and community freezers weekly. Venues running Warm Spaces were able to offer soup and a roll and community cafes also used the soup on a weekly basis.



"Our Wednesday group love the soups very much and if there are any leftovers they take it home with them especially the senior citizens in the group." *Meet Place Community Centre*



Our heartfelt thanks to our volunteers and funders for helping to make Soupersonic a 'souper' success!

It has given us the confidence to add a cooking arm to what we do bringing communities together over delicious and nutritious shared food. We are now exploring setting up a community training kitchen to work with vulnerable groups to build confidence in the kitchen for both personal and career development.

Volunteer-powered food rescue

Shrewsbury Food Hub would not exist without the support of our amazing volunteers, some have been with us from the very start! They are the lifeblood of the Hub rescuing good food from local suppliers and getting it safely too our community groups 7 days a week, 52 weeks a year.

We are proud to be working with them and so very grateful for all that they do to support our mission to reduce food waste for environmental and social good.

During the year, we welcomed 20 new volunteers resulting in an overall increase in volunteer numbers, 149, against 129 the previous year. Together they contributed an estimated 14,302 volunteer hours , up from 12,619 hours in the previous year.

Volunteers collected, checked, sorted, labelled, and delivered food 7 days a week. Specialist volunteer advisors supported on food safety, carbon reduction, technology, systems, and organisational development.







Let's go gleaning!



At the end of August, we shared a post on our Facebook page offering to pick apples for people who had a surplus and were unable to do it themselves. We were inundated with requests from people across Shropshire. Our volunteers stepped up to the challenge and spent many weeks gleaning more than a tonne of apples and other fruits that we shared with our community. The initiative resulted in increased donations of fruit and veg from local allotments groups and gardeners too!



Queen's Award for Voluntary Service

We are proud to hold the Queen's Award for Voluntary Service for the tireless work we do to stop food waste and support our community. In May, volunteers Jo and Ian attended the Queen's Garden Party to celebrate winning the award.



What our volunteers say...

Volunteering with the Food Hub really ticks my 'no waste' box! And working with a depot team who always have a smile on their faces brightens up anyone's day. I've worked with Foodshares for some time now too. To hear responses such as 'thank you so much for doing this', and 'I've never tried celeriac/pak choi/avocado before', makes it a joy." *Mike*





"The first time I became aware of the Hub was at a Christmas dinner I was helping at for elderly folk. There was a lot of surplus food and I was asked to make sure everyone had a bagful before leaving. Soon after I visited a Foodshare table and started volunteering. As the weeks went by, the penny started to drop. All this food would have been wasted, and this amazing organisation was saving it." **Ann**

"My wife died a couple of years ago and I feel I owe it to her to make the most of what's left. You just have to keep going. I moved to an apartment and on the bus into town, I saw the queues for food outside the church on the English Bridge and the bus driver said they were getting longer. I went to find out more and that's when I heard about the Food Hub. I wanted to do something, so started



volunteering. It has been good for me. I'm 83 and they look after me. The friendships I've made have been tremendous." **Barry** (pictured left)

"When you retire, you have all this time on your hands and you lose structure. A friend told me about the Hub and I started here about a year ago. I like that you are doing something useful and I enjoy the camaraderie." **Brian** (pictured right)

Making a difference

With the growing cost of living crisis, more partner groups wanted to receive our food, with numbers increasing to 60 from 48 the previous year. Feedback from partners showed our food reached well over 3,300 people a week.

Our dedicated volunteers collect surplus food daily from supermarkets, manufacturers, farms and other suppliers, and redistribute this food free to local charities and community organisations. It's win-win – we reduce food waste to save the planet, and we use this food to provide tasty food that nourishes our community.



"The food hub enables the Scouts to have fun with food and try something new. Some scouts come to meetings hungry and its great for them to be able to fill the hunger gap."

Ist Shrewsbury Scouts

Extra fruit and veg

We secured funding to continue to buy in extra surplus from FareShare Midlands. The food supplemented the food we were able to collect from local suppliers providing a more consistent supply of nutritional food to our community partner groups and Foodshare tables.

More Foodshare tables

Everyone is welcome to collect a few bags of food from our community Foodshares to help stop food waste and stretch people's budgets. There is no charge; they are run on a 'pay as you feel' basis. As well as 15 Foodshares a week, up from 12 the previous year, we have run several pop ups in surrounding villages.



Shrewsbury Food Hub, Registered Charity No. 1171092

Making a difference

We increased our regular supplier base to 37, up from 31 the previous year. As well as collections of fruit, veg, bakery and store cupboard food from local supermarkets, we had supplies of eggs and meat from farms and chilled/frozen food from manufacturers.

We resumed collecting surplus food from Pret A Manger which we delivered to local groups including youth clubs and blue light services which has been greatly appreciated, particularly by hardworking staff at Royal Shrewsbury Hospital's A&E department.

Although we haven't seen the same level of food surplus coming through from individual suppliers this year, the increase in our supplier base plus one-off donations increased our tonnages.

"The work that the Food Hub does is a brilliant example of providing fantastic charitable support, in a way that helps us fulfil our brand ambition of putting as much back as we can into the local community. They provide us and our employees with the greatest reward, that we are doing something great every day." *Rob, Maynard's Farm*



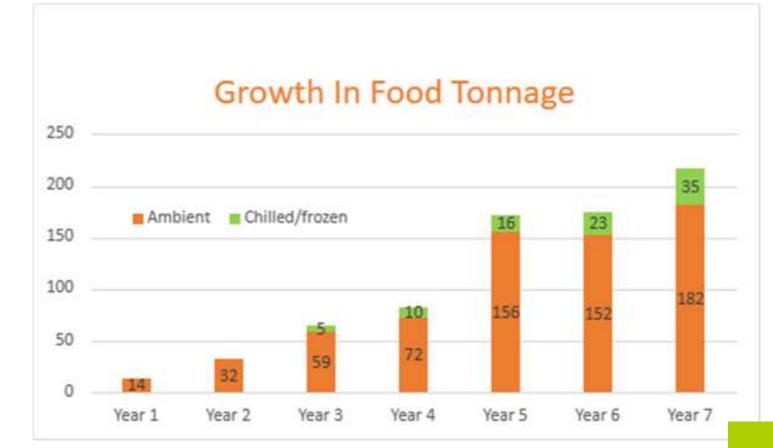


"Shrewsbury Food Hub is a truly outstanding organisation working tirelessly, seven days a week, year-round to redistribute food that would otherwise go to waste to groups and individuals who need it." *Pip, Minimise*

This year, we prevented **217 tonnes** of good food from going to waste, enough for **518,000 meals** and mitigating **555 tonnes** of damaging greenhouse gases!

What's on the Food Hub van?





Chilled and frozen food



Chilled and frozen food increases the nutritional value of our offering and the carbon reduction impact as it has more embedded carbon than fruit, veg and bread.

Since we started our chilled project in 2018, the amount of chilled and frozen food we redistribute has grown sevenfold, from 5 tonnes to 35 tonnes. This was possible, thanks to our planned growth project funded by WRAP and supported by others including Sodexo and Culina Group.

In September 2022, we were delighted to hear that we had been selected to be part of Co-op Local Community Fund to expand our Operation Chill project to set up more community fridges and freezers.



"Chilled food offers people a chance to give their families a treat such as yogurts and desserts. Everyone uses milk and feels the impact of price rises on basics. Although not everyone has access to freezer space, frozen food that can form the basis of a meal and ready meals are popular. Being able to offer chilled surplus food allows a more varied range of foods that save people more money." *Martin Wilson Foodshare*



Celebrating 7 years of saving food for good

In just 7 years, we have grown from rescuing 14 tonnes of surplus food to 217 tonnes. In total, we have saved 756 tonnes of food – enough for 1,809,383 meals. This has mitigated 2,079 tonnes of damaging greenhouse gases CO2e.

This has only been achieved thanks to our volunteers, suppliers, partner groups and funders.

Indicator	2016/17	2022/23	Total for 7 years
Tonnes	14	217	756
Meals	32,093	518,000	1,809,383
Tonnes of CO2e Mitigated	28	555	2,079
Partner groups	30	60	
Regular suppliers	5	39	
Volunteers	45	149	
Food types	Ambient only	Ambient, chilled, frozen + ready meals	
Days of operation	3-5	7	

We are a small charity from a small town making a BIG IMPACT!

Our income and expenditure were reduced during 2022-23 as we concentrated on the delivery of food redistribution services and food waste reduction projects, following the transfer of Shropshire Food Poverty Alliance to Citizens' Advice Shropshire on 1 April 2022. However, we were still able to increase the amount of food saved and successfully delivered the Taste With No Waste and Soupersonic campaigns.





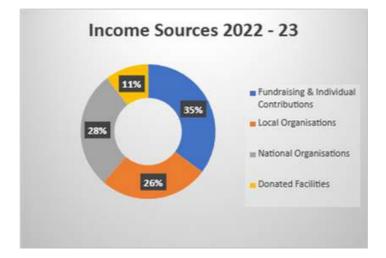
The trustees have continued their work to ensure the future sustainability of the Food Hub by designating reserve funds to support the continuing operation of the charity, as set out below, and the development of a sustainable fundraising strategy, including investing in systems and technology to support this.

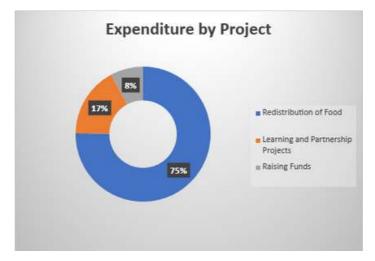
The accounts have been prepared on an accruals basis, in accordance with all relevant reporting requirements and the attached financial statements show the charity's financial position for the year ended 31 March 2023.

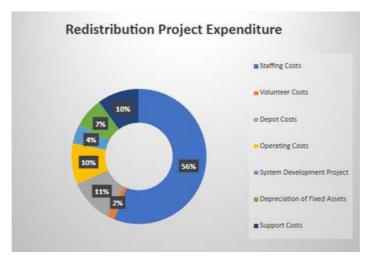


Financial position at the end of the year

Total income for the year was £216,312 including donated goods and services of £22,533. Total expenditure was £239,163, giving net expenditure of £22,851. The main sources of income and expenditure are summarized below:







Note: Our operational staff team was 5.0 FTE with our 149 volunteers providing the equivalent 8.0 FTE

When combined with funds brought forward from the previous year, the total funds of the charity as at 31 March 2023 were £159,422 and are made up as follows:

	£
Fixed Assets	20,181
Unrestricted Funds	
General/Free Reserves	60.358
Designated funds	61,538
Restricted Funds	
Food Redistribution	8,433
Learning and Partnership	8,912
Total Funds	159,422

Unrestricted funds are the free funds of the charity to use at the discretion of the trustees in the furtherance of the charity's objectives. Unrestricted funds may include designated funds where the trustees, at their discretion, have created a fund for a specific purpose. The general funds are therefore the 'free reserves' after allowing for all designated funds.

The trustees have designated the following reserve of funds to support the charity's continued operation:

	£
Liquidity Reserve – 3 months operating costs	60,000
Capital funds to fund depreciation	1,538
	61,538

Restricted funds are maintained in accordance with the restrictions placed by the donor upon funds donated or by the specific aims of fundraising appeals of the charity.

The restricted funds of £8,433 for Redistribution activities mainly relate to donations received to support the projects to expand the collection and redistribution of chilled foods and the collection of farm surplus. Those for Learning and Partnership are for the delivery of specific projects, in addition to Food Redistribution activities.

Reserves Policy

The Liquidity Reserve is in accordance with the trustees' policy to maintain a contingency sum of money in reserve equivalent to at least 3 months outgoing payments. This is to enable the charity to respond to unforeseen events or unplanned expenses or to cover the costs of closure.

Going Concern

The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from approving these financial statements. The budgeted income and expenditure are sufficient with the level of reserves for the charity to be able to continue for the foreseeable future. As a result, the charity's financial statements have been prepared on a going concern basis.

Public Benefit

The trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when setting the charity's aims and objectives, and in planning future activities. Our mission is to redistribute surplus food and to reduce food waste in Shropshire for environmental and social good. This Annual Report has described in detail the difference Shrewsbury Food Hub has made, and in particular who has benefitted from our activities.

Charity Structure

The charity is a Charitable Incorporated Organization (CIO), following the Foundation model constitution.





Trustees Information

Trustees were invited to join by the Board of the charity based on their skills and experience to support the future sustainability of the organisation. **People currently acting as trustees:**

Name of Trustee	Office (if any)	Date appointed if not whole year	Name of person (or body) entitled to appoint trustee
Andrew Howe	Chair		N/A
Joy Currey	Treasurer		N/A
Katharine Hudson			N/A
Michael Haddaway			N/A
Jo Powell			N/A
Alison Thomas			N/A
Catriona Graham	Company Secretary	24/02/2023	N/A
Sarah Jackaman		24/02/2023	N/A
Emma Musgrove		24/02/2023	N/A
Patrick Nolan		24/02/2023	N/A
Mark Owen		24/02/2023	N/A
Michael Paul		24/02/2023	N/A
Daphne Welch		24/02/2023	N/A

Other people who served as Trustees in 2022/23

Harriet Monday

The trustees declare that they have approved the trustees' annual report and annual accounts for the period 1 April 2022 to 31 March 2023.

Signed by Andrew Howe

Date 29/01/2024

Appendix 1: Supporter thanks

We are immensely grateful for the generous support we receive from individuals, corporate partners, and trusts and foundations. We will continue to use feedback and data insights to guide our fundraising activity.

Through our fundraising, we aim to ensure the financial resilience and sustainability of **Shrewsbury Food Hub** by nurturing supportive relationships with our volunteers, community partners, and suppliers.

We aim to take a balanced approach to our fundraising putting our supporters at the heart of everything we do, and we are committed to fundraising ethically and honestly following the principles of the Code of Fundraising Practice.

We raise income to fund a rolling 12-month budget with income raised from local fundraising activities, donations, corporate support, and charitable trusts and foundations. We are steadily increasing the amount of income we raise from trusts and foundations. We are also building relationships with more local businesses who share our environmental and social objectives.

In April 2022, we ran our second Walk Against Waste challenge which brought people together for a day out walking and talking to support planet and community. We increased our community reach during the year by attending more local events which helped raise awareness and funds. We also launched our very first Christmas Raffle as part of our efforts to increase community fundraising income.





The Queen's Award for Voluntary Service

Appendix 2: Regular suppliers

Thanks to all our food suppliers, we stopped 217 tonnes of good food from being wasted this year. The rescued food reduced their environmental impact and helped local groups that support the vulnerable, the elderly, the young, and those on low incomes. As well as our regular suppliers, we received one-off donations from local business such as pubs, restaurants, allotment groups and smallholders. Without our suppliers, we would not be able to support any of the community groups we work with.

Aldi Arlington	Lidl Whitchurch
Aldi Oteley Road	M&S Meole Brace
Asda Shrewsbury	M&S Town Centre
Bookers Shrewsbury	Maynards Farm
Connect Aid CIC	Minimise
Co-op Bomere Heath	Morrisons Shrewsbury
Co-op Monkmoor Road	Muller, Market Drayton
Co-op Radbrook Green Mid Counties	Nandos Shrewsbury
Co-op Wenlock Road	Pret A Manager
Coopers Gourmet Foods, Telford	Promotional Handling Ltd (PHL)
Cotteswold Dairy	Sainsburys Abbey Foregate
FareShare Birmingham	Sainsburys Meole Brace
Farmfoods	Sainsburys Whitecroft Road
Green Acres Farm (eggs)	Spar Coleham
Greggs, Pride Hill	Spar Monkmoor
Greggs, Wenlock Rd	Tesco Express Ditherington
Hollowdene Eggs	Tesco Express Pride Hill (Town Centre)
Iceland Shrewsbury	Tesco Extra Shrewsbury
Lidl Harlescott	World's Biggest Events
Lidl Oteley Road	

Appendix 3: Regular partner groups

We are proud to be working with 60 local charities and groups who support our community. The surplus food we supply free of charge saves them money, giving them more to spend on their core services. In addition to our regular partner groups listed, we also provided food to other groups on an ad-hoc basis as well as groups in surrounding rural communities including Minsterley, Bomere Heath, Stiperstones, Craven Arms, Telford, Ludlow, Church Stretton, Whitchurch, Highley, Oswestry, and Ellesmere.

Access School	Greenacres Primary School	Shrewsbury Academy Trust
AGE UK Forest Way Day Centre	Harlescott Community Hub	Shrewsbury Baptist Church Crowmoor
Armed Forces Outreach	Harlescott Junior School	Shrewsbury Colleges Group Cookery
Autism Hub 4AU	Headway	Shrewsbury Food Bank Plus Barnabas
Belle Vue Youth Centre Foodshare	Holy Trinity Playgroup	Shrewsbury Town Council Temp Accommodation
Bellevue Youth Group/ Community Centre	Inside Out Learning	Shrewsbury Town in the Community
Bomere Heath school	Leaving Care Team	Shrewsbury Unitarian Church
Bromford Housing Beagle House	Little Greenfields playgroup	Shrewsbury United Reformed Church
Bromford Housing Upton Lane	Longden School	Shropshire Domestic Abuse Network
Christ Church Foodshare	Martin Wilson School	Shropshire European Organisation CIC Polish Centre
Church of the Holy Spirit	Meadow Farm Preschool	Shropshire Mental Health Support (prev Shropshire Mind)
Coffee in the living room	Meet Place	Shropshire Support Refugees
Column Nursery	Meole Brace Primary School	St Giles Community
Crossbar Coaching	Meole Brace School Young Carers	St Peter's Warm Space
Early Help Central and Outreach teams	Mount Pleasant Primary school	Sundorne Infant School
Empathy For Special Children	Passmaster Activity Club	Take a Chance and Dance
Friends Zone	Riversway Elim Church	The Grange Gang
Gains Park FoodShare	Senco Breakfast club (Belvidere secondary school)	The Shrewsbury Ark
Grange Primary	Severn Hospice	TMBSS Harlescott (primary) and TMBSS Sundorne Education
Grange Youth Club	Shrewsbury 1st Scout Group	Wilfred Owen School