

Nourishing Norfolk

Join the movement to feed Norfolk's future

In the beautiful county of Norfolk known for centuries for agriculture and food production, there are thousands of people struggling to access good quality, affordable food. On top of this, existing food inequalities within society have only widened as a result of the global pandemic.

At Norfolk Community Foundation, we are developing innovative solutions to ensure that no-one goes hungry, but we can't do it alone. We need businesses, charities, organisations, funders and individuals to be part of the movement to Nourish Norfolk; feeding the future of our county.



The impact of food poverty



Covid-19 has brought the reality of food poverty even more to the forefront, with people who have never asked for help before experiencing real hardship. Having lost their jobs or had income reduced, many simply cannot afford to buy enough food to properly nourish themselves and their families.

The harsh reality is that missed meals and poor diet can lead to many health issues for children and adults, including poor development in children, diabetes, heart disease, malnutrition, obesity and cancer.

“ Food poverty is contributing to social unrest. Add school closures, redundancies, and furloughs into the equation and we have an issue that could negatively impact generations to come. It all starts with stability around access to food.

- Marcus Rashford MBE

“ Where there are health inequalities and food insecurity we have higher rates of abuse and exploitation. Solving the issues around, and consequences of deprivation is complex, but there are steps we can take right now that will make a difference. Ensuring people have access to quality, affordable food is one problem we can solve today; leading to stronger, safer, more resilient communities tomorrow.

- Chief Constable
Simon Bailey

As well as physical health issues, the anxiety caused by not having enough money to feed themselves or their families can have a crippling effect on the mental health of many people.

And it's not just about health; there are wider societal implications arising from food poverty.

As we steel ourselves for a potential post lockdown recession, we know that many more people will struggle and be forced to take tough decisions. Join us to help Nourish Norfolk and feed our county for the future.



Choosing to live well

At Norfolk Community Foundation, we believe that everyone in Norfolk should be able to eat well, every day.

That doesn't mean having to rely on one of the emergency food parcels that are currently a lifeline for many families, and it should not mean having to fill your shopping basket with cheaper, low nutrition food either.

It means everyone being able to afford to choose the food they would like to buy; so they can put together well-balanced, nutritious meals.

Even 'low cost' supermarkets are inaccessible to many people in Norfolk; either due to their location or price point.

So, for the past year, Norfolk Community Foundation has been working with local partners and national experts to devise longer term food solutions for our county. Our mission is ensure that those struggling the most can always access good quality food.

The Burrell Shop

In November 2020, [The Burrell Shop](#) opened at the Charles Burrell Centre in Thetford following a partnership approach with [Breckland Council](#), national organisation [Feeding Britain](#) and [Thetford Shines Brighter Funders](#) developed and led by [Norfolk Community Foundation](#).

The community shop, open to people living in the Burrell Ward, works on a membership basis: customers can buy fresh, frozen, dried and tinned food, alongside essential toiletries, nappies and personal care items.

All stock is donated by charities and supporters, including [Fareshare](#), [HISChurch](#), [Country Food Trust](#) and other local food suppliers. Products are available at a hugely reduced cost, with one shoppers reporting **a saving of £30 on their weekly shop**, and there are usually some freebies too.

Billie Lawler is the shop manager: "People in our community are struggling. If you're receiving just 80% of your usual wage or have lost your job, it can be impossible to manage" she says. "The Burrell Shop is helping people stretch their income further to ensure no one goes hungry."

“Diet-related illness is one of the top three risk factors for dying of Covid-19. Even before the pandemic, poor diet was responsible for one in seven deaths in the UK (90,000 a year). That is vastly more than the death toll from traffic accidents (1,780 a year) and almost as fatal as smoking (95,000). This is a medical emergency we can no longer afford to ignore.

- Henry Dimpleby,
National Food
Strategy, Pt 1



Help Nourish Norfolk

“ Having to accept food handouts on an ongoing basis is no good for anyone’s self-respect or health. That’s why we are developing projects that give people control and choice when it comes to feeding their families and themselves. We need businesses, charities, organisations, funders and individuals to be part of the movement to Nourish Norfolk; feeding the future of our county.

- Claire Cullens,
Chief Executive, Norfolk
Community Foundation



This is a long-term project; we know change won’t happen overnight. But if we do not take action immediately, the impact of food poverty in Norfolk could be felt by those who live and work here for generations to come.

Inspired by the success of The Burrell Shop, we are currently working with charity partners and

local authorities throughout Norfolk to build practical solutions that eliminate food insecurity in local communities. By reducing ill-health and restoring people’s sense of control, we can provide the foundations for more positive and aspirational communities.

These solutions need your help. Please consider a contribution to the Nourishing Norfolk Fund where even modest donations will help make a difference.

We would also welcome your ideas, your expertise and your commitment. Norfolk Community Foundation brings people together to make great things happen in our communities and if you’d like to get involved, we would love to hear from you.

What can we do together?





Norfolk Community Foundation

Together, Norfolk shines brighter



Norfolk Community Foundation is a registered charity dedicated to building stronger communities, and improving the lives of people in Norfolk. We build local funding and support that ensures that Norfolk charities and voluntary groups can continue and grow, providing essential care, support and opportunity for the most vulnerable in our communities.

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