

Join the movement to feed Norfolk's future

Nourishing Norfolk

What is the problem?

“ Food security is not only about being able to afford enough food but also being able to afford food that is nutritious.

- Joseph Rowntree Foundation

In a county so heavily associated with agriculture, it cannot be right that an estimated 57,000 Norfolk people were forced to cut back on meals or seek help accessing food in the last month. This statistic, while jarring, is not surprising when we consider that Norwich Foodbank saw a 100% increase in demand at the onset of the pandemic.

Food insecurity can be a long-term issue in someone's life; for others, it is a temporary situation caused by a sudden change in circumstances. In Norfolk, around 86,000 people worry that they could struggle to provide adequate food for their household in the future.

Whatever the reason for their food insecurity, people deserve to have access to good quality, nutritious food. Ensuring people do not go hungry is essential, but we know that we can go further to address the key issues that pull vulnerable people into food insecurity.



Food insecurity at a glance



2 in 10 people living in poverty are food-insecure

15,000 people in Norfolk couldn't afford to eat every day last month



25% of NCF's initial Covid funding was used for pop-up food hubs



4 in 10 households on Universal Credit are food-insecure

Sources: Uni of Sheffield, Norfolk Insight, NCF & JRF



What can we do?

Food hubs can help release people from the restrictions our economy places on them, such as low pay, mounting bills and high housing costs.

We know that food is just the beginning. Hubs will build people's resilience and tackle root causes of hunger to build a stronger, healthier Norfolk.

What is the answer?

Norfolk Community Foundation is helping local charities expand their offer to include food hubs.

FOOD HUBS are community spaces where people can shop for food locally on a budget. Hubs provide healthy, nutritious food at low prices or for free, offering the benefit of dignity and choice for people living under increasing financial pressure to meet basic needs. Food hubs will build people up, providing necessary food while connecting them to other helpful services.



The Food Pantry Feltwell



Billie at The Burrell Shop

How do we know it works?

The Nourishing Norfolk Network started life as a single pilot hub in 2020: **The Burrell Shop**. Based in Thetford, the shop has achieved so much in its first year:



350+ households became members, feeding around **1,200** people



1 permanent job created



Connections made with local businesses, shops and farmers

40%

saved on the average weekly shop

2 Kickstart Scheme places provided



Heidi at The Food Pantry Feltwell



Julie at Shrublands Food Club

Since launching, the Store has since been joined by **The Food Pantry Feltwell**, a smaller shop run by volunteers serving a highly rural community, and the **Shrublands Food Club**, which supports households in Gorleston - an area where there is increasing need.

How will it happen?

With three hubs already open and serving their communities, we are rapidly helping others establish themselves. Four hubs are opening imminently, and a further 13 will be able to open if funding and support can be secured.

Once established, we connect hubs to other charities and groups, bringing them onboard and establishing links to provide strong wraparound support to address other issues hub members may be facing.



Graeme Tolley, Community Development Manager, speaks with Great Yarmouth Mayor Cllr Adrian Thompson at the Shrublands centre

What does Norfolk Community Foundation do?



IDENTIFY AND LEARN
from other food solutions
from all over the country



PARTNERS
in national organisations, local
authority and businesses give us an
understanding of what is needed to
help communities



SUPPLIES
from national and
local sources
provide hubs with
food



FUNDERS
ranging from national
organisations and local
authority to businesses and
individuals donate to the
Nourishing Norfolk initiative
to ensure the future
sustainability of the hubs



**Nourishing
Norfolk Network**
Established by the
Foundation, the Network
links hubs together to
share knowledge and
learn from one another.



IDENTIFY WHAT ELSE
is going to make a difference
to local communities and
integrate it into the hub



FOOD HUBS are established by
communities, and we help guide them to
develop their offer. They provide their
members with food security. From here, we
provide continued support while they
integrate wraparound
services for their members.



**We already have a number of
partners supporting the Nourishing
Norfolk initiative to create more
food hubs, but this problem won't be
solved by just a few of us.
Join us for
Food now, and a brighter future.**





What's needed?

A number of food hubs are ready to go, but they urgently need funding to become a reality.

With **£1 million of funding**, we could put into action phase 1 of this project, which would create:

- **15 new food hubs**, aiming to support 5,000 households across Norfolk.
- A **Norfolk Distribution Hub**, where surplus and donated stock would be received before being distributed throughout the network of food hubs.
- **Employment and training opportunities** where staff are needed to manage and coordinate the food hub.
- Groundwork for **Phase 2** of the project to begin to connect with other organisations.

How can we help?

We need Norfolk to help Norfolk. If you want to join this innovative project, please consider:

1. **Making a donation.** We need funds that match the scale of the issue.
2. **Linking with support organisations.** Does your company have expertise in food supply or production? Warehouses or distribution?
3. **Get us connected.** Can you connect us with others who could help?

If you can support us in any way, please get in touch.

Together, Norfolk shines brighter

Find out more or get in touch

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