



FOOD POVERTY in BRISTOL

The Matthew Tree Project

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1. BACKGROUND

Introduction: The Problem of hunger

Food insecurity and hunger are very real problems in Bristol. Though the U.K. has long been among the richest nations in the world, our national income poverty rate in 2010 was 22% (13.4 million people). Of those individuals and families living above the poverty line, many can easily be plunged into a financial crisis by a lost job, a health emergency, a broken down car, a stolen purse, or other unexpected expense or loss of income. In all, many Britons are vulnerable to food insecurity or hunger; and at any given moment, over 13 million of us are either hungry or only acquiring sufficient food by short-changing another critical need.

Hunger hurts, it damages mental and physical health, it lowers performance in school and at work, and the strain it causes can tear families apart. Hunger contributes to many social ills, from domestic violence to drug use to theft - you may have once heard someone self-righteously claim that they would never steal anything, only to have someone else counter with "...but what if your family was hungry?", causing the original speaker to sheepishly admit that in that instance they might indeed resort to doing something desperate. Reducing the prevalence of hunger can cause a ripple of positive changes throughout a community.

The Matthew Tree Project's growing network of FOODStORE's that provide food aid and additional support to the needy play a critical role in our city's fight against hunger and poverty and toward the building of a better, healthier, happier society in which to live – for us all.

1.1 What does ending hunger mean?

The work of The Matthew Tree Project's food-related activity is based on the knowledge that hunger currently exists in our society, and needs to be addressed now, regardless of the potential (or lack thereof) for a systemic solution to the problem in the future. For our purposes, ending hunger in a given area means this: "Whenever anyone in the area experiences a time of needing food assistance, they can readily access timely, adequate, appropriate assistance sufficient to see them safely through that time of need."

1.2 The effects on behaviour of a poor or non-existent diet

Recent research suggests that we really are what we eat! We know that a healthy diet reduces our risk of problems such as heart disease, stroke, diabetes and cancer. However, it seems that food also influences our mental health and behaviour, including mood, concentration, impulsivity and even how we react to stress.

This is not really surprising when you consider that food supplies the energy for our brain to function, along with the raw materials needed to make the chemicals that influence communications in the brain. Amazingly the brain accounts for only 2 percent of body weight but it uses about 20 per cent of the calories we need each day.

Research on young adult prisoners has shown that they often choose poor diets, both in prison and on the outside, which could have a bad effect on behaviour, despite the availability of healthy alternatives⁽¹⁾.

Two major scientific studies inside prisons have looked at the effect of supplementing prisoners' diets with key vitamins, minerals and Omega 3 fatty acids to replace those which may be missing from a poor or non-existent diet⁽²⁻³⁾.



Prisoners taking the supplements showed large reductions in violent, aggressive and antisocial behaviour, compared with those taking placebo or dummy pills.

The first study at Aylesbury Young Offenders' Institute involving 231 volunteers showed that inmates receiving supplements committed a third fewer offences. The positive effects of an enhanced diet on antisocial behaviour have also been reported in the USA and Netherlands.

This suggests the potential of improved diet, as a complement to other approaches, to influence both the environment within prison and possibly reduce re-offending rates. Further work on this area is being led by scientists at Oxford University involving 1000 inmates at three UK prisons (Hindley in Wigan, Lancaster Farms in Lancaster, and Polmont in Falkirk) to see if better nutrition can improve behaviour. The findings will be reported later in 2012.

References:

1. Eves A & Gesch CB (2003) Food provision and the nutritional implications of food choices made by young adult males in a young offender's institution. *Journal of Human Nutrition and Dietetics* 16:167-179
2. Gesch, C.B., Hammond, S.M., Hampson, S.E., Eves, A., Crowder, M.J. (2002) Influence of supplementary vitamins, minerals and essential fatty acids on the antisocial behaviour of young adult prisoners. Randomised, placebo-controlled trial. *British Journal of Psychiatry* 181 22-8.
3. Zaalberg AP, et al (2010) Effects of nutritional supplements on aggression, rule breaking and psychopathology among young adult prisoners. *Aggressive Behavior* 36: 117-126

1.3 Why it matters to society not to ignore this need

Ensuring no-one is going without food matters to us all. Meeting this need produces a ripple of positive effects in all areas of society and conversely, ignoring the need produces negative (and very costly ones)!

It is widely understood that the five pathways to poverty are:

- Family breakdown
- Un-manageable personal debt
- Addiction
- Benefit dependency and worklessness
- Lack of an education

We know that a poor or non-existent diet has negative behaviour consequences and therefore an ever-present and good diet has positive behaviour consequences.

As a society it is in our interests to do all we can to help disadvantaged people and families to overcome the issues and barriers that have caused, and are continuing to hold people in the misery of poverty.

Crime, health, education, legal system, insurance, and welfare costs all come down in non-deprived communities and the feel-good factor goes up. We will succeed in making Bristol a better and happier place to live when we succeed in addressing the issues of poverty.

There is a multitude of amazing people and organisations in Bristol all working in extremely difficult circumstances to help individuals and families with often multiple and complex needs. One common factor for all the people who find themselves in a position of need of this kind is extreme financial hardship which will inevitably be manifest by way of hunger and food poverty. Expecting people to address such difficult, challenging and complex problems whilst nutritionally depleted is like expecting a formula one racing driver to compete at the highest level in a racing car with no petrol.

Solving the problem of food hunger with a good diet and holistic 'whole-person' approach will therefore enable all the other voluntary and statutory organisations and agencies in Bristol to help people much more effectively to get out of debt, off benefits, into work, out of addiction, into better health, secure a better education, maintain relationships and so on.



The Matthew Tree Project currently have over 50 (and increasing) referral agencies across Bristol who are taking advantage of this resource and the services being provided by TMTP to support the vital work they do.

Referral agencies include Bristol City Council Tenant Support Services, Bristol CAB, CAF, British Red Cross, Second Step, St Mungos, Bristol Drug Project, Bristol Debt Advice Centre, 1625 Independent People, Charlotte Keel HC, NHS, Avon & Somerset Probation Service, Refugee Action, Refugee Rights, ARA, Next Link, Shelter, Mind, Rethink, Central Colston Fort, A&E BRI Children's Hospital, BCH, People Can, Places for People, Brigstowe Project, Nilaari Agency, Age UK, Knightstone Housing, Elim Housing and 12 schools and many churches and others.

1.4 The size of the problem

“We know that living in poverty puts people at risk of poor dietary intake and health inequalities. Food poverty data for those on low incomes in an area of London showed that food insecurity may be a common feature of households that have incomes at the level of the UK national minimum wage or lower, with 20% being food insecure and 6% food insecure with hunger.” (Professor Martin Caraher, City University)

It is difficult to predict the exact amount of food aid that must be distributed in a given area to achieve our goal, but to make an approximation, we use the following formula: Need = (number of people living in income deprivation) x 107 kgs. of food aid per year x 20% (max) x 6% (min). So, in an area with 1,000 people living in income deprivation, it would take between 6420 kgs - 21400 kgs. of non-governmental food aid distributed each year to meet the need.

Below are the official numbers for income deprivation in Bristol based on the areas where TMTP currently have centres and the rest of Bristol. TMTP does have clients in North Bristol but currently they are having to travel into St Jude’s to access the services offered. This provides an indication of the amount of food aid that is required to meet the need.

Number of people income deprived in the South Bristol wards where TMTP FOODStORE’s outlets are present are:

Source: ONS 2010 small area population estimates experimental statistics © Crown Copyright and CLG, indices of deprivation 2010. Estimates have been rounded to the nearest hundred; percentages have been calculated using rounded data.

Ward	Number of people income deprived	%	Food aid required per person per year (kgs)	Total Food aid required per year (kgs)	Total food aid required per month (kgs)
Ashley	3500	22%	107 x 6%(x20%)	22470 (74900)	
Bedminster	1500	12%	107 x 6%(x20%)	9630 (32100)	
Bishopston	700	5%	107 x 6%(x20%)	4494 (14980)	
Bishopsworth	2500	21%	107 x 6%(x20%)	16050 (53500)	
Brislington East	1600	13%	107 x 6%(x20%)	10272 (34240)	
Brislington West	1200	10%	107 x 6%(x20%)	7704 (25680)	
Cabot	1500	10%	107 x 6%(x20%)	9630 (32100)	
Easton	3000	21%	107 x 6%(x20%)	19260 (64200)	
Filwood	4400	35%	107 x 6%(x20%)	28248 (94160)	
Hartcliffe	2900	25%	107 x 6%(x20%)	18618 (62060)	
Hengrove	1900	16%	107 x 6%(x20%)	12198 (40660)	
Knowle	1600	14%	107 x 6%(x20%)	10272 (34240)	
Lawrence Hill	7000	36%	107 x 6%(x20%)	44940 (149800)	
Stockwood	1300	12%	107 x 6%(x20%)	8346 (27820)	
Whitchurch Park	2700	24%	107 x 6%(x20%)	17334 (57780)	
Windmill Hill	2100	15%	107 x 6%(x20%)	13482 (44940)	
Total (16 wards)	39400			252948 - 843160	21079-70263



Number of people income deprived in the Bristol wards where TMTP FOODStORE's DO NOT presently have any satellite outlets are:

Source: ONS 2010 small area population estimates experimental statistics © Crown Copyright and CLG, indices of deprivation 2010. Estimates have been rounded to the nearest hundred; percentages have been calculated using rounded data.

Ward	Number of people income deprived	%	Food aid required per person per year (kgs)	Total Food aid required per year (kgs)	Total food aid required per month (kgs)
Avonmouth	2300	18%	107 x 6%(x20%)	14766 (49220)	
Clifton	400	4%	107 x 6%(x20%)	2568 (8560)	
Clifton East	600	5%	107 x 6%(x20%)	3852 (12840)	
Cotham	500	4%	107 x 6%(x20%)	3210 (10700)	
Eastville	2100	16%	107 x 6%(x20%)	13482 (44940)	
Frome Vale	1900	16%	107 x 6%(x20%)	12198 (40660)	
Henbury	2200	21%	107 x 6%(x20%)	14124 (47080)	
Henleaze	400	4%	107 x 6%(x20%)	2568 (8560)	
Hillfields	2700	19%	107 x 6%(x20%)	13734 (45780)	
Horfield	1800	14%	107 x 6%(x20%)	11556 (38520)	
Kingsweston	2500	22%	107 x 6%(x20%)	16050 (53500)	
Lockleaze	2900	24%	107 x 6%(x20%)	18618 (62060)	
Redland	500	4%	107 x 6%(x20%)	3210 (10700)	
St George East	1500	12%	107 x 6%(x20%)	9630 (32100)	
St George West	2100	17%	107 x 6%(x20%)	13482 (44940)	
Southmead	3000	24%	107 x 6%(x20%)	19260 (64200)	
Southville	1600	13%	107 x 6%(x20%)	10272 (34240)	
Stoke Bishop	300	3%	107 x 6%(x20%)	1926 (6420)	
Westbury-on-Trym	600	6%	107 x 6%(x20%)	3852 (12840)	
Total (19 wards)	29900			188358 - 627860	15696 - 52321

Wards	Number of people income deprived			Total Food aid required per year (kgs)	Total food aid required per month (kgs)
TMTP(16 wards)	39400			252948 - 843160	21079-70263
Other (18 wards)	29900			188358 - 627860	15696 - 52321
Bristol Totals	69300			441306 - 1471020	36775 - 122584

The intimidating size of many of the numbers produced by the above formula may give you some idea of why hunger is such a persistent problem. The good news is that most communities already have the ability to meet the need - if they use their resources efficiently.

Interestingly, if the £500,000 social fund money had been made available to purchase food for re-distribution through approved food aid agencies, good healthy food could have been purchased at the most economic rates from wholesale outlets at an overall average rate of £1.42/kg thus providing over 350,000



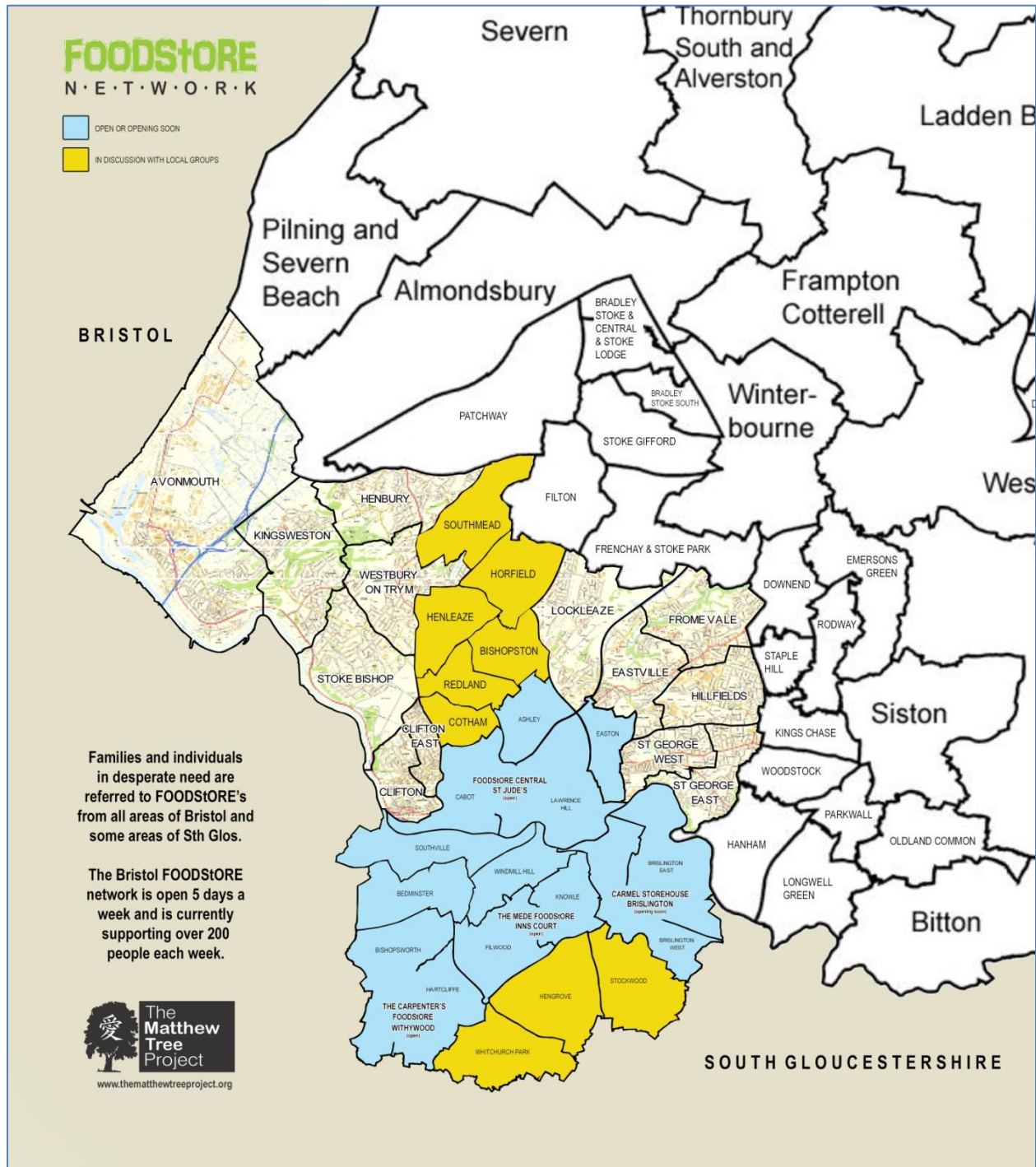
kgs of food for people in food poverty. Together with the food secured by the other activities of the food aid agencies, this would have made a significant contribution towards ensuring there was enough food aid to meet the need.

The tables above show the number of people affected by income deprivation by ward in Bristol - in the areas where TMTP work (Central & South Bristol) and in Bristol as a whole:

- In Bristol as a whole 69,300 - 16% of the population - suffers from income deprivation ranging from 51% of people living in 'Ilminster Avenue West' to 1% of people living in 'Clifton Down';
- There are 26 LSOAs in the most income deprived 10% nationally, of these 11 are in South Bristol, 8 are in the central area and 7 in north and east Bristol;
- There are 22 LSOAs where more than a third of all people live in income deprivation;
- On a ward basis, more than a third of people are income deprived in Lawrence Hill (36%) and Filwood (35%). The whole of Lawrence Hill ward falls within the most deprived 10% of areas in England with the exception of Redcliffe.



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2. WHAT IS THE SOLUTION?

Providing food aid is a very effective way to connect with people who are vulnerably housed and in real and desperate need, giving the opportunity to intervene before it is too late (i.e. before they become homeless) and help them turn their situation around by taking a 'whole-person' holistic approach to them and their situation.

2.1 How does it work?

TMTP food vouchers are issued to all the main agencies in Bristol and people who are in extreme financial hardship are referred to one of TMTP FOODSTORE's. Once registered with TMTP, food is provided (in a dignified way, i.e. the client is able to choose the food they want unlike the distribution of food parcels), and a complete picture of the situation is obtained. Outreach Support Care volunteers are available to provide dedicated one-2-one support and encouragement with the goal to help the client or family to get to a place of self-sufficiency, free of the need for charity and/or benefits.

2.2 How is it funded?

To date this work is funded entirely by donation. Given the size of the need, this is not sustainable in the medium to long terms as there is a requirement for a small management team to administer this service and therefore core cost funding is necessary.

It is envisaged that a combination of statutory funding (by way of a service level agreement), donations, grants, trust funding and fund-raising events will provide an adequate and healthy mix of funding to enable this work to continue to grow and provide the vital services needed to make a truly sustainable and transformational change.

3. FINDING ENOUGH FOOD TO MEET THE NEED

3.1 Finding Food

Food distribution programs are remarkably adaptable which makes the development of a city wide network achievable in a relatively short time span. The need for food, however, is inexorable, and the limits of an organization's food supply often define the scope of its operations. TMTP is no exception to this.

There are currently five primary sources of food:

3.1.1 Supermarket Food Appeal Collections

Soliciting individual donations at supermarkets (often in the form of ambient food products) is a traditional standby of charity food programs. Unfortunately, most items donated to food drives are purchased from a store at full retail price, placing the cost of sustainably securing enough food to meet the need, by this activity alone, well beyond the means of most communities. Food appeal collections also tend to be a poor source of important perishable foods, like fresh fruits and vegetables.

Food Appeal Collections are primarily useful for procuring relatively small quantities of very specific items. TMTP has a relationship with Asda and Morrison's stores across Bristol and currently undertake food appeal collections which yields approximately 50,000 kgs (50 metric tonnes) of food per year.

3.1.1.1 Keeping collections efficient

Collections from companies run more efficiently where there is a general level of knowledge and understanding of **TMTP** throughout the staff. A named 'key contact' is also very useful.

The following could help improve systems:

- team meetings attended by the responsible person to introduce **TMTP** and answer questions
- ensuring that information is passed throughout the company/store rather than remaining with an individual (difficulties when staff move on and this can be fairly frequent occurrence)
- appointing store champions – someone with responsibility to ensure that the donations happen
- looking at how donation can be integrated into regular way of working

3.1.1.2 Recruiting and coordinating volunteers for food appeal collections

Food appeal collections are volunteer dependent and labour intensive. When food appeal collections are taking place on an almost weekly frequency it is very difficult to ensure a full team of volunteers are always available. It can take up to a team of 18 volunteers (Asda Cribbs Causeway) to undertake an efficient food appeal collection, depending on the supermarket size and layout.

Food appeal volunteers are drawn mainly from the church community.

Each new volunteer who helps us is added to the volunteer database.

Each collection requires at least one person who takes overall responsibility to ensure:

- each volunteer has been properly inducted and is clear what is expected of them
- creates, shopping lists, banner(s), branded t-shirts are available and used as intended
- each volunteer has a 15-minute break at least every 2 hours
- customers are treated with the utmost respect at all times even if they do not want to donate
- entrances are not blocked and we do not cause a nuisance of ourselves
- donated food is safely and securely stacked into the van throughout the collection day

Each collection requires at least one van driver.

3.1.2 Food Rescue

Some charities build relationships with local businesses, like restaurants, who then donate their edible leftovers. This food tends to have a very short shelf life, making it most suitable for programs that can immediately turn around and serve it to their clients, like soup kitchens and shelters. TMTP is generally not a suitable type of food poverty project to receive food of this nature.

While food saved through food rescue is generally free in and of itself, the logistics of regularly picking up and properly handling product (maintaining it at safe temperatures, etc.) from many sources at odd hours tends to make large-scale food rescue impractical for most organizations.

TMTP do not receive any food supplies using this avenue due to the logistical challenges and the fact that at present TMTP do not have fridges and freezers.

3.1.3 Purchasing

Raising money with which to purchase food is another option. This has several advantages:

1. Purchasing can lead to economies of scale, as buying in bulk is often less expensive.
2. The charity's supporters, having made their donations in an easily documentable fashion, can receive tax benefits, which reduces the cost to the community.
3. The charity has more control over what food it receives, and when.
However, even at bulk food prices, purchasing by itself will not usually yield enough food to meet the need in a community on a sustainable basis.
TMTP currently receives monthly donations to buy food with. This is used at a wholesale outlet (Bookers) and equates on average to approximately 416 kgs per month (5000 kgs per year).

3.1.4 Fareshare

Fareshare is rather like food rescue, but on a larger scale. Fareshare is a national charity that deals primarily with food distributors, gleaning product in quantities that would overwhelm most individual charities. Fareshare then offer the goods they have rescued to local hunger related charities, charging a maintenance fee based on a scale which is determined by how much food is provided.

TMTP currently receives approximately 5% of its total food supply from Fareshare.

Fareshare mainly receive fresh food with a short shelf life and their policies require that to receive fresh produce it is necessary to cook the food on-site. As TMTP do not offer cooking facilities this means the amount of food available to TMTP from this source is limited.

From the perspective of TMTP or any other charity, using Fareshare is a lot like purchasing, with the key differences being that Fareshare's inventory changes more quickly than that of a wholesale grocery store, and there is much less choice.

3.1.5 Churches and other organisation / company donors

Some churches and other organisations like to encourage their congregation/staff/customers to donate food. For TMTP this source of food donations has been a useful addition to the food appeal collections but has only yielded 4500 kgs in the last 12 months. This is an area that has potential to increase.

3.1.5.1 Practical considerations

TMTP includes the following points when considering potential donors:

- Location (does TMTP need to collect or can donor deliver?)
- Volume and type of food available
- Frequency of donations
- Hours of operation/specified times for donation

3.1.5.2 Potential food donors may include:

- Churches
- Schools, colleges and universities
- Wholesalers and importers
- Manufacturers / primary food producers
- Large national businesses
- Local independent traders
- Public sector organisations

- Sporting organisations, i.e. Bristol City FC, Gloucestershire County Cricket Club
- Hotels

3.1.5.3 Acceptable/unacceptable/inappropriate donations:

Private Households

Donations of non-perishable food items can be accepted from private households since there is no food preparation involved and therefore is not in danger of contravening the *Food Safety Act 1990* and the associated Regulations.

Inappropriate food

TMTP, when offered donations that are not acceptable should decline with tact but with honesty. If the food offered meets food safety requirements the project manager should consider alternative contacts that could be passed to the company e.g.

- other food services
- other food aid schemes if the location would be more appropriate or the donor has a quantity large enough
- other local services

3.1.5.4 Locating food donors

The main ways in which to locate food donors are:

- through **TMTP** network / partnerships
- through churches
- through local trade/industry
- through local media/trade press
- through general raising awareness activities

One food donor may well lead to another. Establishing a core of well-respected donors tends to have a domino effect within the community.

Co-operation and collaboration will not only ensure the optimum service for the client group but also increases **TMTP's** credibility with other organisations, funders and appeal to food donors.

TMTP is very careful not to encroach on another food donor base. **TMTP** will never intentionally lead to the loss of food for another food scheme or project.

3.1.5.5 Approaching food donors

TMTP approaches to organising food donation, amongst other things, will vary according to the company.

The structure and responsibility will be different between the various churches, for example, as well as between food producers and manufacturers.

The preferred method of working for a company will affect how they may wish to be approached by TMTP.

3.1.5.6 National companies

TMTP makes a direct approach to local outlets of a national food company. Once the local link is established TMTP is responsible for local communication and developing that link.

The main concerns for potential food donors are:

- that giving the food away will create more work (sorting the food, previous experiences of charities not turning up when they said they would, etc)

All potential donors have a visit from TMTP. This gives the donor the chance to discuss in more detail the quality and nature of service from **TMTP** and any concerns that the donor may have.

Even donors that do not need convincing in principle should be clear that **TMTP** is a professional and reliable service and that the food donated will be used appropriately.

Some companies will want to visit the **TMTP** premises before committing themselves and this is welcomed. It is an opportunity to demonstrate how safe, experienced, skilled and knowledgeable the scheme is.

3.1.5.7 Food donor's lack of control

A food donor's main concern is publicity that may damage the company financially if they are considered to have been in part responsible in a poorly administered scheme (due diligence).

TMTP is aware of this concern and has taken the following steps to create a professional and safe service to feed vulnerable people in need with donated food:

- due diligence in understanding and implementing legislation
- safety and quality in:
 - the choice of vehicle
 - the choice of equipment
 - food handling policies and procedures
 - transportation policies
- trained and experienced staff and volunteers

- regular monitoring of internal systems
- external auditing by an independent food safety company
- signatures throughout the process. The food becomes the responsibility of **TMTP** upon collection

Additional Work

The food donor will find that **TMTP** is an easy scheme to work with and should involve no more work to arrange a collection/delivery of donated food. Food Appeal Collections should be reliable and **TMTP** listens to, and accommodates, the donor's requirements as far as possible.

TMTP strives to be reliable, efficient and effective and above all professional. However, limited resources combined with demand are likely to impact on the scheme at some point and donors should be reminded that when all efforts fail to achieve our aims, we are a voluntary service rather than a for profit company.

Some donors may also require that they carry out their own spot checks of **TMTP** although many will be satisfied with the checks undertaken by **TMTP**.

3.1.5.8 Other food donors

Food donors may be reassured to hear of other companies that donate and how they have found the scheme. Whenever discussing other food donors **TMTP** is **sensitive to any confidentiality issues**, and ensures that the food donor is clear that they will receive the same respect of confidence.

Practicalities for TMTP

- **Volume/type of food available**
Donors will vary in size, as will the quantities of food that they have available. The size of an acceptable donation is of course intrinsically linked with the distance required to make the collection and the 'value' of the food type. Value will vary according to distance to receive donation, quantity and type of food (desirability).
- **Frequency of donations**
TMTP will develop a range of donors, with the core of the scheme building on regular collections. Collection shifts/systems will often be built around donors that offer regular collection times and days. Occasional small and large one-off donations can be incredibly valuable. However, **TMTP** is aware of the importance of reliability and unless completely unavoidable (for example vehicle breakdown) agreed collection times must be met. This ultimately means that regular should be met with ad hoc donations scheduled into the timetable around current commitments.

- Location
The charity director or responsible person will consider the logistics of collecting in relation to other collection commitments. Consideration of the time and distances involved and weighing up the 'value' of the donation with the distance, cost and convenience of collecting it.
- Hours of operation
The charity director or responsible person shall ask when the food is available for collection and whether there is any flexibility. There may be occasions when a company will be able to deliver and the project manager should always ask if this is an option.

3.1.5.9 Food safety

It is our responsibility for ensuring that every food donation to **TMTP** meets food safety standards.

The charity director has full discretion to decline any offer of food should they be concerned regarding food safety. TMTP ensures that no food that is outside its expiry date is ever put on the shelf for distribution. Under any due diligence defence a food business is responsible for ensuring that supplies are provided by a reputable company. Visiting a donor enables the charity director/responsible person to demonstrate that all reasonable precautions were taken including satisfying oneself that adequate food safety procedures are in place by the supplier of the food. The manager is not expected to visit every donor, but should endeavour to do so whenever possible and particularly if the company is unknown or if there are any doubts surrounding the standards of food safety.

A visit to a donor can fulfil many aims over and above reassurance of food safety standards. It provides an opportunity for the project manager to build a relationship, take the opportunity to explain more about **TMTP** and see commercial methods.

3.1.5.10 Company relations

Food donors may have specific requirements regarding how they would want to see the scheme operate, or conditions on the use of the food that they donate. Wherever possible and reasonable these should be accommodated, but TMTP is perfectly within their rights to decline an offer if the restrictions would inhibit the effective provision of the service. TMTP should be honest with the donor. It will cause untold damage if promises and agreements are made that cannot be kept.

However potentially promising, not all companies will be appropriate to work with **TMTP** and should this be the case it is far better to explain why than to try to work in a situation that may lead to the scheme becoming inefficient.

3.1.5.11 Records

TMTP keeps a file on each food donor, including

- correspondence
- copies of reports that are sent
- feedback reports
- environmental health department reports (if appropriate).

3.1.5.12 Operational information

TMTP has set up a system to hold the details of each food donor:

- name
- main contact
- telephone number
- fax number
- e-mail address
- postal address
- details to how to find, where van access is
- collection/opening times

It may also be useful to mark donors on a large wall map, enabling staff and volunteers to more easily plan a collection route.

The information above will also be held on the database but it is advisable to keep the index as a hard copy. It is essential to have a clear systematic approach when entering donor names to avoid duplication of the same donor, which would result in unreliable reports. The main concern will be with branches of the same company, and it is recommended that each outlet be named by the company and then first line of address. For example, Horfield Baptist Church, Gloucester Road.

3.1.5.13 Maintaining food donors

In essence, food companies form one of the customer groups of TMTP. The key to having contented customers pivots on understanding the companies' expectations and requirements.

Understanding why companies allow TMTP to collect food from them – what they want from the relationship/partnership

- simple effective process – one point of contact
- product and brand integrity protection
- staff morale
- community minded/moral responsibility
- PR opportunity – improve customer relations
- further relationship with volunteers/gifts in kind.



There will be opportunities to develop regional relationships –*but we are mindful that the company may simply wish to donate food and nothing further.*

TMTP marketing and fundraising department will ascertain what the company's priorities are and work to develop an appropriate regional or local programme.

3.1.5.14 Communication

Companies should feel that TMTP is remaining in contact beyond collecting the food. Companies, or at least individuals within companies, will be interested to hear how the scheme is developing and what their efforts are contributing to.

TMTP provides:

- information on how much product they have donated and the impact this has on the community
- regular newsletters and reports will keep companies informed of the developments
- prompt responses and timely follow ups. Any questions or requests for information should be replied to promptly. If the request will take time, TMTP should keep the donor informed. All calls should be returned promptly
- the media. TMTP works to publicise the involvement/participation of donors through any media articles, publications or events.

TMTP should be realistic and communicate clearly about the number of donors that they can accommodate. Over extending the capabilities of the project will eventually lead to let down, unreliability and damage to the valuable reputation of the service by promising more than it is possible to deliver.

3.1.5.15 Reports

TMTP aims to provide regular reports on the amount of food that has been collected and the impact on the community. It is essential therefore that the TMTP database is kept up to date and accurate at all times.

3.1.5.16 Developing relationships

TMTP will co-ordinate a national wish list, which can include financial support, and liaise with donor companies to assess which of them want to support beyond food donation.

There will be companies wishing to support a scheme beyond donating food and the TMTP should be clear on other areas of support that are needed.

3.1.5.17 Visits

As mentioned above, staff of donating companies may benefit greatly from visiting the **TMTP FoodStore**.

The undeniable benefits here are a greater understanding by donor of the field that TMTP is working in and the effect of the contribution that they are making, alongside some greater understanding of the practicalities and therefore why some of the foodstuffs may not be appropriate and so forth.

3.1.5.18 Publicity

The company may wish a wider audience to be aware of their work with **TMTP** who will liaise with the project manager to put together a plan which could include:

- media - mention prominent food companies supporting the scheme in any dealings with the press
- have company name on publications/information leaflets
- list companies in the newsletter thanking them for their support

3.1.5.19 Events

Launch or celebration of success etc. Thank you hosted by company plus opportunity to bring potential donors along to see and hear "Meet other donors."

This will then feature on the website and be used to develop a programme of additional support.

3.1.5.20 Monitoring and evaluation

Food Donors

Regular feedback should be requested from a sample of food donors annually, i.e. representative store of each supermarket chain, representative church, representative community group etc. A different sample of donors should be approached each year. This feedback will also be requested as a report to TMTP on an annual basis as part of the monitoring of the TMTP network.

This questionnaire should enable the project manager to evaluate the value that the donor feels TMTP provides the quality of the relationship from the company's perspective and any major areas of concern or difficulty for the donor.

'Lost' food donors

Periodically TMTP should check the records to identify any 'regular' donors that have not donated within three months. The donor should be contacted by call/letter as appropriate to ensure that there is no concern/fault/problem with TMTP. It may simply be that no food has been available, a jog of memory that is needed or perhaps the contact has changed. If so, are new staff aware of the scheme?

Unfit food donations

The project manager should note and monitor the food either declined at the collection point due to safety or quality concerns, and the food set aside as waste during the sorting process i.e. food donated that is unsuitable for redistribution. It is recommended that the records are reviewed on a monthly basis and should any company or store appear to be reaching unacceptable levels the project manager should

compile a brief report and approach the company to discuss how difficult this makes the service. The project manager and representative from the company should ideally then look at ways in which the situation can be improved e.g. further staff training.

3.1.5.21 Complaints

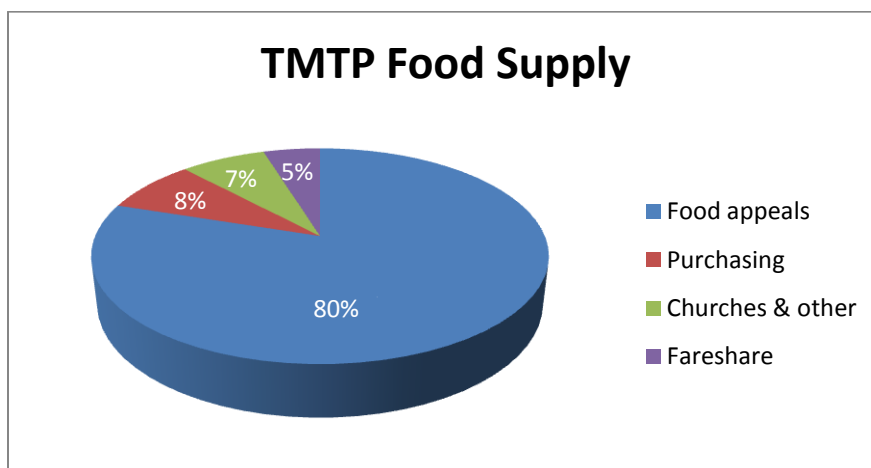
All complaints from food donors should be referred to a central point within the TMTP.

Complaints should be used for

- trend analysis
- feedback to donors
- possible enforcement action.

3.1.5.22 Summary of sources and amounts of food being received and needed by TMTP annually (South Bristol):

Source	Food intake; per year (kgs)	% of total food intake
Food appeal collections (supermarkets)	50000	80.0%
Food rescue	0	0%
Wholesale purchasing by TMTP	5000	8.0%
Fareshare	3000	5.0%
Churches & other organisations (donations)	4500	7.0%
Total (kgs)	62,500	100%
Minimum needed (kgs) - South Bristol	252,948	
Shortfall (kgs)	190,448	



3.1.5.23 Summary of sources and amounts of food being received and needed by annually (Bristol as a whole):

Source	Food intake; per year (kgs)	Per week (kgs)
TMTP Food appeal collections (supermarkets)	50000	
TMTP Food rescue	0	
Wholesale purchasing by TMTP	5000	
TMTP Churches & other (donations)	4500	
Total TMTP	59,500	
Total Fareshare re-distributed	274,000	
Total (kgs)	333,500	
Minimum needed (Bristol) kgs	441,306	
Shortfall	107,806	2073

4. CONCLUSION

Even though things have gone so well over the last 12 months, it is clear we have just scratched the surface and significant developments are needed if we are going to come even close to meeting the growing needs of food poverty in Bristol.

To develop a food supply adequate to meet the need in Bristol in a cost-effective manner the five traditional avenues of food is not sufficient. Additional food supplies are needed to be found.

Possible options are:

- Developing stronger links and a working party partnership with Bristol City Council; Bath and North East Somerset Council, and South Gloucestershire Council to address the issue of local food poverty, i.e. similar to a select committee with members chosen from all the different sectors of society that can contribute to a solution for this problem
- Developing stronger links and a working partnership with the Bristol Food Policy Council, Bristol Food Network and others who are active and involved in the food sector
- Developing relationships with the local primary food producers to secure 'out-grade' and 'surplus' food supplies, reducing waste and increasing food aid supplies
- Developing relationships with food distribution centres locally (who are not already part of a donation scheme or program) to secure food supplies that would otherwise go to waste
- Coordinated approach to city wide food appeal donations (aimed at members of the public, churches, supermarkets, independent traders, large multi-national businesses, organisations, retail outlets/parks, banks) incorporating official donation/collection points much like bottle banks whereby people know they can deposit ambient food that can then be collected at appointed times by TMTP or another designated organisation

Everyone working together to make a real and lasting difference.

Mark Goodway
Charity Director – The Matthew Tree Project
April 2013



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