

Annual Report

1 April 2023 – 31 March 2024



SHREWSBURY
FOOD HUB

FOOD FOR GOOD

Registered Charity No. 1171092

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 12-17 Cross Hill
 Shrewsbury
 Shropshire SY1 1JE

Welcome from Chair of Trustees

Dear friends,

March 2024 marked the 8th year of Shrewsbury Food Hub operations, and what a journey it has been. In our first year, we rescued 14 tonnes of surplus food. This year that figure climbed to 214 tonnes, bringing our 8 year total to nearly 1,000 tonnes since we started, which is equivalent to 2.3 million meals. By rescuing this food, we have mitigated 2,665 tonnes of CO2. We are very proud of the positive impact our charity has on both the community and the environment.

Our year-end was highlighted by a visit from Queen Camilla, reminding us that what we do is recognised and valued. This was further reinforced by the many volunteers and team members from the community groups we support, who joined us at our Annual General Feast and shared their stories and real-life experiences of the difference we make.

Without our volunteers, we could not operate. Not only does each and every one of them ensure we can keep doing what we do but they also bring daily joy to our organisation. They are great ambassadors for the Hub, helping to build connections across the community. This year, their numbers rose to a fantastic 165, their time and commitment is amazing.

Our partnership with local chef Steve Guy continued to strengthen this year, building on the success of our Taste With No Waste campaign. Working closely with founder Ali Thomas, Steve supported events and community activities, helping us reach our communities in different ways and particularly focusing on food waste education.

Our trustee group has expanded with the addition of new members, bringing fresh ideas and skills to help us continue our mission of reducing food waste for environmental and social good. Their role in helping us build our long-term resilience to ensure we can continue our work is an important one. To all of them, who along with our small paid team continue to work tirelessly with the support of our volunteers. Thank you!



Andrew Howe
Outgoing Chair of Trustees
November 2024



2023/24 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.



214 tonnes rescued of good food from the bin

Saved 569 tonnes of CO2

Shared enough food for 511,000 meals

Supplied food to 62 community groups

Supported 15 foodshares every week



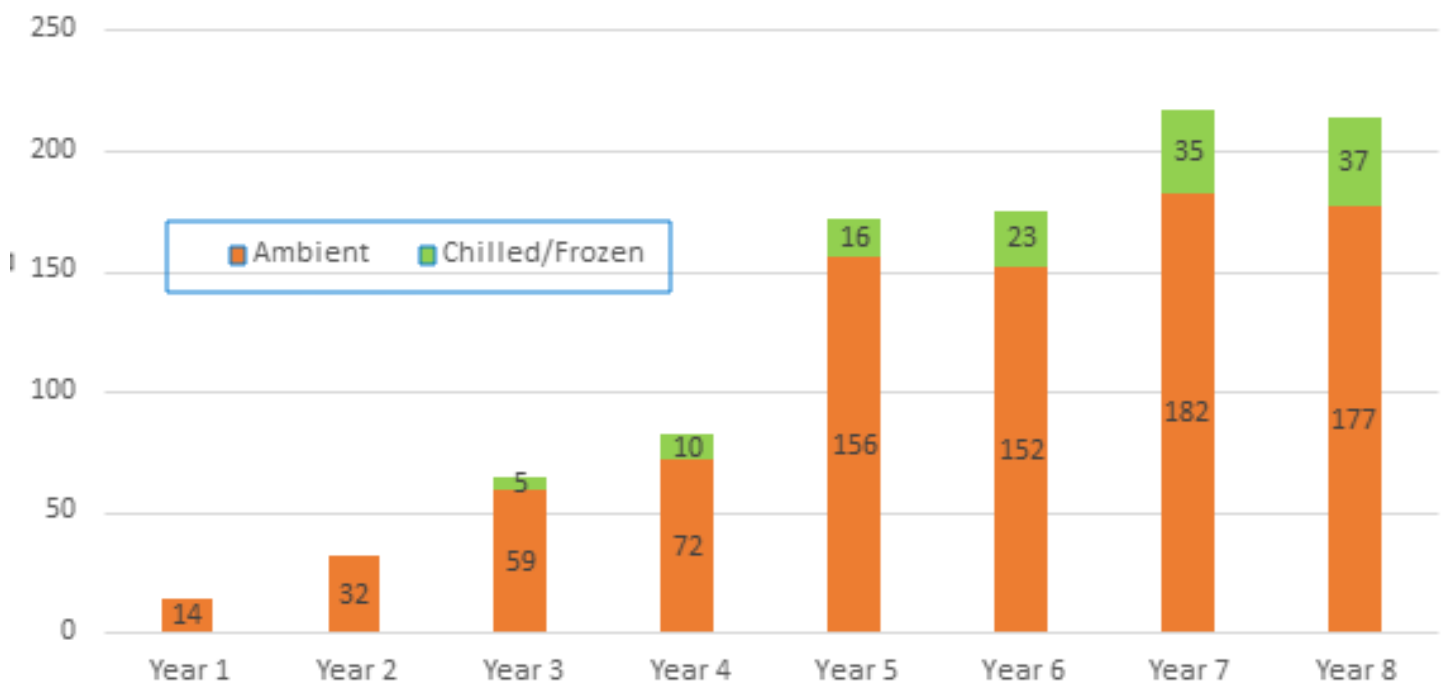
Saved our partner charities and groups more than 40% of their food budget



What's on the Food Hub van?



Growth In Food Tonnage



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 to our community groups 7 days a week, 52 weeks a year.

**165
volunteers**

**15,000+
hours of
service**



Whether it is getting up early in the cold and dark of a winter's morning to collect from a supermarket, answering an "emergency" call to rescue some surplus eggs or vegetables from a farm in the countryside, or unloading 2 pallets of yoghurt at the depot at the end of a busy day, no matter how big or small the ask, or how inconvenient the timing, we are always able to rely on someone to step up and help out! Thank you again to all the longstanding and newer members of our wonderful team, you really are the driving force of the hub. We also get regular feedback that our volunteers do appreciate the opportunity to give something back to their local communities and enjoy the camaraderie of working within the friendly and supportive environment of the Food Hub family. Volunteering is a great way to make new friends, learn new skills and have fun, so if you are interested in finding out more please visit our website.



FOOD HUB

8 YEARS ON

In April 2016, Food Hub Founders Ali Thomas and Katy Anderson helped out the Ark by collecting food offered by M&S supermarket. Passionate about food waste, that year they rescued 14 tonnes!

2016

The 2nd year of the Food Hub was all about doubling (and a bit more). Volunteers moved from 14 to 32 and 32 tonnes of food was rescued that year.

2017

Another bumper year tonnage increasing to 64 tonnes! By this time we were working with 56 community groups and had over 100 volunteers.

2018

During 2019 we managed to rescue almost 200k meals and this was equivalent to 229 tonnes of CO2. We were also getting better known in Shrewsbury!

2019

By 2020 we had 123 volunteers and during the pandemic Ali and Katy took the decision to run foodshares 7 days a week! Tonnage moved to 175 tonnes with food boosted from FareShare.

2020

2021 was the start of us seeing a levelling of the food we rescue mainly due to the fact that food waste awareness has increased.

2021

In 2022 we welcomed almost 150 regular volunteers and rescued 217 tonnes of food. This was equivalent to 518,000 meals.

2022

Our CO2 savings this year was 586 tonnes! We are proud to be helping 62 community groups around our town and make a huge impact in so many ways!

2023

8 year TOTAL	970 tonnes	2,320,368 meals	2,665 tonnes CO₂
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Highlights of the year

Queen Camilla comes to town

Her Majesty the Queen visited Shrewsbury before the Easter weekend (Wednesday 27 March) as part of a wider visit to Shropshire.

As well as meeting stallholders at Shrewsbury Farmers Market, she visited Shrewsbury Flaxmill Maltings where she met with charitable community groups including Shrewsbury Food Hub.



Ali Thomas, Hub co-founder, welcomed the Queen and introduced her to manager Tammy and volunteers. They talked about why reducing food waste is important, how much surplus food we collect and redistribute, and how this food supports our community.

Ali said: "What a lovely day! Her Majesty was charming and friendly, and just put everyone at their ease. We all felt very special, and it was so lovely that so many of our volunteers could attend and be part of it."

Tackling food waste is one of the King's passions, and the Queen promised to report back to her husband about us!



Highlights of the year

Annual General Feast 2023

We were delighted to hold our AGF on 16 November 2023 (our take on an AGM). The objective was to show our appreciation to everyone who supports the Food Hub's mission of putting surplus food to good use.



At the event we were able to showcase what goes into getting the surplus food we rescue (or harvest) shared. And, most importantly, the positive impact this has in our community and for our environment.

Hub manager Tammy welcomed everyone and talked through our achievements. Ali, one of our founders, used the now famous 'washing line' to highlight our key impacts for 2022/23 and talk about our future plans. Steve from 1st Shrewsbury Scouts brilliantly highlighted what a difference the Hub makes to youngsters each week, and volunteer Michael shared his passion for the Hub and performed his 'Food Hub!' poem. Finally, our patron, the Lord-Lieutenant of Shropshire Anna Turner, talked about her support for the Hub and thanked volunteers for all they do.

Bringing together our volunteers, trustees, patron, surplus food suppliers, community group partners, and funders made for a very special evening, plus we all enjoyed a fabulous surplus supper cooked by two great local chefs, Steve @thehungryguy and Tom.

Highlights of the year

Other news and events

In April we held our annual Walk Against Waste where we enjoyed chatting about the issues of food waste and it's impact as well as raising funds from those taking part in the walk. Other fundraising events included a musical evening at St Giles Church, a stall at the Shrewsbury Food Festival and the cycle event, Border Randonnee in conjunction with the local rotary. We also enjoyed being part of the Winter Warmer event at Shrewsbury Market Hall armed with our surplus mince pies and mulled wine, another great opportunity to chat to a different group of people from our community.



This year, we were the proud recipients of the Mayor's Award for Climate Change Emergency and took part in the BBC Radio Shropshire Community awards night. For the 4th year running, we were delighted to reach the Big Give Green Match Fund fundraising goal which gave us a total of £13,011. Plus we received funding from the UK Shared Prosperity Fund (UKSPF), a government-allocated fund managed by Shropshire Council.

Highlights of the year

Other news and events

Our Glean Team were out again this season and rescued an impressive 1,502 kg. Some of our volunteers just join us for the apple picking season and we love to see them each year.

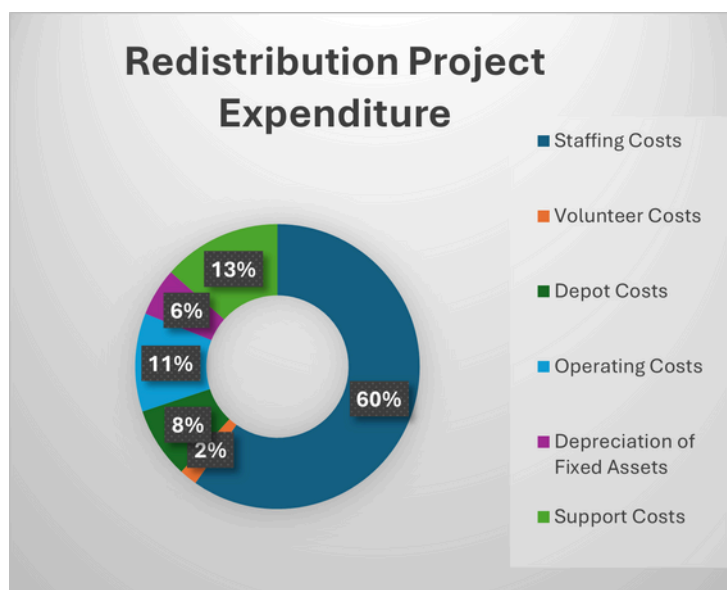
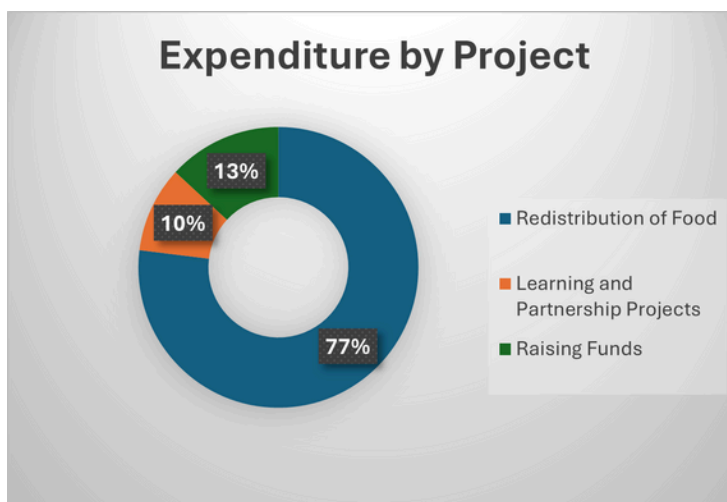
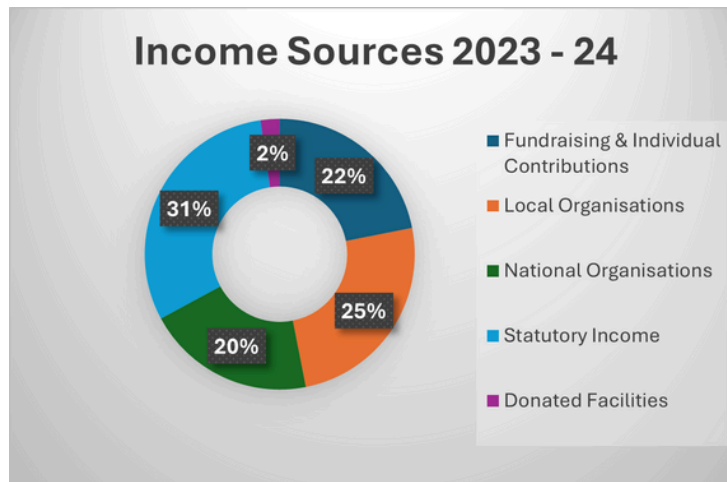


After starting Soupersonic during the post-Christmas season in 2022, the idea has developed this year from a seasonal event to all year. Surplus ingredients have been turned into soup, pasta sauces and other meals and distributed out via our community freezer network with specific funding from the UKSPF. Volunteers join us for chop and chat and learn about food waste. Recipients enjoy good tasty food and community groups and charities benefit from food ready to eat and a reduction in food and energy costs. There is no doubt that this initiative is a Win:Win for everyone involved and will continue to make a real difference.

Financial review, structure, governance & management

Financial position at the end of the year

Total income for the year was £237,056 including donated goods and services of £5,415. Total expenditure was £252,398, giving net expenditure of £15,342. The main sources of income and expenditure are summarized below:



Note: Our operational staff team was 3.9 FTE with our 165 volunteers providing the equivalent of 8.36 FTE.

Financial review, structure, governance & management

When combined with funds brought forward from the previous year, the total funds of the charity as at 31 March 2024 were £144,080 and are made up as follows:

	£
Fixed Assets	9,546
Unrestricted Funds	
General/Free Reserves	30,856
Designated funds	65,000
Restricted Funds	
Food Redistribution	33,875
Learning and Partnership	4,803
Total Funds	<u>144,080</u>

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	65,000

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 £33,875 for Redistribution activities are donations received to support and expand the collection of surplus food. They mainly relate to donations received for the purchase of a second vehicle and depot equipment and to fund part of the running costs of the depot. Those for Learning and Partnership are for the delivery of specific projects, in addition to Food Redistribution activities and relate to the continuation of the community kitchen activities of the Food Hub.

Financial review, structure, governance & management

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.



Financial review, structure, governance & management

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
Joanna Powell	Chair		N/A
Patrick Nolan	Treasurer		N/A
Catriona Graham	Company Secretary		N/A
Michael Haddaway			N/A
Andrew Howe			N/A
Katharine Hudson			N/A
Sarah Jackaman			N/A
Emma Musgrove			N/A
Mark Owen			N/A
Michael Paul			N/A
Daphne Welch			N/A

Other People Who Served as Trustees in 2023/24

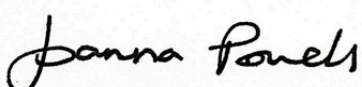
Joy Currey
Alison Thomas

N.B Andrew Howe stepped down as Chair on 16.10.24 and was replaced by Jo Powell. As Andrew was in post for the financial year 2023/2024, he is the author of Welcome from the Chair of Trustees in this Annual Report.

The trustees declare that they have approved the trustees' annual report and annual accounts for the period 1 April 2023 to 31 March 2024.

Signed by
Joanna Powell

Date
28/01/2025



Chair of Trustees

Appendix 1: Supporter thanks

We are incredibly grateful for the continued generosity of our supporters—individuals, businesses, and charitable trusts—who make our work possible. Your contributions empower us to rescue surplus food and redistribute it for the benefit of our community and the environment.

This year, we deepened our connections with volunteers, community partners, and suppliers, ensuring Shrewsbury Food Hub remains financially resilient and impactful. Initiatives like the Soupersonic project have opened up new opportunities for engagement, while our partnership with local chef Steve Guy, alongside founder Ali Thomas, has been pivotal in turning surplus food into meals for those in need. Their collaborative efforts have creatively engaged audiences and promoted vital food waste education.

The Walk Against Waste continues to be a highlight of our year, bringing people together to walk, talk, and raise funds in support of our mission. Events like this, alongside our participation in the Shrewsbury Food Festival and other local initiatives, have helped us expand our reach and foster even stronger community connections.

At the core of everything we do is our unwavering commitment to our supporters. We are dedicated to raising funds ethically and sustainably, and your generosity fuels our mission. For that, we thank you. Thank you for walking alongside us—together, we are transforming surplus food into meaningful solutions for a better future.



THANK YOU to all our funders, suppliers, partner community groups and volunteers for supporting our work

Appendix 2: Regular suppliers

Thanks to all our food suppliers, we stopped 214 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	Lidl
Arla	Little Food Company
Asda	M&S
Bookers	Maynards Farm
British Quinoa Company	Minimise
Campus and Co	Morrisons Shrewsbury
Cheese Wedge Company	Muller, Market Drayton
Condover College	Nandos Shrewsbury
Connect Aid CIC	Oriental Food Express Ltd
Co-op Food Group	Portion Solutions
Coopers Gourmet Foods	Premier Foods
Cotteswold Dairy	Pret A Manger
Euro Quality Lambs	Promotional Handling Ltd (PHL)
FareShare Birmingham	Sainsburys
Farmfoods	Shray Hill Farm
Flower and White	Shrewsbury Flower Show
Ford Hall Farm	Shropshire Festivals
Greenacres Farm (eggs)	SPAR
Greggs	Tesco
Jenny's Catering	UK Foodhall

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	Harlescott Community Hub	Normanton care home
Armed Forces Outreach	Harlescott Junior School	OsNosh
Autism Hub A4U	Headway	Oxon Parish Church
Bellevue Youth Group/ Community Centre	Highley Community Project	Passmaster Activity Club
Bomere Heath school	Holy Trinity Playgroup	Samaritans
Brick Breakfast / Lego Club	Inside Out Learning	Senco Breakfast club
Bromford Housing	Leaving Care Team	Severn Hospice
Christ Church Foodshare	Lingen Davies	Shrewsbury Academy Trust
Church of the Holy Spirit	Little Greenfields playgroup	Shrewsbury Baptist Church Crowmoor
Coffee in the living room	Longden School	Shrewsbury Colleges Group
Column Nursery	Loppington Youth Club	Shrewsbury Council Youth Service
Crossbar Coaching	Martin Wilson School	Shrewsbury First Scout Group
Early Help Outreach Team	Meadow Farm Preschool	Shrewsbury Food Bank Plus Barnabas
Emmanuel Church	Meet Place	Shrewsbury Hospital
Empathy For Special Children	Meole Brace Primary School	Shrewsbury Repair Cafe
Friends Zone	Meole Brace School Young Carers	Shrewsbury Street Pastors
Gains Park FoodShare	Meole Brace Secondary School	Shrewsbury Town Council Temp Accom
Grange Primary	Minsterley Primary School	Shrewsbury Town in the Community
Greenacres Primary School	Minsterly Foodshare	Shrewsbury Unitarian Church
Greenfields Primary School	Mount Pleasant Primary school	Shrewsbury United Reformed Church