

**The City Bridge Trust**  
**Investing In Londoners:**  
**Application for a grant**



**About your organisation**

Name of your organisation: <b>FoodCycle</b>	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? <b>Tower Hamlets</b>	
Contact person: <b>Ms Caroline Downing</b>	Position: <b>Head of Development</b>
Website: <b>http://www.foodcycle.org.uk</b>	
Legal status of organisation: <b>Registered Charity</b>	Charity, Charitable Incorporated Company or company number: <b>1134423</b>
When was your organisation established? <b>01/03/2008</b>	

**Grant Request**

Under which of City Bridge Trust's programmes are you applying? <b>Reducing Poverty</b>
Which of the programme outcome(s) does your application aim to achieve? <b>Fewer Londoners experiencing food poverty</b> <b>More Londoners with improved economic circumstances</b>
Please describe the purpose of your funding request in one sentence. <b>To support FoodCycle's work across Greater London, through expanding the London Hubs programme and developing the cafe's outreach work in Bromley by Bow.</b>
When will the funding be required? <b>18/08/2014</b>
How much funding are you requesting? Year 1: <b>£37,596</b> Year 2: <b>£38,876</b> Year 3: <b>£45,689</b> <b>Total: £122,161</b>

**Aims of your organisation:**

FoodCycle builds communities by combining volunteers, surplus food and spare kitchen spaces to create nutritious meals for people at risk of food poverty and social isolation.

We have four main aims:

- Reduce food poverty by providing nutritious meals to vulnerable groups
- Reduce food waste by reclaiming it for use
- Build stronger communities and reduce social isolation through communal dining
- Empower volunteers to develop skills and create positive social change in their communities

**Main activities of your organisation:**

We have two main programmes:

**FoodCycle Hubs**

Our 17 Hubs are local projects where volunteers are trained, supported and empowered to collect surplus food and cook it in spare kitchen spaces. Working with community partners we then provide healthy, communal meals to those at risk from food poverty and social isolation in the community.

**Community Café Programme**

We run the FoodCycle Pie in the Sky Community Café in Bromley by Bow: one of the most deprived wards in London. The café promotes healthy eating in the community through the provision of low-cost meals and provides training opportunities for people looking to develop the skills and confidence needed to improve employability.

Each month FoodCycle serves around 2,400 meals, created using almost 3,000kg of reclaimed surplus food -- the equivalent of saving 13,221kg in CO2 emissions. Our volunteer network gives almost 2,000 hours of their time each month.

**Number of staff**

Full-time:	Part-time:	Management committee members:	Active volunteers:
10	1	7	1,400

**Property occupied by your organisation**

Is the main property owned, leased or rented by your organisation?	If leased/rented, how long is the outstanding agreement?
Rented	5

## Summary of grant request

Foodcycle is applying for a three-year grant to support the delivery and expansion of its work in London. We're applying under the Reducing Poverty programme as our central aim is to ensure fewer people experience food poverty.

- Last year we developed and piloted a social franchise programme. We now have a waiting list of potential franchisees but need resources to appoint a Partnerships and Social Enterprise Manager. This will mean four hubs opening each year, so by year three we will have 16 hubs across London, delivering 20,000 meals.
- We want to expand our outreach and community work at the Bromley-by-Bow café. A Youth and Community Officer will work with schools, GPs, and other organisations to ensure more families and children access our services. Each year we'll deliver 11,000 low cost meals (minimum of 500 will be free). We'll work with thirty families on a healthy eating programme during school holidays and offer 100 volunteers training opportunities.
- We want to launch a second cafe working with a community partner. This expansion would be researched and delivered Head of Programmes -- a role for which we're seeking funding,

### Why this work is needed:

- Demand for our services is increasing - we regularly take calls from local authorities and charities on behalf of their clients. Interest in our franchise model has been high with interest from small local charities and larger organisations such as RVS and housing associations.
- Last year 34,000 accessed food banks in London compared to 400 people in 2009.
- Healthy food costs up to 50% more than filling but nutritionally poor alternatives. Research shows people on low-incomes eat half the amount of fruit and vegetables.
- 90,000 older people in Greater London are affected by malnutrition and yet only 1% access food banks, often because they feel ashamed
- Many children living in food poverty in London -- 2 out of 5 teachers report giving food to children at their own expense.
- Zero Hunger City, the GLA report on food poverty cites food deserts across London -- areas where there is an over-dominance of unhealthy food outlets and a lack of access to fruit and vegetables at reasonable prices.

### Why FoodCycle is the right organisation to deliver this work:

#### Our track record

Across the UK in just five years:

2162 volunteers have given 67,314 hours of their time,  
97,032kg of surplus food collected,  
86,396 meals served

#### The impact of our work:

73.7% say they eat more fruit and vegetables  
72.4% think about the healthiness of their food since coming to FoodCycle.  
82.8% would recommend us

### Our unique hubs model

We have created an easily-replicable model offering centrally-negotiated retailer relationships, a training programme and operations manual and enables volunteers to be part of a national network.

### Meeting City Bridge Trust's Principles of Good Practice

- FoodCycle regularly consults and involves its users in decision-making both formally and informally including one-to-one meetings and comments boxes.
- Our projects targets those socially excluded. Our decision to not charge for meals served in our hubs nor to require any means-tested assessment increases inclusivity while only serving vegetarian food helps people from all faiths and cultures to access our services.
- Foodcycle is a volunteer-led organisation. We train, support and empower our volunteers to take responsibility for running each of our projects. Support includes training sessions, an annual conference, focus groups and board representation

Foodcycle's committed to reducing its carbon footprint. We collect 3,000kg of surplus food each month - the equivalent of saving 13,221kg in CO2 emissions. The charity promotes environmentally friendly practices whenever possible.

If you need any planning or other statutory consents for the project to proceed, what stage have the applications reached?

N/A

Do you have a Vulnerable Adults policy? **No**

What Quality Marks does your organisation currently hold?

### Outputs and outcomes

What are the main activities or outputs you want to deliver? Please include no more than 5. By activities or outputs we mean the services, products or facilities you plan to deliver. If you plan to deliver work over more than one year you should include activities over the full grant period requested. Try to be specific.

**Expansion of London Foodcycle hubs. Year 1: 8 hubs; 10,000 meals (25 meals/50 weeks/ 8 hubs), 1000 beneficiaries. Year 2: 12 hubs, 15,000 meals, 1,500 beneficiaries; Year 3: 16 hubs, 20,000 meals, 2,000 beneficiaries. Monitoring demonstrates beneficiaries use Hubs 6-10 times annually, so conservative estimate based on number of meals)**

**The Pie in the sky Community Cafe: Each year: 11,000 affordable meals with a minimum of 500 free meals given to individuals or families following referral to project. 30 families engaged in healthy eating programme. A minimum of two new community partners and one school partner each year.**

**One new Foodcycle cafe opened by end of 2015 serving 5000 meals in first year, (year 2: 2015/16); 8000 meals in second year (year 3: 2016/17).**

**Healthy, surplus food collected from retailers that would otherwise be wasted. Year 1: 25,000kg. Year 2: 39, 500kg. Year 3: 50,000 kg.**

**(Hubs on average collect 1,500kg per annum and a cafe 13,000 kg. Year 2 figures based on 2nd cafe being open for 8 months)**

**Providing volunteering and employability training opportunities. Year one: 640 hub volunteers, 100 cafe volunteers. Year two: 960 volunteers, 140 cafe volunteers. Year three: 1280 hub volunteers; 200 cafe volunteers.**

**(NB: Our London hubs attract on average 80 volunteers each year)**

What main differences or outcomes do you hope the activities you have described above will achieve? Please include no more than 5. By differences or outcomes we mean the changes, benefits, learning or other effects that result from the work your project would deliver. These might be for individuals, families, communities or the environment.

**People attending hub community meals have better access to fresh food and a healthier diet**

**More people in Bromley by Bow and its surrounding areas are aware of the Pie in the Sky café, its low cost meals and volunteering opportunities**

**Families have healthier eating habits, children are more willing to try healthy food, whilst parents are more confident about purchasing, preparing and cooking meals.**

**Hub volunteers and participants on the café employability programme gain cooking skills and the confidence to create a meal from fresh ingredients**

**Increased access to healthy food across London for those at risk of food poverty**

Do you plan to continue the activity beyond the period for which you are requesting funding? If so, how do you intend to sustain it? If not, what is your exit strategy?

**Yes. We are expanding the hubs programme through a social franchise model enabling the work to be increasingly sustainable. We are increasingly diversifying our income streams and plan to support the cafe programme through unrestricted funds including corporate support by the project end.**

## Who will benefit?

### About your beneficiaries

How many people will benefit directly from the grant per year?

**1,580**

In which Greater London borough(s) or areas of London will your beneficiaries live?

**Tower Hamlets (35%)**

**London-wide (65%)**

What age group(s) will benefit?

**All ages**

What gender will beneficiaries be?

**All**

What will the ethnic grouping(s) of the beneficiaries be?

**A range of ethnic groups**

If Other ethnic group, please give details:

What proportion of the beneficiaries will be disabled people?

**21-30%**

## Funding required for the project

### What is the total cost of the proposed activity/project?

Expenditure heading	Year 1	Year 2	Year 3	Total
Hubs Programme: salary costs	26,376	27,167	42,240	95,783
Hubs Programme costs	7,500	7,725	7,957	23,182
Cafe programme: salary costs	31,360	32,301	33,270	96,931
Cafe programme costs	6,674	6,874	7,080	20,628
Full costs recovery - 15% of project costs	10,786	11,109	11,442	33,337
Second cafe costs	0	104,768	104,768	209,536
	0	0	0	0
	0	0	0	0
	0	0	0	0

<b>TOTAL:</b>	<b>82,696</b>	<b>189,944</b>	<b>206,757</b>	<b>479,397</b>
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### What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
Franchise start up and management fees	17,300	27,300	37,300	81,900
Trusts - Fidelity and John Ellerman	13,300	0	0	13,300
M&G investments	7,000	11,500	11,500	30,000
Community fundraising	7,500	7,500	7,500	22,500

<b>TOTAL:</b>	<b>45,100</b>	<b>46,300</b>	<b>56,300</b>	<b>147,700</b>
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### What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
NESTA (Centre for social action innovation fund)	112,376	0	0	112,376
Merchant Taylors (in process of being written)	8,000	8,000	8,000	24,000
London Catalyst (in process of being prepared)	3,000	0	0	3,000
	0	0	0	0

<b>TOTAL:</b>	<b>123,376</b>	<b>8,000</b>	<b>8,000</b>	<b>139,376</b>
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### How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
Partnership and Social Franchise Manager	8,736	6,575	0	15,311
Head of programmes (cafe work - 50% of time)	17,100	20,188	20,794	58,082
Hub officer	0	0	12,419	12,419
Youth and Community Engagement Officer	11,760	12,113	12,476	36,349
	0	0	0	0

<b>TOTAL:</b>	<b>37,596</b>	<b>38,876</b>	<b>45,689</b>	<b>122,161</b>
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### Previous funding received

Please list the funding received by your organisation from the following statutory sources during the last THREE years.

	2012 £	2013 £	2014 £
City of London (except City Bridge Trust)	0	0	0
London Local Authorities	0	0	0
London Councils	0	0	0
Health Authorities	0	0	0
Central Government departments	0	113,229	0
Other statutory bodies	0	0	0

### Previous grants received

Please list the grants received by your organisation from charitable trusts and foundations (other than City Bridge Trust) during the last THREE years. List source, years and annual amounts. Please include the 5 largest only.

Name of Funder	2012 £	2013 £	2014 £
Esmee Fairbairn	55,000	46,000	40,000
John Ellerman	30,000	30,000	30,000
Tudor Trust	30,000	30,000	30,000
Lloyds TSB Foundation	0	15,000	20,000
Henry Smith Charity	0	0	25,000

### Declaration

I confirm that, to the best of my knowledge, all the information I have provided in this application form is correct. I fully understand that City Bridge Trust has zero tolerance towards fraud and will seek to prosecute and recover funds in every instance.

Please confirm: Yes      Full Name: **Caroline Downing**

Role within                      **Head of Fundraising**  
Organisation:



## Finance details

Please complete using your most recent audited or independently examined accounts.

Financial year ended: 31	Month: August	Year: 2013
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Income received from:	£
Voluntary income	360,337
Activities for generating funds	57,207
Investment income	315
Income from charitable activities	74,377
Other sources	
<b>Total Income:</b>	<b>492,236</b>

Expenditure:	£
Charitable activities	360,205
Governance costs	2,891
Cost of generating funds	42,690
Other	
<b>Total Expenditure:</b>	<b>405,786</b>
<b>Net (deficit)/surplus:</b>	<b>86,450</b>
<b>Other Recognised Gains/(Losses):</b>	<b>0</b>
<b>Net Movement in Funds:</b>	<b>86,450</b>

Asset position at year end	£
Fixed assets	11,335
Investments	0
Net current assets	181,234
Long-term liabilities	0
<b>*Total Assets (A):</b>	<b>192,569</b>

Reserves at year end	£
Endowment funds	0
Restricted funds	52,642
Unrestricted funds	139,927
<b>*Total Reserves (B):</b>	<b>192,569</b>

\* Please note that total Assets (A) and Total Reserves (B) should be the same.

### Statutory funding

For your most recent financial year, what % of your income was from statutory sources?

### Organisational changes

Describe any significant changes to your structure, financial position or core activities since the date of your most recent accounts:

The organisation has a new CEO – Mary McGrath, who joined from FareShare. The Board of Trustees was augmented by new members.