



“We need a new generation of sustainable food entrepreneurs to help address urgent social and environmental challenges

Dan Crossley, Executive Director at Food Ethics Council

ABOUT IMPACT HUB

Impact Hub is locally rooted, globally connected.

We are one of the world's largest networks focused on building entrepreneurial communities for impact at scale - home to the innovators, the dreamers and the entrepreneurs who are creating tangible solutions to the world's most pressing issues.



● **100+** Impact Hubs across **50+** countries

● **16,500** members, with over half being founders or co-founders

● Over **10,000** socially focused startups established since its inception

● **200** programmes delivered annually, many of which focus on the Sustainable Development Goals (SDGs)



ABOUT IMPACT HUB

KING'S CROSS

Since 2009, Impact Hub King's Cross has worked to strengthen the capacity and sustainability of social enterprises so they can accomplish greater impact. We achieve this through our business support programmes, our events and business clinics and our collaborative coworking community. We are a B Corp and a certified social enterprise.

Our purpose is to catalyse entrepreneurial ecosystems for a socially inclusive, zero emissions economy. We seek to inspire, connect and enable people to take entrepreneurial action to pioneer a just and sustainable world where business and profit are used in service of people and planet.



- **560** enterprises have been supported on Impact Hub King's Cross programmes
- **92%** of programme participants said Impact Hub King's Cross has developed their skills and capabilities
- **82%** of programme participants felt they had been connected to experts and advisors that have been 'highly relevant to their success'

FEEDING THE CITY: START UP PROGRAMME

First launched in 2018, Feeding the City: Start Up is a nationwide, year-long programme that supports teams to tackle a problem in their community by starting a food business. Each team receives a bursary, access to advice from food experts, and training from Impact Hub consultants and partners.

The programme was born out of the passion and expertise around sustainable food among the Impact Hub King's Cross community. In 2015, our community members partnered with us to create Food Talks, a quarterly event for leading thinkers to come and explore the major issues affecting our food system. We built on this to create Feeding the City: Start Up and this year are launching Feeding the City: Accelerate, the next stage of support.



FEEDING THE CITY: START UP WAS DESIGNED TO SOLVE TWO KEY PROBLEMS:

50%

1. OUR FOOD SYSTEM NEEDS URGENT CHANGE

From production to processing and distribution to disposal, our current food system is not as sustainable or healthy as it needs to be to support a growing and increasingly urban population. Today, some of the UK's most pressing problems for people and planet relate to food production and consumption.

FOR PEOPLE:

Half of all adults in the UK are overweight (health.org.uk)

3x

Healthy foods are three times more expensive than unhealthy food (health.org.uk)

18%

Families spend nearly one fifth (18%) of their budget on food but throw away the equivalent of six meals per week (health.org.uk)

1.9M

FOR PLANET:

1.9 million tonnes of food is wasted by the food industry every year in the UK (fareshare.org.uk)

25%

Over 25% of the planet's greenhouse gas emissions come from the food industry (Food Climate Research Network)

THE SOLUTION?

Across the country, community focused food and drink enterprises are already tackling a wide range of these issues – reducing waste, making quality food affordable, and offering sustainably and locally sourced food products. Their work is also strengthening communities, teaching new skills and creating jobs.

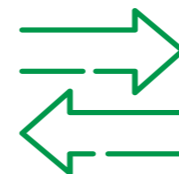
COMMUNITY FOOD ENTERPRISES CREATE POSITIVE IMPACT IN ONE OR MORE OF THE FOLLOWING WAYS:



THROUGH CUSTOMERS: offering food products or services that are designed for, and therefore accessible to, low income or disadvantaged groups of people



THROUGH EMPLOYMENT: offering jobs to vulnerable or disadvantaged people, who may otherwise be discriminated against by employers.



THROUGH THE SUPPLY CHAIN: creating food products and services in a way that ensures fair pay and a safe working environment for suppliers and producers.



THROUGH PROFITS: reinvesting profits in solving social challenges, including models where profitable activities pay for unprofitable ones.



2. STARTING A SOCIAL ENTERPRISE IS CHALLENGING

There are many hurdles to starting up a business – and for social enterprises, the need to focus on both the business and its impact mean that these challenges can multiply.

"A sustainable, local and healthy food system has never felt so important as it does today and so we at the Mark Leonard Trust are delighted to be supporting the Feeding the City Programme and their amazing work catalysing and nurturing the sustainable food businesses of tomorrow"

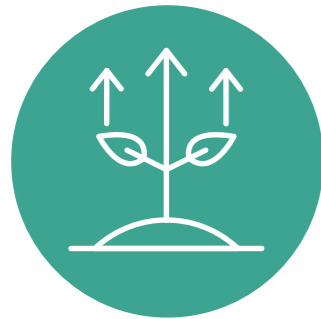
Mark Sainsbury, Restaurateur, hotelier and founder of the Sustainable Restaurant Association

GENERATING IDEAS: An early stage entrepreneur may find it difficult to define the problem they want to solve, and instead jump too quickly to solutions. They may feel unclear about how to validate their idea and move it forward.

STARTING UP: Even with a great idea, business knowledge is needed to make it work financially and attract customers.

FINDING SUPPORT NEARBY: Often the opportunities to make connections with experts and likeminded peers are limited to those living in the 'London bubble', which heightens the challenge of starting a business for those living in towns and cities across the rest of the country.

FUNDING: Launching an idea involves finding or raising money to explore the idea and launch a pilot.



THE SOLUTION?

Expert guidance and a likeminded community can help entrepreneurs overcome these hurdles and unlock success for themselves and their business, so they can start helping to fix the food system.

We designed Feeding the City: Start Up with this – and the barriers outlined above – in mind. Launched in 2017 (in partnership with Food Ethics Council, Sustain and WWF) the programme helps entrepreneurs address systemic issues in the food sector by offering intensive, expert support so they can turn ideas into reality. We specifically target teams who are rooted in their communities, as they are best placed to understand the problem their business is trying to tackle. Our goal is to empower inexperienced entrepreneurs to make a positive difference to both their own lives, and the lives of others.

IN PARTICULAR, THE PROGRAMME:



Offers training in the basic skills required to succeed as an entrepreneur



Fosters the development of impactful new products and services



Builds individual self-confidence, in business and beyond



Empowers local communities to drive change



Provides access to entrepreneurial networks of peers and experts



Helps to build entrepreneurial resilience



"Feeding the City: Start Up provides an opportunity for budding social entrepreneurs with an interest in the food system to explore and test these ideas as workable enterprise models and brings them into contact with others that have been working to change the food system."

Sarah Williams, Programme Director at Sustain, the Alliance for Better Food and Farming

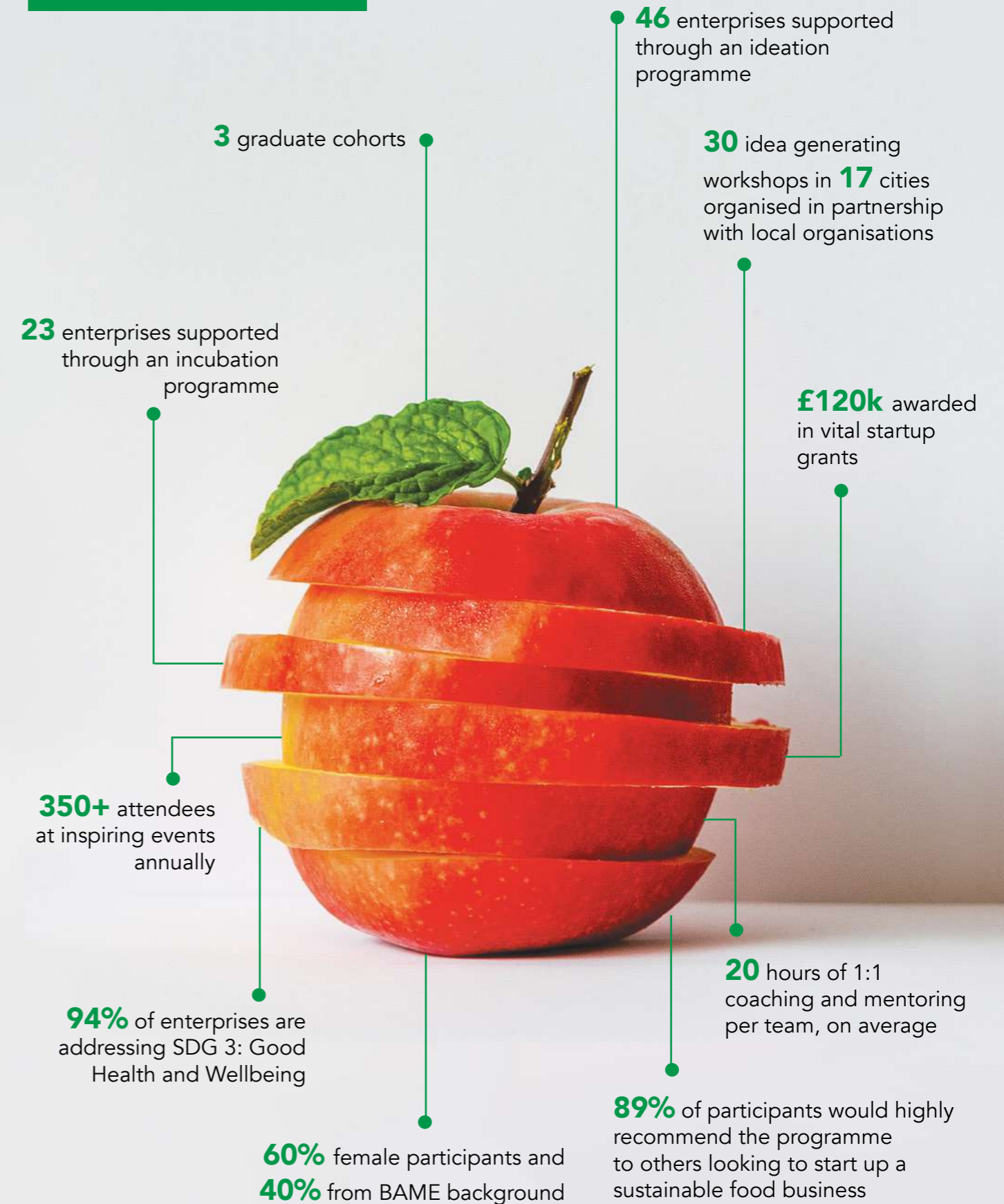
FEEDING THE CITY: HOW WE HELP



“ We need a new generation of sustainable food entrepreneurs to help address urgent social and environmental challenges via the lens of food. Together we can transform our food systems so they are fair and healthy for people, animals and the planet.”

Dan Crossley, Executive Director at Food Ethics Council

FEEDING THE CITY: START UP FIGURES TO DATE



December - February



FEEDING THE CITY: START UP

PROGRAMME TIMELINE

SEEDING // Everyone is welcome

- Participate in idea generating workshops in cities across the UK.

March - April



SPROUTING // 14 - 16 selected teams

- Learn how to start a business at 2 weekend workshops in London and Glasgow
- Receive £400-500 to develop their idea

May - July



GROWING // 7 - 8 selected teams

- Work with food and business experts at 3 - 4 weekend events across the UK
- Receive £1000-2000 to start their business

August - November



HARVESTING // 7 - 8 selected teams

- Receive personalised support from a top team of mentors and advisors
- Work with food and business experts at a 2 day workshop
- Pilot their business to test their idea
- Meet investors at a Finance Fair
- Pitch their business at a high-visibility final event!
- Receive £1000-2000 to develop their business



SEEDING

In a series of idea generating workshops running simultaneously across the UK, people get together to share their early ideas, and explore issues relating to our food system. These sessions are an important opportunity to learn more about the programme and to receive support with the application process.

SPROUTING

During two 2-day ideation workshops, 14-16 teams work on finding problem-solution fit, explore the viability of their idea and test their assumptions. The teams then receive bursaries which they can use to develop their idea.

GROWING

7-8 teams work with food and business experts at three weekend events across the UK, covering various aspects of food entrepreneurship, including vision and mission, sales and marketing, food hygiene and labelling, and finances and legal structures. They also take part in a series of peer-to-peer events to learn 'do's and don'ts' from established food social entrepreneurs, and receive a £1000 grant to 'pilot' their business for crucial feedback.

For this and the final phase of the programme, each team receives 1:1 mentoring from food and business experts, who provide personalised guidance based on their experience of the industry, plus fortnightly personal coaching sessions with a Programme Manager, and receive a grant to 'pilot' their business for crucial feedback.

HARVESTING

The 7-8 teams receive further funding to develop their business and complete two final weekend events, covering pitching and storytelling, sustainability in business and impact measurement. They also take part in a Finance Fair with a 'speed dating' format, so teams can meet finance providers, understand the finance landscape and find investment opportunities. During a final showcase event, every team pitches their venture to experts in the sustainability and social enterprise sectors and receives valuable feedback to take them forward.

STATS

Our participants are working towards a number of Sustainable Development Goals: **95%** of the enterprises address SDG 3.

All enterprises are working hard to address important food issues, often tackling more than one at a time:

- **85%** of enterprises are tackling unequal access to food,
- **59%** are tackling issues around production and processing,
- **61%** are tackling issues around consumption,
- **55%** are tackling issues with distribution,
- **46%** are tackling packaging waste and

BEFORE TAKING PART

58% of participants self reported very low confidence in their financial management skills and knowledge.

30% of participants felt they had little to no knowledge of impact measurement.

33% of participants self reported low confidence in their ability to build new connections.

AFTER TAKING PART

Over **50%** of participants felt very confident in their financial management skills and knowledge.

100% of participants felt they were knowledgeable about impact measurement.

Only 7% of participants reported low confidence in their ability to build new connections.

70% of participants indicated significantly improved confidence in pitching.

“We designed this programme to be longer than traditional incubators, because we know that most businesses change direction in their first year - we want to make sure everyone has the support they need to navigate these iterations. It's really inspiring to see how both the teams and their ventures evolve as they develop their thinking and skills!”

Emma Lange, Feeding the City: Start Up Programme Manager



MEET THE FEEDING THE CITY: START UP ENTREPRENEURS

TIGERMILK: FROM IDEA TO COMMERCIAL KITCHEN PRODUCTION

Many people choose dairy-free milk alternatives for environmental reasons – but most dairy-free milks are manufactured and packaged in a way that isn't environmentally friendly. Industrial manufacturing, international shipping and non-recyclable packaging mean that people are unable to access truly sustainable milk alternatives.

Joshua Coppersmith-Heaven wanted to fill this gap. Using tiger nuts – a sustainable, low-impact plant with the potential to be grown in the UK – he created Tigermylk. He uses glass bottles and metal caps that can be washed and reused, and limits the carbon footprint by operating locally – and is also growing a trial crop of tigernuts grown locally in the UK. Tigermylk is currently stocked in nine independent shops and four cafes around Bristol, and is available to buy on Fresh Range, a delivery service for sustainable products.

Growing demand meant that Joshua needed to make the leap from home production to a commercial kitchen. The bursary from the programme enabled him to buy equipment to scale his milk production. To meet their growth, Tigermylk is now looking to employ someone in the near future to manage deliveries and assist with production.

“The programme has helped massively. The bursary has allowed me to experiment, develop and take steps I simply wouldn't have otherwise taken. Meeting experts and other entrepreneurs has helped me build new skills, and I've received support and advice on how to make realistic progress. The Programme Manager in particular has been a crucial sounding board and mentor, and helped me keep on track with my priorities.”

Joshua Coppersmith-Heaven, Founder of Tigermylk

SISTERWOMAN VEGAN: FROM IDEA TO COMMUNITY ACTIVIST

Safiya Robinson experienced the world of veganism to be an exclusive one. While veganism is a healthy movement for people and planet, Black people are often not given space in this growing community – in a survey, Safiya found that 90% of customers from the Black community claimed to have had a bad experience in a white vegan space. She wanted to help repair Black people's relationships with food – relationships that patriarchy, capitalism and white supremacy have played a role in disrupting.

Safiya launched Sisterwoman Vegan: an organisation that offers private catering of afro-caribbean inspired vegan food, and runs events focused on building a meaningful community while offering Black people a space to explore the benefits of a plant-based diet. It currently offers a varied monthly programme of events, including a cooking class, a reading group and two supper clubs.

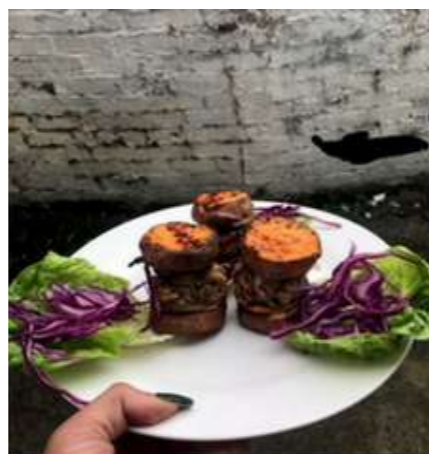
Therapists within the Black community have described Safiya's events and website as invaluable resources, that are unique in making content about wellness relatable and accessible to black women. Over the course of the programme, Sisterwoman Vegan has built up an impressive following – Safiya has been invited to speak at multiple high profile events and has built a strong reputation as a vegan caterer in London. She has supplied plant-based food to clients from Impact Hub King's Cross, all the way to British grime artist JME. Next, Safiya is looking to hire a production assistant and a social media intern.

“The programme has been pivotal in the professional development of Sisterwoman Vegan. It helped me to tailor it to the London market, really understand my customer and what my social goals were. I now really understand the power and purpose of a social enterprise and have been connected to incredible contacts such as Dee Woods, Made in Hackney and Kemi Akinola.”

Safiya Robinson, Founder of Sisterwoman Vegan

sisterwoman

vegan



KINA MAMA: FROM HOME COOK TO COMMUNITY CATERER

Kina Mama is the birth child of Grenfell survivor, Munira Mahmud. Following the tragedy, she – like so many others – was put up in hotels with no kitchen facilities. This was a challenging time, given her love and passion for cooking. The MCHC Al-Manaar Muslim Cultural Heritage Centre granted her use of their kitchen facilities, where she met other Muslim women who were cooking for their families and community.

Munira wants to take the African proverb 'it takes a village to raise a child' and re-integrate it back into modern society. Bringing together women from different backgrounds, religions and nationalities, Kina Mama is a catering service focused on community rooted organisations that uses surplus food wherever possible.

Paid services subsidise free events that support families and isolated mothers in their community. This includes the monthly Grenfell United meeting, as well as a weekly mothers group involving guest speakers on topics such as mindfulness and breathing techniques, yoga and baby colic. Kina Mama has since hired some of these mothers to support with catering jobs. And any leftover food from the group meetings is packaged up and given to people in the community who express need. Next, Kina Mama are developing a home delivery service of nutritious food for pregnant women and new mothers as well alongside their catering offer.

“It's fantastic that all the teams are creating projects relating to food, but that the ways in which we are approaching social impact is different. We all have a connection whereby we really help and motivate each other. Without Feeding the City: Start Up I don't know where we'd be.”

Munira Mahmud,
Founder of Kina Mama

MEET THE EXPERTS

TILLY JARVIS: ALUMNI AND SUSTAINABILITY EXPERT

Tilly began her journey with Feeding the City: Start Up as part of the 2018 cohort of entrepreneurs. She launched Six Legs Farm, one of the UK's first edible insect farms. Throughout 2019 she stayed involved as an alumni, working with her Feeding the City: Start Up business mentor and taking part in group alumni calls.

She was additionally involved through her role at Sustain, who support the programme in a number of ways – including offering access to their extensive network of sustainable food entrepreneurs and experts to act as 'food advisors'. These advisors provide essential support to entrepreneurs to tackle specific challenges, and to introduce them to potential opportunities. During the 2019 programme, Tilly matched teams with relevant food advisors so that each participant had the opportunity to work with a role model whose experience was relevant to their own mission.

“Peer to peer learning and support is invaluable for early stage startups - often more important than large amounts of financial support. As new businesses develop, entrepreneurs are continually learning, changing direction and overcoming obstacles, so speaking to other early stage food enterprises as well as experienced food entrepreneurs all help to shape thinking and move startups forward in a way that means they are more likely to succeed.”

Tilly Jarvis, Feeding the City: Start Up 2018 Alumni and Co-founder of Six Legs Farm

RUTH ANSLOW: FOOD ADVISOR

Ruth Anslow is the co-founder of Hisbe ('How it should be') – a Brighton-based supermarket offering a healthier, more sustainable way to buy groceries. Ruth's experience, and her passion for creating a better food system, has led to her multiply her impact by seeking opportunities to mentor and coach startups on a similar path.

She was a food advisor to the founders of The Urban Farm Shop by Jenny Bell and Marion Maupu – who, similarly to Hisbe, want to bring ethical and locally sourced food to customers in a convenient way. Ruth provided advice throughout the programme, with calls and in person visits to discuss priorities, plans, challenges and strategy. She was able to share in depth insight into the practicalities of setting up a shop in this way, and the Urban Farm Shop team visited Hisbe in Brighton to discuss and learn in situ.

“The programme has a very well structured process to take people from concept to delivery, and it's nice to see that happening in food especially. My placement worked because we were so well matched, my profile matched exactly who they needed to talk to. When you have such a good quality match, you can deliver exactly what they need. After working together, Urban Farm Shop have realised how much is really involved in opening a shop, and so together we've been thinking about how to go about planning and thinking more broadly.”

Ruth Anslow, Founder of Hisbe



BENEDIKT GAMHARTER: FINANCIAL COACH

Benedikt is an employee of one of the programme's funders, Bank of America, and volunteered his time to provide extra financial guidance to the programme's participants. As he had recently moved to the UK, he felt outreach work was a way to give back to the community that welcomed him. The opportunity with Feeding the City: Start Up was a natural match, due to his interest in cooking and food.

In year two, each of the eight teams on the programme were matched with a Bank of America expert volunteer, to be a financial coach over the course of six months. Benedikt worked with Karen and Clare, founders of the Cooking Club. Over an initial call and regular discussions on Skype, he first helped with pricing the Cooking Club's service, and then created a series of financial templates for the team to use based on his knowledge and research. His guidance covered profit and loss statements, cash flow forecasting and budgeting.

“Benedikt helped us realise that our time was our most expensive resource, so how we use and cost it is important. He provided us with an excellent summary of the discussions and useful tools for calculating our break-even point. The templates he created are easy to understand and we will definitely be using them moving forward!”

Karen and Clare, Founders of the Cooking Club

“Working with Karen and Clare from the Cooking Club was very rewarding. In particular, the two NHS professionals, reminded Benedikt what true teamwork looks like. Karen and Clare's passion and willingness to take risks was inspirational.”

Benedikt Gamharter, Director for Bank of America, Equities Division

“Feeding the City is an unique programme that works to develop community food enterprises and is a strong example of how local innovation can have a significant impact on the way we produce and consume food, while reducing waste and creating employment.”

We have been collaborating with Impact Hub since 2018 - supporting its launch in the UK and its expansion to Germany this year. Along with funding, our employees have been involved in the selection of enterprises and mentoring entrepreneurs, helping them to develop viable, sustainable solutions to tackle our current, unsustainable food chain. We look forward to our continued partnership and driving further progress in this space.”

Kelly Jo Lihaven, Vice President, Environment, Social & Governance, EMEA, Bank of America



COVID 19 CHALLENGES

It would not be 2020 without an acknowledgement of Covid-19 and the large impact it has had on the Impact Hub and the businesses participating in Feeding the City Start Up.

As COVID-19 wreaked havoc in our kitchens, shops and further along the supply chain, many became aware of the fragilities and inequalities in our food system. But this has also given us the chance to rebuild our food system and make them more responsible, sustainable and equitable.

Over the course of the year, we supported 8 inspiring social enterprises who are motivated to do just that. Starting a business is never easy, and this year posed additional challenges. These 8 ventures have shown a phenomenal amount of resilience, hard work and adaptability in face of the obstacles.

KITCHEN AT 44

Sara Macmillan from the Kitchen at 44 in Stirling joined the programme with the intention of setting up her community kitchen with a rooftop farm and cookery school. But when the pandemic hit and unemployment rose, Sara decided to temporarily convert her space into a food redistribution hub, collecting leftover food from supermarkets and redistributing this to those in need. Together with the volunteer team that she built up and trained, Sara distributed over 6000kg of food to over 2000 attendees.

THE REFUGEE CAFE

Pivoting in the face of COVID-19

The Refugee Cafe team in Lewisham joined the programme with the goal of providing refugees with a path to employment by training them in service and sale of food

at their very own local cafe. They were in the process of obtaining a premise when COVID-19 caused a national lockdown. With training space for the foreseeable future, the Refugee Cafe had to find a way to pivot their organisation to continue providing training opportunities for refugees in the borough.

A resourceful and resilient team, Refugee Cafe decided to start selling product versions of food they had planned to serve in the cafe. Working with chefs from Syria, Iran and Ecuador, the team began making various dips, pickled vegetables and baked goods which customers could buy online and pick up at various collections points. As the lockdown restrictions lifted and markets stalls reopened, the team began selling their goods at RARE market in Greenwich, training refugees not only in food preparation skills but also sales and customer service skills. The market stall proved to be a success and has allowed Refugee Cafe to open a pop up shop in Catford Mews where customers can buy their products in addition to learning more about Refugee Cafe and their mission. Their team has grown and now consists of 8 trustees and around 40 volunteers.

Behind the scenes, Refugee Cafe worked closely with Impact Hub Inverness to navigate the complex procedure of applying for Charitable Incorporated Organisation status and after some back and forths with the Charity Commission, were awarded CIO status.

The next step for Refugee Cafe is to find a premise for their cafe, when it is safe to open. In the meantime, they'll focus on increasing sales at markets and shops, to help meet their mission, and grow their team.

Not only have the businesses had to adapt to the change in situation, so did the programme. In response to the pandemic, the programme went virtual and delivered all workshops and 1:1 mentor, expert and coaching via videoconferencing softwares. As cohort building typically emerges organically through in-person interactions, and provides many informal learning opportunities, it was important to prioritise this and find ways to replicate this online.

As well as providing the space and opportunity for the businesses to share lessons from the pandemic, it allowed the participants to share how they were feeling throughout these tumultuous times, placing emphasis on entrepreneurial wellbeing and resilience, in addition to business resilience.

“ The programme has provided ongoing motivation and support that has been the right balance of challenging and encouraging. Wellbeing of social entrepreneurs is high on the agenda and this emotional support has been invaluable to help with the rollercoaster of starting a social enterprise in 2020.

Louise, Shute, Shoots Market





BERLIN

This year also saw a new milestone for Feeding the City, as we expanded the programme to Germany! Led locally by the team at Impact Hub Berlin, the pilot version of the programme launched in June to support sustainable food businesses over 6 months.

Although food is the second largest startup industry in Germany*, only a few offers exist for social food entrepreneurs who want to launch and scale an impact-driven food business. With support from Bank of America, we were able to replicate our tailored support offer to new geographies.

“We believe in the power of collaboration. Thus, we are thrilled to collaborate with IH King's Cross, benefit from their learnings and help scale this successful startup programs across Europe.”

Clara Niedt, Impact Hub Berlin

[Link to source](#)

For their pilot year, the German programme supported 10 ideas through the Sprouting phase and the following 5 ventures through the Growing and Harvesting phase:

ARC FARMS, whose micro-aquaponics system enables sustainable fish and plant farming in limited urban spaces;

PLATTENBAUM, whose urban agriculture infrastructure for apartment buildings help communities to connect while growing healthy food;

ROOTS RADICALS, whose hand-crafted, zero-waste food preserves contribute to a circular food system.

SUPERCOOP, whose community-owned supermarket enables consumers to participate in the food system and promote fair supply chains.

TINY FARMS, whose micro-farm concept makes farming efficient and attractive, with a network approach combining small-scale initiatives into powerful supplier groups.

COLLABORATIVE COHORT:

The teams formed a strong network, sharing valuable feedback with each other and even started to collaborating as business partners.

Founders of PlattenBaum, who are also architects, helped ARC Farms pivot their idea of implementing their micro-aquaponics structure on roofs. SuperCoop is learning from TinyFarms how and when suppliers plan what they grow and now plan orders for their supermarket accordingly - and are likely to source from them. Tiny Farms in return is learning from the zero-waste venture Roots Radicals which byproducts of their harvest are still valuable ingredients for delicious preserves and sauces.



Programme Partners



Ackerademia



Participants



TEAM BIOS:

FEEDING THE CITY: START UP 2020

Field Bakery: A model-example of a sustainable bakery business connecting with their community, this Bristol bakery mills fresh flour to make delicious bread from UK-grown diverse grains. Field Bakery develops and supports local economies by providing a route to market for diverse grains, reducing reliance on unsustainable grain imports, and educates local communities about the importance of sustainable cereal growing in the UK.

IMPACT THROUGH: SUPPLY CHAIN

“It was useful to learn how much more there is to running a successful business outside of producing products. It helped me understand areas of running a business that I didn't know and helped them to be more accessible.” **Rosy Benson**, Field Bakery

The Refugee Café: The Lewisham-based Refugee Café will be serving delicious, international food whilst providing training and a path to employment for local refugees. The café will be a space for the local community to socialise, learn and interact over food and drinks while local refugees and other vulnerable migrants will gain training to harness skills and knowledge relevant for the catering industry.

IMPACT THROUGH: EMPLOYMENT, PROFITS

Fungi Town: Fungi Town is an urban mushroom farm growing nutritious mushrooms and leafy greens from local by-products. Using coffee grains, sawdust and straw as a growing substrate for the mushrooms, the production processes are environmentally sustainable and low tech with minimal impact on water and energy usage. Fungi town is eager to show and enable the residents of Brighton to participate in the growing process, learning about mushroom varieties and their role in a nutritious and healthy diet.

IMPACT THROUGH: CUSTOMERS, SUPPLY CHAIN

The Kitchen at 44: The Kitchen at 44 CIC is a community kitchen, cook school and tiny rooftop farm. They sell cookery classes, hold food related events and hire out the community kitchen. Through their cooking classes and space hire, they will subsidise use of the kitchen to vulnerable or underserved groups in Stirling to help them gain valuable cooking skills and foster community engagement.

IMPACT THROUGH: CUSTOMERS, PROFITS



Global Feast: 'Good food cultures make thriving communities' Global Feast are a curated global pantry delivered to your door. They deliver London's most delicious and diverse treats and staples, making it easy to support local, migrant and minority owned food businesses on a regular basis. Global Feast share incredible flavours, and champion the people and places that create them.

IMPACT THROUGH: SUPPLY CHAIN

“I would say that if not for Feeding the City, I highly doubt we would have been able to come so far and really test our ideas and put it into the world.”

Samiso Oneka, Global Feast

Shoots Market: Shoots Market is a new supermarket that provides communities in Wales with healthy, local, sustainable and affordable food and products in store and online. They provide convenience without compromise that is good for people, the planet and the economy.

IMPACT THROUGH: EMPLOYMENT, SUPPLY CHAIN, CUSTOMERS

Stir it Up: Stir It Up want to transform the way local families buy, cook and think about food. Through their vegetable recipe box delivery service, they'll not only offer their community the tools and raw materials with which to cook their children healthy meals, but also empower them to make food choices that will have a positive impact on people, planet and their local population.

IMPACT THROUGH: CUSTOMERS AND PROFITS

“The programme gave me the space to create and drove the momentum to carry on. It was the impetus of my success.”

Jacqueline McBeth, Stir It Up

Reviving Food: A mobile microbakery in Kinraig producing wholesome bread and pastries using local ingredients to nourish local communities. Reviving Food supports sustainable farming through the use of grain and flour from organic UK growers and millers and develops their local economy through collaboration and partnerships with local producers.

IMPACT HUB: SUPPLY CHAIN

TEAM BIOS: FEEDING THE CITY: START UP 2019

Blackbird's Micro Bakery (Birmingham): An environmentally sustainable, ethical bakery that works within the community providing training to help people get into employment. Offering high quality, traditionally-made bread and cakes using locally sourced and socially responsible ingredients in Birmingham's Jewellery Quarter.

IMPACT THROUGH EMPLOYMENT, IMPACT THROUGH SUPPLY CHAIN

Brighton Food Factory (Brighton): Brighton Food Factory believes everyone has a right to good food. It is a food brand for the city, owned by its residents, addressing urgent issues such as poor nutrition, school holiday hunger, poor diets from homelessness. It produces tasty, healthy, affordable meals at scale, using local suppliers.

IMPACT THROUGH CUSTOMERS, IMPACT THROUGH PROFITS

The Cooking Club (Inverness): Providing healthy, affordable home-cooked food for everyone. The Cooking Club provides meal kits and classes specially designed for people with disabilities, and offers work experience in preparing meal kits. The kits include the ingredients to enable people to make healthy meals easily.

IMPACT THROUGH EMPLOYMENT, IMPACT THROUGH CUSTOMERS

“Having a business-minded outsider look at what we are doing and pull apart the things that we had been having problems with has been so useful.”

Karen Castle and Clare Cousins, Founders of The Cooking Club

Kina Mama (London): Kina Mama provides positive lifestyle changes through food and sisterhood. It offers a catering and home delivery service of healthy organic food to new mums (postnatal and breastfeeding) in North Kensington and Chelsea. These services subsidise free community events that target low income families and isolated mothers.

IMPACT THROUGH EMPLOYMENT, IMPACT THROUGH CUSTOMERS



Ruby & Grace (London): Ruby & Grace make delicious plant-based food from African plants and botanicals, while providing training and employment support for women. Every product sold contributes to empowering a woman in London and the farmers (mostly female) that grow the ingredients in Ruby & Grace products – and set them on a path to financial independence.

IMPACT THROUGH EMPLOYMENT, IMPACT THROUGH SUPPLY CHAIN

Sisterwoman Vegan (London): Sisterwoman Vegan is a travelling community kitchen aiming to make veganism more accessible to the Black community in London. An Afro-Caribbean meal prep and soul food catering service is paired with an interactive website with recipes, tips and other resources, as well as community food education classes, workshops and events.

IMPACT THROUGH CUSTOMERS

Tigermylk (Bristol): Tigermylk is a new kind of dairy-free milk, sold in a traditional way – using reusable glass bottles. It is made from tigernuts, a tuber that has a great nutritional profile and can be grown in the UK. Tigermylk aims to be a zero-waste food system, with no disposable packaging and all leftover pulp turned into bread by local bakeries.

IMPACT THROUGH SUPPLY CHAIN, IMPACT THROUGH PROFITS

Urban Farm Shop (Leicester and Leeds): The Urban Farm Shop's mission is to provide a secure route to market for local producers and ethically sourced food. It is a convenience retailer, attracting busy city residents through a high quality freshly made food to good offer.

IMPACT THROUGH SUPPLY CHAIN

FEEDING THE CITY: START UP 2018

Proof Bakery - Coventry: A micro-bakery that trains and employs local refugee women – promoting healthy eating and community support. Proof Bakery celebrates the existing skills of refugee women, many of whom have dough-handling experience but find it difficult to access employment with little spoken English or recognised qualifications.

IMPACT THROUGH EMPLOYMENT

Roots X Seeds - Birmingham: Roots and Seeds' mission is to bring delicious, fresh, plant-based food to Birmingham and Sandwell. It creates and delivers vegan meal kits to BAME Birmingham households, to promote this healthy, ethical dietary choice among the BAME communities in Birmingham and to challenge the state of food poverty and its related health risks.

IMPACT THROUGH CUSTOMERS

Kurds & Whey - London: Kurds & Whey make high quality, traditional Kurdish cheese – a healthier alternative to similar cheeses. An all-female business that employs Kurdish women, many of whom have been victims of domestic abuse and have left their households, it also tackles waste by using nearly-expired milk that would otherwise go to waste.

IMPACT THROUGH EMPLOYMENT, IMPACT THROUGH SUPPLY CHAIN



Burp Ferments - London: Burp Ferments aims to change the culture of drinking. Motivated by the desire to add a healthy, non-alcoholic, naturally fermented drink to shops, pubs and market stalls, Burp Ferments are brewing a range of fizzy drinking vinegars. Their drinks are crafted and brewed using ancient British fermentation methods, free from additives, artificial colours, chemical preservatives and toxic sweeteners. Ingredients are sourced from small-scale farmers and bought seasonally.

IMPACT THROUGH SUPPLY CHAIN

Farmerly - Manchester: Farmerly is a 21st-century local food network and distribution service in Greater Manchester, connecting the abundance of high quality meat and vegetables from farms in the area directly with customers. It offers an online market and home delivery service that reduces the disconnect between food and agriculture and supports local farmers and producers.

IMPACT THROUGH SUPPLY CHAIN

Tenement Veg - Glasgow: Tenement Veg are setting up the first urban food garden in Glasgow to make nutritious and sustainable food more accessible – all while regenerating the environment, reducing food miles and strengthening the local community and economy.

IMPACT THROUGH SUPPLY CHAIN, IMPACT THROUGH CUSTOMERS

Voodoo Burgers - London: Offering burgers with a social conscience. All of their high end burgers are vegetarian or vegan, and profits are shared with Make Lunch – a charity tackling holiday hunger, so that every sale funds a meal for a vulnerable child.

IMPACT THROUGH PROFITS





LAUNCHED FEBRUARY 2020

Discover more insights in the [Impact Report](#)



Building upon the successes of Feeding the City: Start Up, we were keen to expand our impact by running more programmes for enterprises that are contributing to creating a more sustainable food system that is equal and fair to all.

Feeding the City: Accelerate helps sustainable food businesses to overcome the key challenges they're likely to face when they come to scale. This includes access to markets, organisational capacity building, access to patient capital and support and retaining an impact driven focus through growth.

The programme brings together thought leaders in food sustainability, large scale buyers, enterprise support providers and investors with the shared goal of supporting social or environmental impact driven food enterprises to grow and flourish.

Working with eight sustainable food enterprises, it provides three months of intensive support and three months of light-touch support and alumni membership. The programme includes:

- Tailormade development plans
- 1:1 expert coaching and mentoring
- 12 group workshops
- 6 month membership to Impact Hub King's Cross coworking space and to the global Impact Hub Community
- Introduction to social investors
- "Meet the buyers" initiatives
- Peer-to-peer sharing
- Product showcase

2020 COHORT



“Being on the Feeding the City programme has accelerated Shoots Market from being an idea to being a Community Interest Company with a website, board, pop up market and plans for opening the first store. The programme has provided ongoing motivation and support that has been the right balance of challenging and encouraging. As well as providing expert speakers and mentors on a range of subjects (finance, mentoring, ethics and governance), the programme also ensures that wellbeing of social entrepreneurs is high on the agenda and this emotional support has been invaluable to help with the rollercoaster of starting a social enterprise in 2020. Being part of a cohort of like-minded social foodie businesses helped me feel like I had a team despite being solo, championing each other's passions was an added bonus.”

Louise Shute



At the end of the programme, 100% of participants indicated they knew how to support their team and beneficiaries through challenging times, compared to 56% before the programme.

The businesses hold a range of certifications/ accreditations with the three most common being: 25% Organic, 25% Fair Trade, 38% Social Enterprise UK, 12% other

Others included: Rainforest – Alliance certification, Vegan society, COOPS UK and plastic-free.

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