



Service Design

Plenty to Plate

Group 4

Working Document: Figjam Board

Our Team Members



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Food banks could face closure amid high demand and all-time low in donations

f

Daniel Green

11 December 2022 · 2-min read

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✉



News Archive

Food bank parcels high in sugar and low in vital nutrients

13 February 2020

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Household Support Fund closure catastrophic, warns charity

① 2 days ago



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5.7M

UK households accessed food aid/support in 2022

47%

Deprived households have children <16 yrs

21%

Charnwood adults are obese

9.25M

Tonnes of food goes to waste per year

(BBC News, 2024, Bull et al., 2023, Charnwood DC, Fallaize et al., 2020, 2023, Dray, 2021, Green, 2022, Jackman, 2021)

Vision

It's 2030, Plenty To Plate has motivated **80% of all allotment growers to donate their surplus produce**, increasing the amount of healthy food available in Charnwood foodbanks while **reducing people's reliance on food banks by 55%**, through fostering a sense of community.

2024



Where we are now

2030

Our future state vision

2036

Our long term goal

Storyboard



Plenty to Plate Adverts



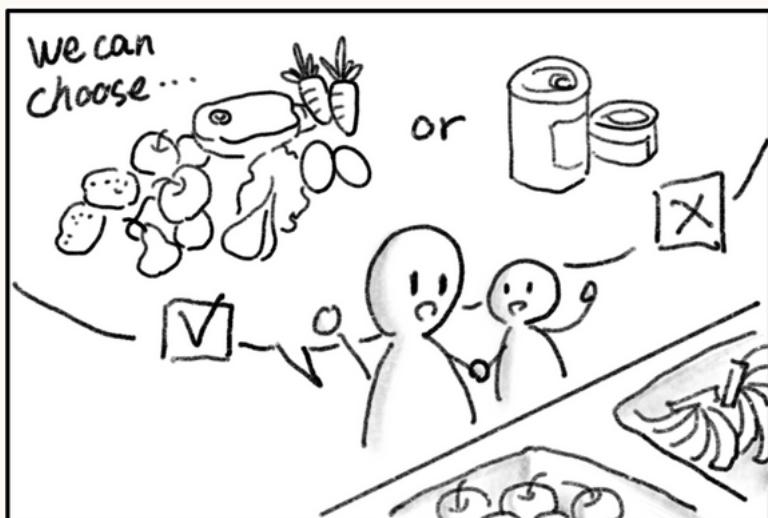
Join & Donate



Distribution & Tracking



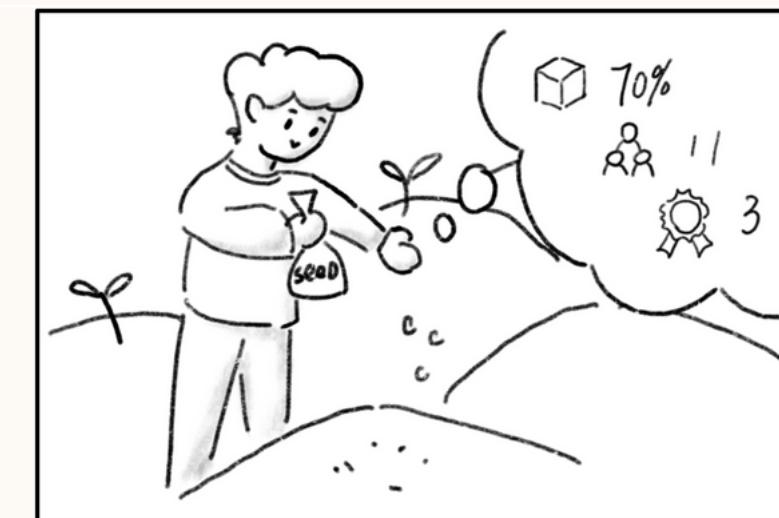
Life Skill: Kitchen Class



Positive Health Change



Newsletter Updates



Feeling Appreciated



The Bigger Picture

Core Pillars

Teaching Life Skills



Reducing Food Waste



Connecting the Community



(United Nations, 2015)

Teaching Life Skills

Reducing Food Waste

Connecting the Community

We have created a service that provides people with the necessary skills to break out of the cycle of transgenerational transmission of eating habits

We aim to put people on a better life path.



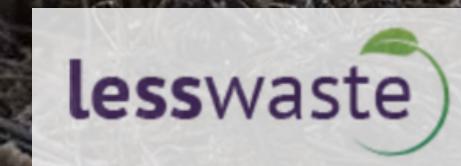
47% of households that experience food insecurity include children under 16 (Bull et al., 2023)



Teaching Life Skills

Reducing Food Waste

Connecting the Community



Lesswaste (n.d.)

“It would be good for us to have an understanding that when we give our produce away, we know it's going to be used”

- Allotment Grower (Interview)

We redirect surplus produce to ensure that is used in a meaningful way.

We rescue food from going to waste



Teaching Life Skills

Reducing Food Waste

Connecting the Community

Plenty to Plate creates meaningful connections between people in the community. We unify to work towards a shared community purpose

We put people at the heart of our service.



1/4 people who are food insecure experience social isolation (Bull et al., 2023)



Our Social Business Model

Charitable Incorporated Organisation

£8,300

Initial Investment

- Second-hand Van
- Plenty to Plate Decal
- Training
- Kitchen Equipment
- Boxes & Crates

£132,000

per annum

Recurring Cost

- Fuel
- Salary (5 employees)
- Public Liability Insurance
- Employer Liability Insurance
- Indemnity Insurance
- Online/Offline Material

(YURDAY, 2020, Get Indemnity, 2024)

90%

Community Re-Investment

90% of surplus revenue generated from public donations, harvest festivals, and allotment awards, is circulated back to food banks and allotments.

**60% to food banks
30% to allotments**



Revenue Streams

15 minute Ecosystem

Loughborough Allotment Grower



John
Storer
Chamwood



Charnwood Food
Poverty Group



Enablers
Funders



Our Service
Service Provider



Plenty to Plate
Harvesting change Rooted in sustainability



pace
HERE FOR YOU!

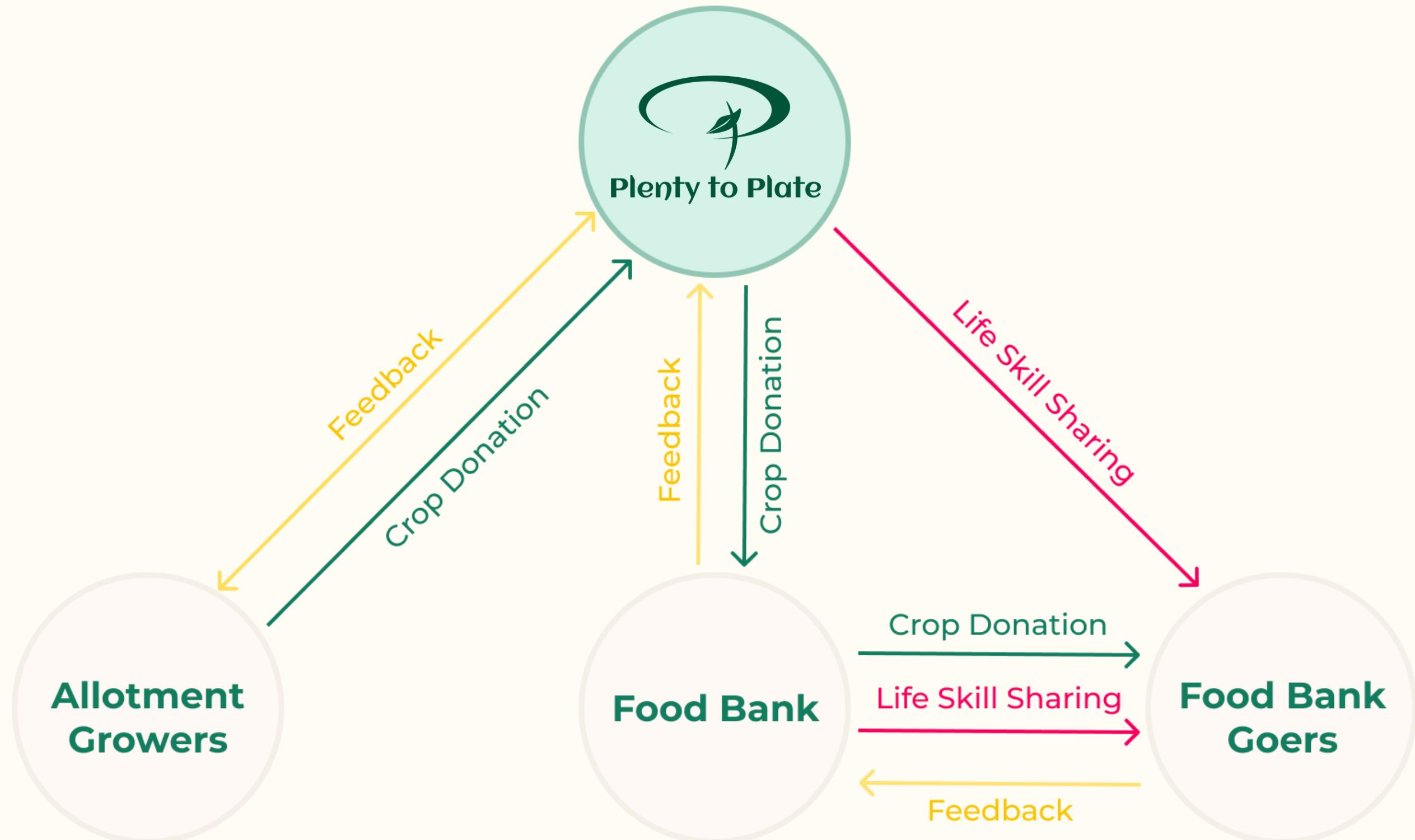


your store
Shop. Save. Connect.



Partners
Food Banks & Festivals

Interactions within the 15-minute ecosystem



Key Moments: Customer

ALEX, 58, RETIRED, ALLOTMENT GROWER

Grow

their allotments and produce

Donate

their surplus produce

Feedback

on their impact and support



Higher shared community purpose

Sense of Social Honour

Sense of Affirmation

“

I would not have any reservations at all in getting excess produce to places where it is needed

- Allotment Grower (Interview)

”

Key Moments: Foodbank

DANIEL, 42, FOOD BANK MANAGER

Receive

the donation



Liaise

to provide support

Teach

life-changing skills

Free supply of fresh produce

Provide access to nutritious food to Food bank goers

Help the most vulnerable through education

“

My role is to encourage people out of their need

-Food Bank Manager (Interview)

”

Key Moments: End User

LEO, 35, FOOD BANK GOER

Join

'Life Skills' Kitchen Classes



Learn

Per their lifestyle and capacity

Benefit

in positive long-term changes

Empowered to be independent

Lower Reliance on Food Banks

Positive Impact on health and wellbeing

“

If you provide a cooking course, then you're giving them the independence to go away and do it. It's a journey and you've got to start that journey somewhere.

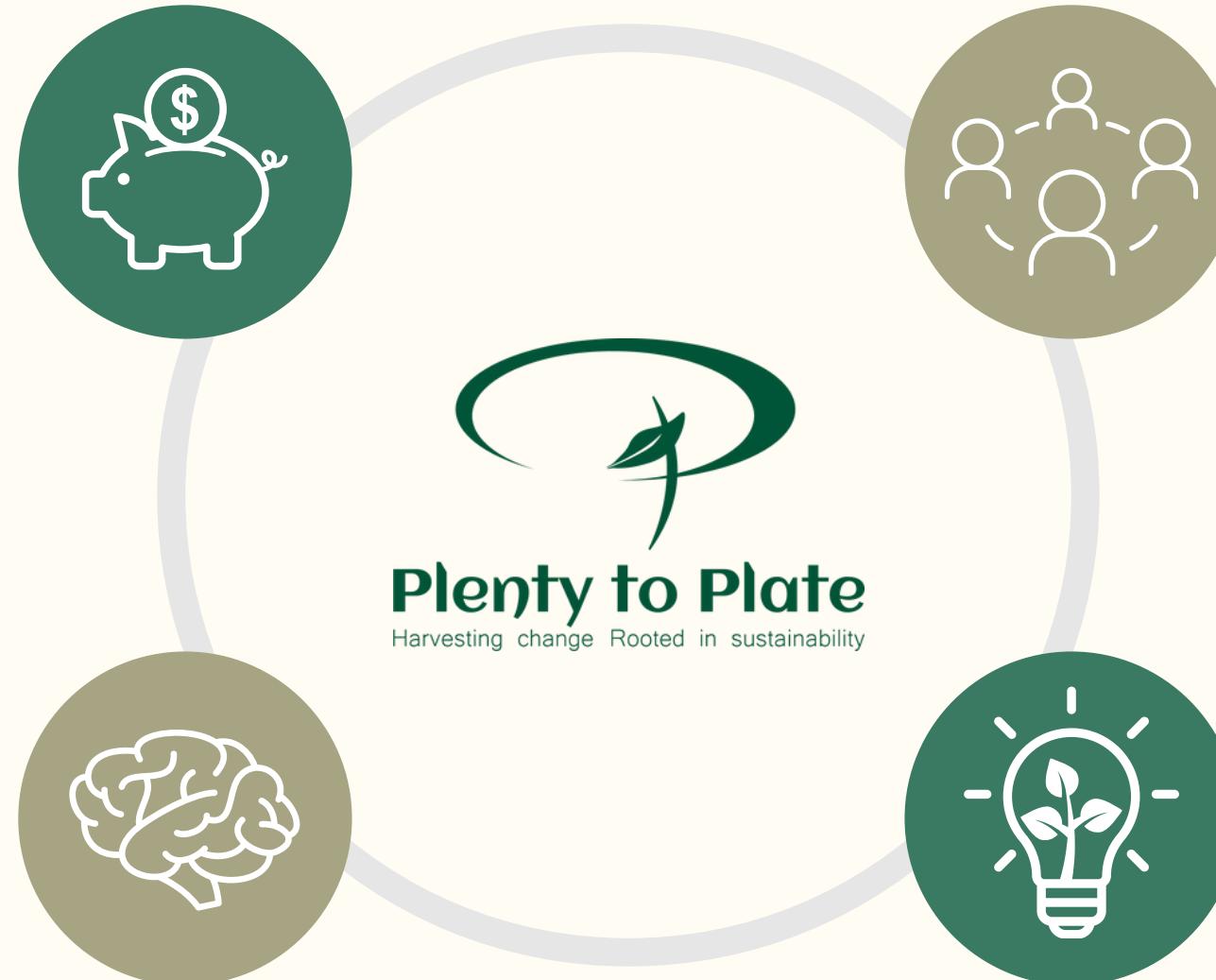
”

-Food Bank Manager (Interview)

Eco-System Values

Economical

Funding used to improve underrepresented parts of society



Psychological

Empowerment of independence, reducing reliance on food banks

Sociological

Denting the social stigma of food banks

Ecological

Reduce food waste and contribute to Charnwood's sustainability goals

Lesswaste (n.d.)

Primary Research Findings

Food Bank Rep

"So 20 households pop through here and did not choose the bag of carrots... English folks are quite happy with processed, salty, tinned convenience"

Food Bank Rep

"If some classes were put on, some simple cooking from scratch... and they were sort of made to do it, I think they would enjoy it... they would be surprised by how quick and easily they can stick a load of stuff in a slow cooker"

Food Bank Rep

That's where I think the complete life skills come in. It's education, not just for cooking but also the value of different foods, so it is financially better for you isn't it... but yeah, education"

Allotment Grower

"50-70% (of harvest) is preserved, jammed or bottled frozen... We don't eat potatoes all week but I've got them in my shed alongside some onions. So as long as they are kept in a dry and dark space, they are usually okay"



Downsides & Risks

1

Allotment's Network

Allotment grower's personal network may feel neglected not receiving their usual amount of produce

2

Allotment Pressure

Potential to put more pressure on allotment users to meet demands

3

Product Dependent

Foodbank goers may become reliant on the fresh food donations

4

Class Attendance

Food bank goers are reluctant to attend Life Skills kitchen classes

5

Food Bank Closure

Foodbanks are under threat of funding reduction and in some cases closure

What's next?

Number of existing green spaces

Charnwood have **375** green spaces across **9** different blocks

330,000 green space in UK
(Forest Master, 2022)

We have **99.8%** growth potential just in UK

The Larger Vision

Make "eat healthy" a goal even for non-foodbank goers
(cooking class for every one, education to all)

Children Cooking Class

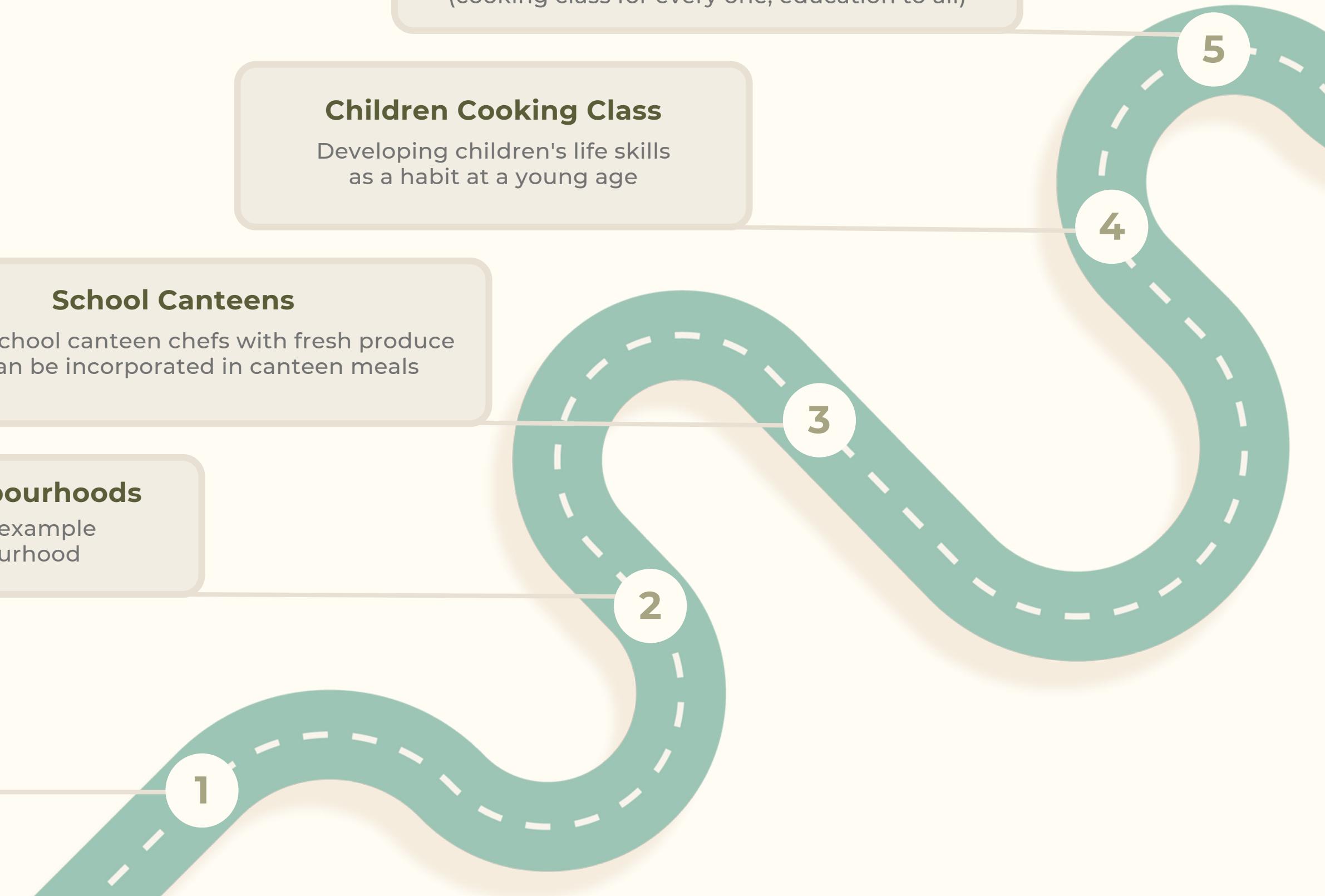
Developing children's life skills as a habit at a young age

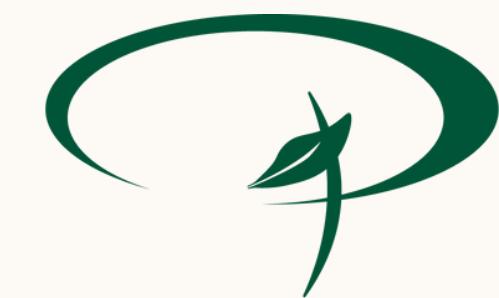
Expansion to other neighbourhoods

Meet the vision and use it as example to expand to other neighbourhood

Linking More Charities

Apart from Foodbank, other charitable organisations join hands with Plenty to Plate to promote our vision.





Plenty to Plate

Harvesting change Rooted in sustainability

Thank you
for listening

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Flyer



Email Newsletter

Plenty to Plate
Harvesting change
Rooted in sustainability

ABOUT US

Plenty to Plate is to provide a service which encourages people who rent allotment spaces to donate their excess produce to local foodbanks, so that people in need have access to healthier food options, and to reduce the likelihood of food wastage.

LEADERBOARD

Rank	Name
1	Alex Smith
2	Amy Edwards
3	Robyn Li

NUMBER OF FAMILIES HELPED

56 Families

RECIPE RECOMMENDATION

HARVEST FESTIVAL

Summer Tacos With Scallion-Peanut Relish

UPCOMING EVENTS

PLEASE GIVE US FEEDBACK

Web Landing Page

Plenty to Plate
Harvesting change
Rooted in sustainability

Grow your fresh produce & store any unwanted surplus produce

Donate your surplus goods, we will distribute it to local food banks

Reduce your food waste & help your community access healthier food