



Healthy Start Good Box Scheme

Leeds Food Poverty Alliance: Interim report, October 2020

Providing Healthy Start recipients with a weekly Fruit and Veg Box

We have developed a pilot project in partnership with our friends at Good Box, who source and deliver Fruit and Veg Boxes in a paid membership scheme. Every box their members purchase includes a donation to help subsidise a fruit and veg box to go to Healthy Start recipients. This means the Fruit and Veg Boxes our families receive are worth almost double the value of a Healthy Start Voucher at no extra cost to the family. Good Box have also added value in providing a delivery driver to deliver the boxes.

Challenges and learning

We have had some parents on universal credit returning to work meaning their vouchers stop and start depending on income which is challenging for them. This highlights the need for Healthy Start vouchers to be available for all those in receipt of Universal Credit, regardless of income. We have also had issues with delays in vouchers being received in the post, an issue that has been noted nationally. To support families in this instance we have been flexible in terms of families stopping and starting deliveries on a week by week basis.

We started the project on a smaller scale because, as a new scheme, there were fewer donations to subsidise boxes. As Good Box Membership increases though, we can increase the number of Healthy Start Boxes. In addition, we continue to advertise the scheme and work closely with local health professionals and the local Children's Centre to reach families that would benefit.

Next steps

We hope to continue to increase the number of boxes and reach other areas of the city with Healthy Start Boxes as Good Box Membership grows. We have also recently employed a worker to administrate reminders and weekly comms with families, which has been a great support as the scheme has grown.



“ It’s been great to have the pleasure of speaking with the families and hearing how excited they were to get their first delivery. The weekly delivery has clearly had an impact on the life of their family, not only in terms of their physical health but also on their wellbeing with one parent commenting it is something positive amidst the challenges of the pandemic.”

Esther Bissell, Healthy Start Development

Outcomes

- Delivered 42 boxes to 9 families
- Developed a sustainable, dignified model of utilising Healthy Start vouchers that could be replicated elsewhere