



## Transforming the local response to food poverty Hull Food Inequality Alliance: Interim report, December 2018

### Building the infrastructure

We aim to maximise the amount of food accessible to communities living in food poverty through the creation of a cross-sector partnership that includes all of the major stakeholders in the city including charities, the public sector and business. We have a food equality action plan which includes action to improve people's access to food in the short-term and take action on some of the root causes of food poverty. The Hull Food Inequality Alliance defines food poverty as a nutritional issue. For example, by addressing the logistical issues in the current food aid supply chains, we are able to both increase the volume of food by approximately 200% and enhance the nutritional quality of this food.

The alliance has quickly established data sharing protocols between existing stakeholders that have enabled for intelligence to be shared and priorities identified. This process has led to two new pilot services being established in recognised 'food deserts' that has resulted in the installation of community fridges that enable the increase in distribution of nutritional food. The public can browse and claim contents via the OLIO app with the aim of improving the user experience and challenging the stigma of accessing food aid.

### Challenges and learning

The initial investment from key stakeholders was time consuming, alongside developing an action plan that promotes joint and individual stakeholder interests. But this was time well spent, as the momentum, investment and partnership-working protocols applied to the pilots provides the foundations for further initiatives.

### Next steps

- We will monitor and evaluate the pilots with a view to co-ordinating a citywide 'roll out', this with an overall aim of replacing 'food banks' with a more sustainable set of provisions.
- The framework will now begin to prioritise other areas of our plan, notably holiday food provision and increasing the uptake of Healthy Start vouchers.



*"The ethos of 'fail quick, fail cheap' is refreshing as the focus is very much on action"*

Cara Bilson, Market Maker, OLIO

### Outcomes

- A greater understanding from services that work with people living in food poverty about the challenges in the city and a co-ordinated plan with timescales to how to better address this need.
- A commitment to transform the infrastructure in the city in terms of support for people experiencing food poverty, replacing food banks within two years.

This activity was assisted by financial support and other advice from Food Power.  
[www.foodpower.org.uk](http://www.foodpower.org.uk)

