



Writing a Food Poverty Action Plan

Norwich Food Poverty Alliance: Final report, February 2020

How we've developed our food poverty action plan

We followed these steps when developing our action plan:

- Coming up with four key priorities
- Consulting service users/ clients on what our priorities should be
- Consulting stakeholders on what they could contribute to the plan and their priorities for what they would like to see happen in Norwich relating to food poverty
- Looking at other food poverty alliances' plans to get good practice and ideas
- Creating a draft food poverty action plan
- Consulting with service users as to the relevance of the draft plan
- Launching our [Food Poverty Action Plan](#) at an event in November 2019, asking for commitment and pledges from local community and statutory organisations towards fulfilling the Action Plan

“ A key highlight for us has been the buy-in from stakeholders offering support and ideas – for example we've got local health visitors on board to support our push for Healthy Start vouchers.”

Hannah Worsley, Norwich Foodbank



Our challenges and learning

It's really important to not get too worried if engagement with the community varies! Client/ service user feedback has been hit and miss, so data hasn't been as robust as we might have liked. So it's important to not get too stressed about this. Speaking to Food Power knowing others face the same has also been helpful.

It's been useful to approach developing a plan in small chunks. Thinking about writing a whole plan when we first met seemed a lot of work and it is, but doing it in stages has helped to bring it all together to where we are now. We have draft priorities and actions under each section and are almost at the stage of launching the plan.

“ As a result of the research and development of the Food Poverty Action Plan, we have been able to develop plans to open a new Community Fridge at our premises in Norwich City Centre, using waste food from our café and supermarkets. It is due to launch in April and will provide a valuable and identified service to local people.

Lucy Parish, The Feed

Our next steps

We launched the plan at an event in November 2019. At the event we asked for pledges and commitments from local organisation to contribute towards fulfilling the aims of the plan. Organisations committed time, resources, ideas and funding. The action plan has been taken on by the Norwich Food Network who will continue to action the aims of the plan. Initially they will focus on:

- Creating a set of recipe cards for low cost healthy meals to have available in hard copy and shared online
- Cooking skills sessions for children and / or young people in Norwich
- Community fridge projects in Norwich

These have been identified as specific areas of focus and Norwich City Council have provide £5,000 of funding to support projects that meet these aims.

Our key achievements and impact

- The plan has brought together organisations in Norwich and we hope to continue in our collaborative approach. Buy-in from other local stakeholders and their commitment to make lasting change
- The development of new schemes as a result of the aims and objectives identified in the plan.
- We hope that by The Norwich Food Network taking on responsibility of the plan, that this will make a real impact to people experiencing food poverty in Norwich.