



Developing the Shropshire Larder

Shropshire Food Poverty Alliance: Final report, May 2019

The Shropshire Larder Website

We have developed the Shropshire Larder website to bring together essential information for people living on low incomes in Shropshire.

The site brings together advice and information on how to access emergency food or low-cost food around the county. It also focuses on how to eat well on a budget, with links to a wide range of online low-cost recipes and meal planning resources. The site also provides local money advice, focusing on how people can maximise their income. Sections include work and benefits, budgeting and debt, housing and household bills, and help with furniture and equipment.

The site focuses on what assistance is available to people in their locality of the county. Local support services are listed in google maps so that people can find information which is relevant to them.

“Developing the Shropshire Larder website has been a really positive experience for our alliance. It is great to be able to highlight the help that is available and create a resource which will be useful to people on low incomes.”

Emily Fay, Shropshire Food Poverty Alliance



This activity was assisted by financial support and other advice from Food Power.
www.foodpower.org.uk

Our challenges and learning

Shropshire is a large rural county and services tend to be centralised in Shrewsbury, leaving many towns and villages with little access to support or advice services. Therefore one of our challenges is to uncover what is happening in some of the smaller towns and villages. We have found it essential to build up a wide network of contacts from both statutory and voluntary organisations in order to understand what is happening across the county.

Creating an online resource is an effective way of bringing together information, however many people on the lowest of incomes do not have easy access to the Internet. We will be creating downloadable formats so that the information can be distributed via frontline agencies.

We had originally envisaged creating a series of vlogs to share information about local support and advice, however we found this more technically challenging than anticipated. We intend to carry this work forward using simpler technology.

Our next steps

- We will continue to build the Shropshire Larder website collaboratively with alliance members to ensure that it is up to date and relevant to people living on low incomes.
- We will be producing the information in a downloadable format for frontline agencies.
- We will be sharing content via social media.
- We will continue to create short videos to help people maximise their income.

“The Shropshire Larder website is an excellent initiative, and a highly valuable resource for people experiencing food crisis. We are pleased to support the work of the Food Poverty Alliance through ‘Healthy Lives’ which is the prevention programme of the Health and Wellbeing Board. I would encourage anyone to take a look at the website and share with their communities.”

Lee Chapman, Chair of Shropshire Health and Wellbeing Board

Our key achievements and impact

- The Shropshire Larder website has brought together information which will assist people on low incomes in Shropshire to maximise their incomes and reduce their outgoings
- We have created a resource which can be used by frontline agencies to advise their clients on where they can find help and advice
- The launch of the website created positive publicity for the alliance and raised awareness of food poverty in Shropshire