



Creating an online resource for food poverty in Shropshire

Shropshire Food Poverty Alliance

Maximising Family Income Interim Report, November 2018

The Shropshire Larder Website

We have been developing the [Shropshire Larder website](#) to bring together essential information for people living on low incomes in Shropshire. The site includes advice and information on how to access emergency food or low-cost food around the county. It also focuses on healthy eating on a budget, with links to a wide range of online resources. There is also a money advice section, which provides information on how to maximise your income, covering topics such as work and benefits, budgeting and debt, reducing household outgoings and getting assistance with household items.

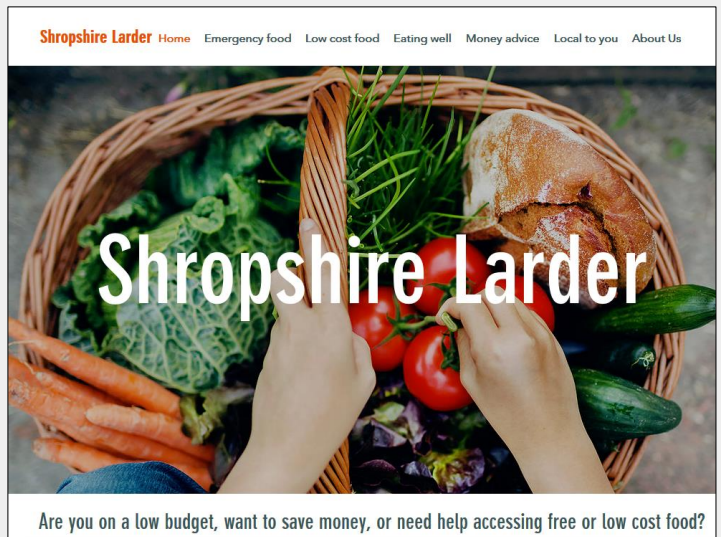
Challenges and learning

Shropshire is a large rural county and many services tend to be centralised in Shrewsbury, leaving many towns and villages with little access to support or advice services. One challenge is uncovering 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.

Next steps

We are still in the process of building the website, but once ready we hope to disseminate it widely. We are also working on developing video content, so that we can share short vlogs via social media to increase awareness of food poverty issues and highlight what assistance is available across the county.



"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, Shrewsbury Food Hub

Outcomes

- The Shropshire Larder website brings together information which will assist people on low incomes in Shropshire to maximise their incomes and reduce their outgoings.
- In the longer term we hope that other organisations such as Shropshire Council and foodbanks will use it as a resource for their clients.

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

