



Service Design

Plenty to Plate

Group 4

Working Document: [Figjam Board](#)

Our Team Members



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Design

Food banks could face closure amid high demand and all-time low in donations



f Daniel Green
11 December 2022 · 2-min read

TRENDING

1. Why Britain is still paying Gordon Brown's gold bullion
2. Hunt's inheritance tax cost families £1.5bn
3. Why a Great British Is £30,000
4. Stamp Duty reform scheme and a contr

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Food bank parcels high in sugar and low in vital nutrients

13 February 2020



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Household Support Fund closure catastrophic, warns charity

2 days ago



5.7M

UK households accessed food aid/support in 2022

47%

Deprived households have children <16 yrs

21%

Charnwood adults are obese

9.25M

Tonnes of food goes to waste per year

(BBC News, 2024, Bull et al., 2023, Charnwood DC, Fallaize et al., 2020, 2023, Dray, 2021, Green, 2022, Jackman, 2021)

It's 2030, Plenty To Plate has motivated **80% of all allotment growers to donate their surplus produce**, increasing the amount of healthy food available in Charnwood foodbanks while **reducing people's reliance on food banks by 55%**, through fostering a sense of community.

2024

Where we are now



2030

Our futurestate vision



2036

Our long term goal

Storyboard



Plenty to Plate Advert



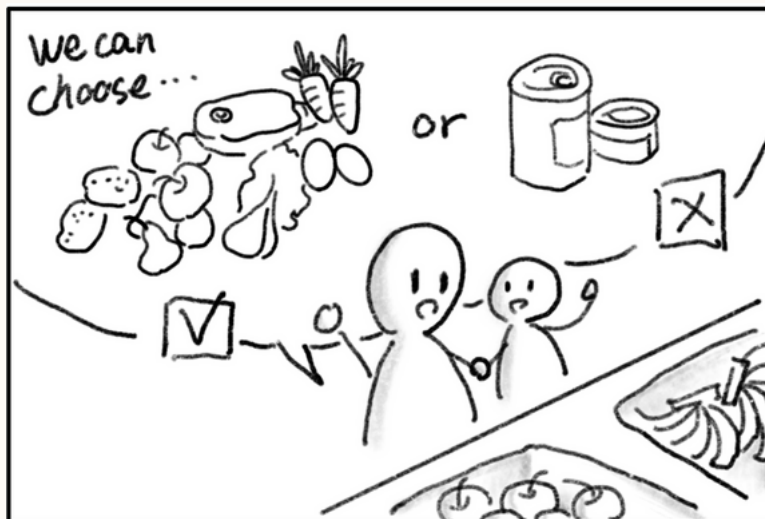
Join & Donate



Distribution & Tracking



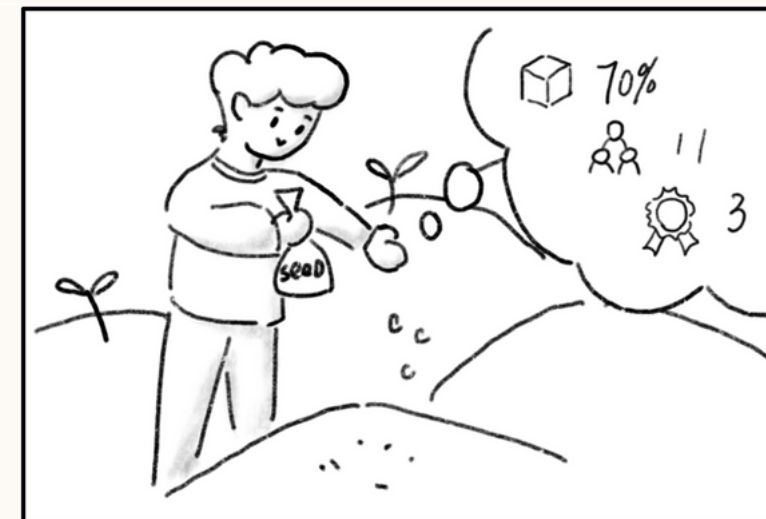
Life Skill: Kitchen Class



Positive Health Change



Newsletter Updates



Feeling Appreciated



The Bigger Picture

Core Pillars

Teaching Life Skills



Reducing Food Waste



Connecting the Community



Teaching Life Skills

Reducing Food Waste

Connecting the Community

We have created a service that provides people with the necessary skills to break out of the cycle of transgenerational transmission of eating habits

We aim to put people on a better life path.



47% of households that experience food insecurity include children under 16 (Bull et al., 2023)



We redirect surplus produce to ensure that is used in a meaningful way.

We rescue food from going to waste

“It would be good for us to have an understanding that when we give our produce away, we know it's going to be used”

- Allotment Grower (Interview)

Teaching Life Skills

Reducing Food Waste

Connecting the Community

Plenty to Plate creates meaningful connections between people in the community. We unify to work towards a shared community purpose

We put people at the heart of our service.



1/4 people who are food insecure experience social isolation (Bull et al., 2023)



Our Social Business Model

Charitable Incorporated Organisation

£8,300

Initial Investment

- Second-hand Van
- Plenty to Plate Decal
- Training
- Kitchen Equipment
- Boxes & Crates

£132,000

per annum

Recurring Cost

- Fuel
- Salary (5 employees)
- Public Liability Insurance
- Employer Liability Insurance
- Indemnity Insurance
- Online/Offline Material

(YURDAY, 2020, Get Indemnity, 2024)

90%

Community Re-Investment

90% of surplus revenue generated from public donations, harvest festivals, and allotment awards, is circulated back to food banks and allotments.

- 60% to food banks**
- 30% to allotments**

Revenue Streams



15 minute Ecosystem

Loughborough Allotment Grower

Our Service
Service Provider



Plenty to Plate
Harvesting change Rooted in sustainability



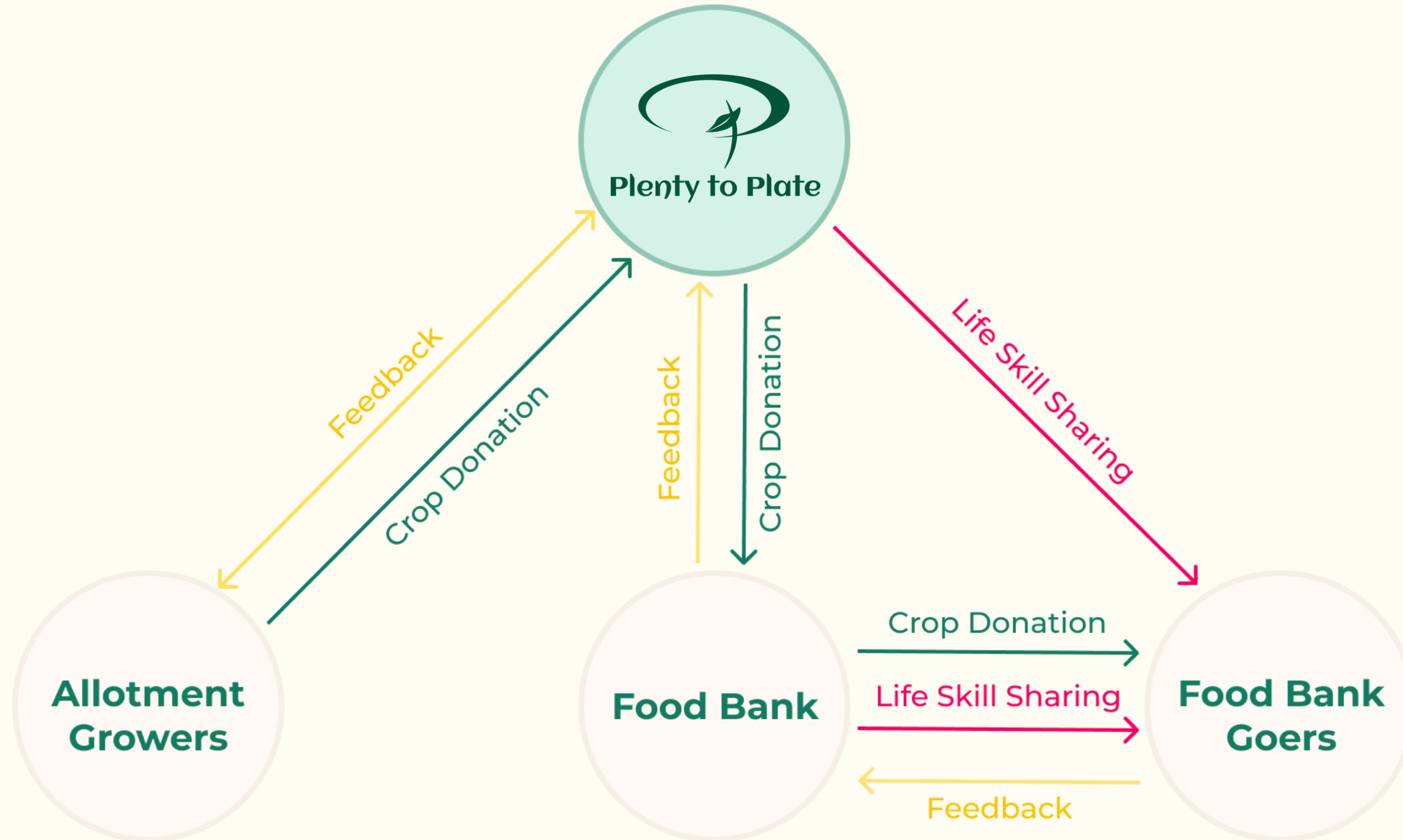
Enablers
Funders



Partners
Food Banks & Festivals



Interactions within the 15-minute ecosystem



Key Moments: Customer

ALEX, 58, RETIRED, ALLOTMENT GROWER

Grow

their allotments and produce

Donate

their surplus produce

Feedback

on their impact and support



Higher shared community purpose

Sense of Social Honour

Sense of Affirmation

“

I would not have any reservations at all in getting excess produce to places where it is needed

”

- Allotment Grower (Interview)

Key Moments: Foodbank

DANIEL, 42, FOOD BANK MANAGER

Receive

the donation

Liaise

to provide support

Teach

life-changing skills



Free supply of fresh produce

Provide access to nutritious food to Food bank goers

Help the most vulnerable through education

“

My role is to encourage people out of their need

”

-Food Bank Manager (Interview)

Key Moments: End User

LEO, 35, FOOD BANK GOER

Join

'Life Skills' Kitchen Classes

Learn

Per their lifestyle and capacity

Benefit

in positive long-term changes



Empowered to be independent

Lower Reliance on Food Banks

Positive Impact on health and wellbeing

“

If you provide a cooking course, then you're giving them the independence to go away and do it. It's a journey and you've got to start that journey somewhere.

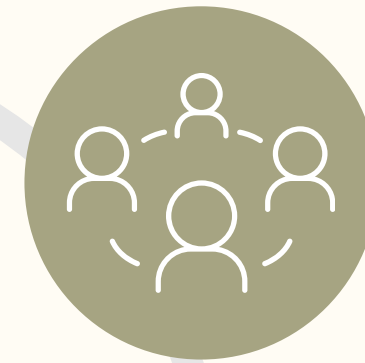
”

-Food Bank Manager (Interview)

Eco-System Values

Economical

Funding used to improve underrepresented parts of society



Sociological

Denting the social stigma of food banks

Psychological

Empowerment of independence, reducing reliance on food banks



Ecological

Reduce food waste and contribute to Charnwood's sustainability goals

Lesswaste (n.d.)



Primary Research Findings

Food Bank Rep

“So 20 households pop through here and did not choose the bag of carrots... English folks are quite happy with processed, salty, tinned convenience”

Food Bank Rep

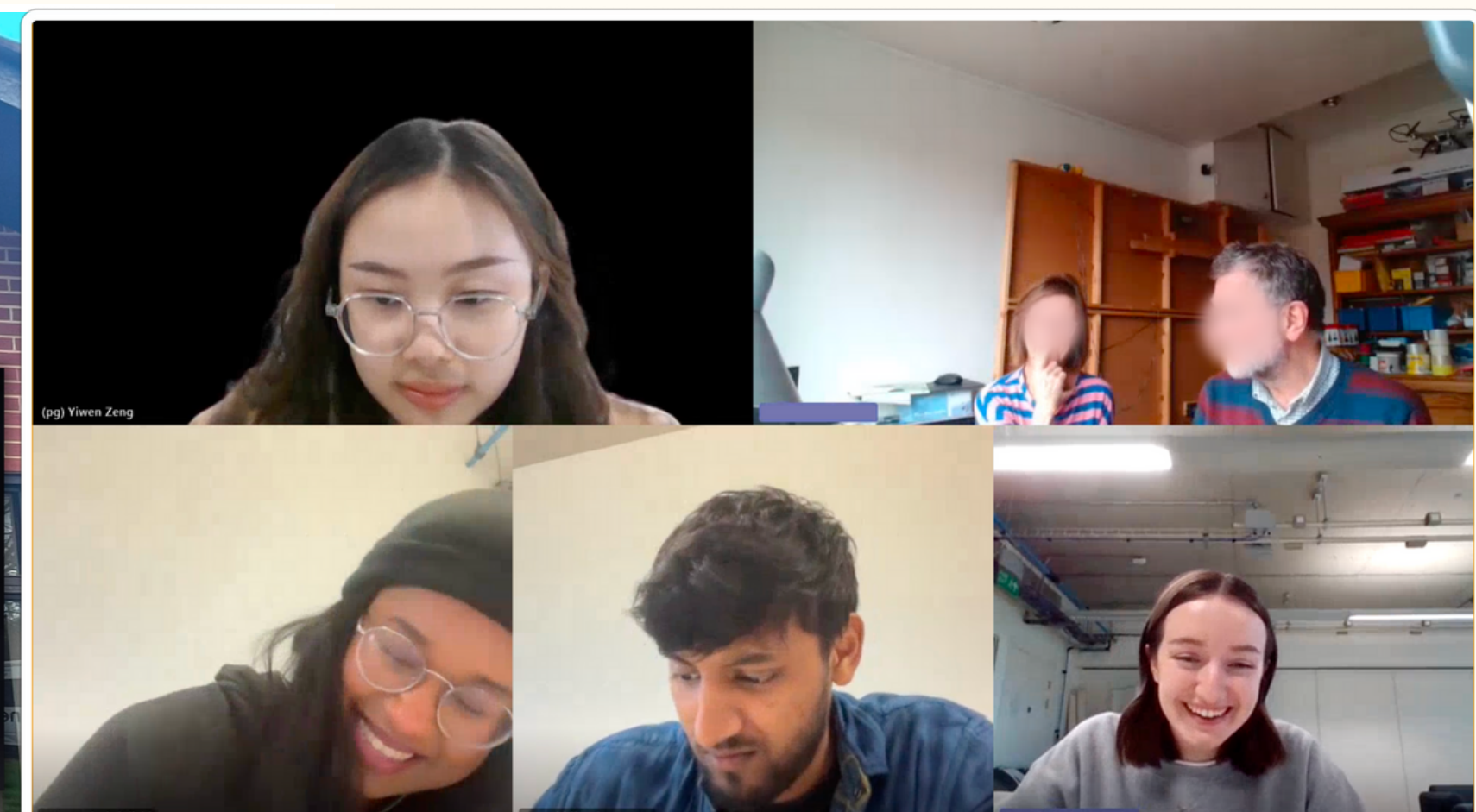
“If some classes were put on, some simple cooking from scratch... and they were sort of made to do it, I think they would enjoy it... they would be surprised by how quick and easily they can stick a load of stuff in a slow cooker”

Food Bank Rep

That’s where I think the complete life skills come in. It’s education, not just for cooking but also the value of different foods, so it is financially better for you isn’t it... but yeah, education”

Allotment Grower

“50-70% (of harvest) is preserved, jammed or bottled frozen... We don’t eat potatoes all week but I’ve got them in my shed alongside some onions. So as long as they are kept in a dry and dark space, they are usually okay”



Downsides & Risks

1

Allotment's Network

Allotment grower's personal network may feel neglected not receiving their usual amount of produce

2

Allotment Pressure

Potential to put more pressure on allotment users to meet demands

3

Product Dependent

Foodbank goers may become reliant on the fresh food donations

4

Class Attendance

Food bank goers are reluctant to attend Life Skills kitchen classes

5

Food Bank Closure

Foodbanks are under threat of funding reduction and in some cases closure

What's next?

Number of existing green spaces

Charnwood have **375** green spaces across **9** different blocks

330,000 green space in UK (Forest Master, 2022)

We have **99.8%** growth potential just in UK

The Larger Vision

Make “eat healthy” a goal even for non-foodbank goers (cooking class for every one, education to all)

Children Cooking Class

Developing children's life skills as a habit at a young age

School Canteens

Provide school canteen chefs with fresh produce that can be incorporated in canteen meals

Expansion to other neighbourhoods

Meet the vision and use it as example to expand to other neighbourhood

Linking More Charities

Apart from Foodbank, other charitable organisations join hands with Plenty to Plate to promote our vision.

1

2

3

4

5



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Harvesting change Rooted in sustainability

Thank you
for listening



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Email Newsletter

Flyer



Plenty to Plate
Having a hard time distributing your surplus grown produce to people around you?

- Grow your fresh produce & store any unwanted surplus produce
- Donate your surplus goods, we will distribute it to local food banks
- Reduce your food waste & help your community access healthier food

Scan the QR code to register your interest!

+44 123 456 789 | plenty2plate@notreal.com | plenty2plate.co.uk.not.real

Web Landing Page



Plenty to Plate
Harvesting change Rooted in sustainability

ABOUT US
Plenty to Plate is to provide a service which encourages people who rent allotment spaces to donate their excess produce to local foodbanks, so that people in need have access to healthier food options, and to reduce the likelihood of food wastage.

LEADERBOARD

1	Alex Smith
2	Amy Edwards
3	Robyn Li

NUMBER OF FAMILIES HELPED
56 Families

UPCOMING EVENTS

HARVEST FESTIVAL

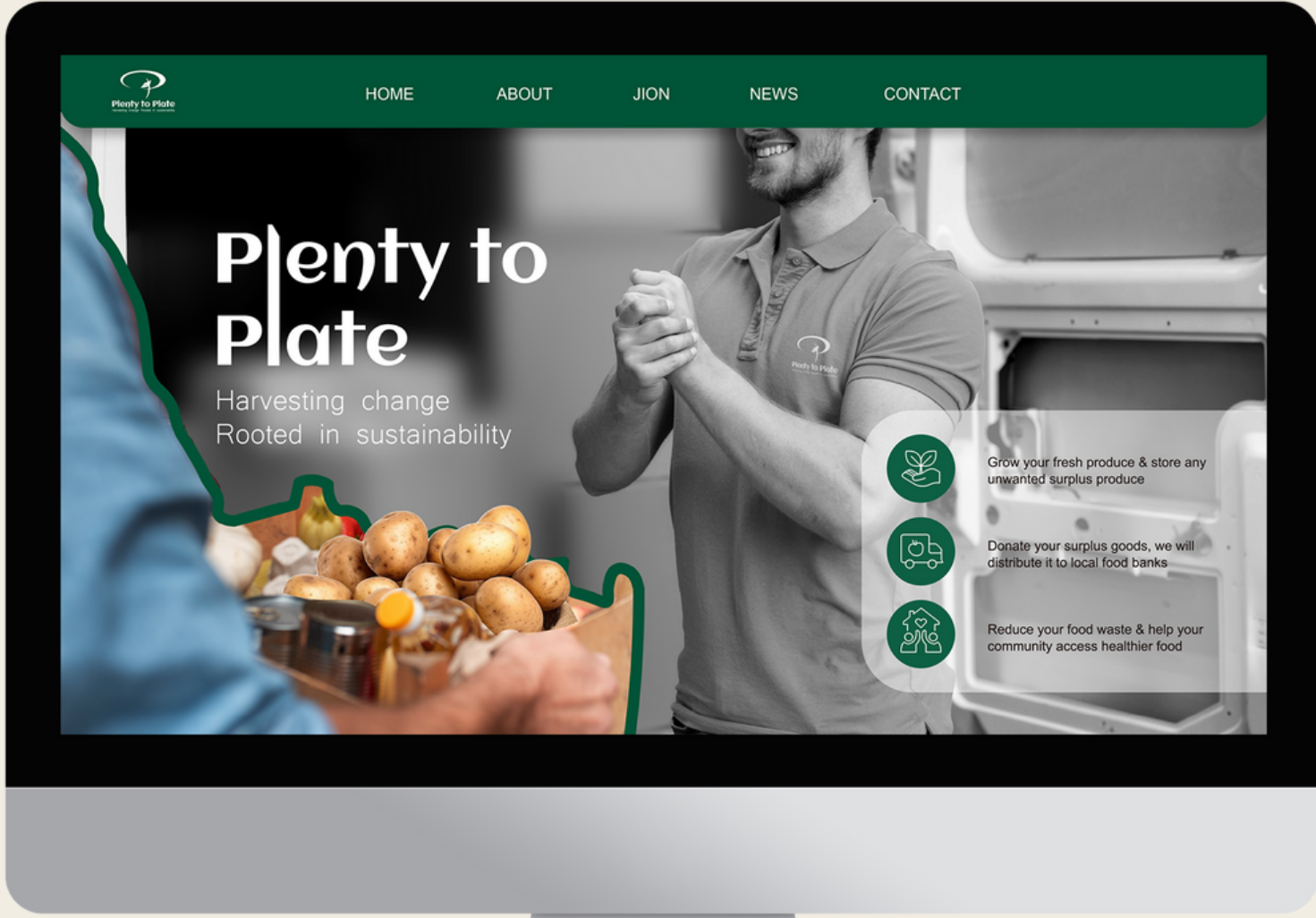
Date	24th September
Time	14:00
Location	Loughborough town centre

Summer Tacos With Scallion-Peanut Relish

Rotisserie chicken comes to the rescue for a speedy no-cook dinner. On the hottest of days, all you have to do is quick-pickle carrots and daikon radish (or any other radish will do), make a quick flavorful sauce to dress the chicken, and mix the peanuts and herbs for a super easy relish. Make it an interactive family meal and have everyone assemble their own taco.

PLEASE GIVE US FEEDBACK

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