



Our Hub, Your Voice

Nourish Hub Social Impact Report 2024
Highlights & Key Findings



Nourishing Our Nation



Introduction

From the sociable nature of sharing food to the formal training opportunities afforded via its training kitchen, Nourish Hub is a safe place for communities to come together, eat well and learn essential skills for life. Delivered as part of the London Good Growth Fund, Nourish Hub is supported by a partnership between UKHarvest, Hammersmith and Fulham [H&F] Council and the Mayor of London. Nourish Hub supports H&F's vision to address food insecurity and social isolation in the borough, and is operated by UKHarvest, a charity on a mission to prevent food waste and food insecurity by enriching and educating communities.



About this Report

This document highlights key findings from our report *Our Hub, Your Voice*, a copy of which is available on request.

During an extensive seven-week period, between 18 March and 3 May 2024, UKHarvest conducted a comprehensive assessment of the social impact that is experienced by the residents and volunteers who engage with Nourish Hub and its services. This data was collected by a combination of questionnaires, individual interviews with residents and volunteer-led focus groups; the project was designed using a cohesive five-point ethical framework. The guiding principle for this project was stated throughout, on promotional fliers and information sheets: "Nourish Hub belongs to everyone who walks through its doors."

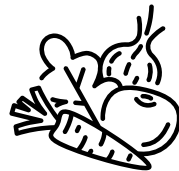
Impact Highlights

Our residents and volunteers highlighted three key positive impacts from their engagement with Nourish Hub:

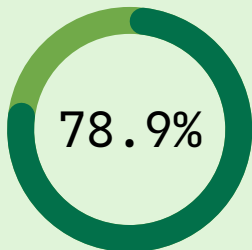
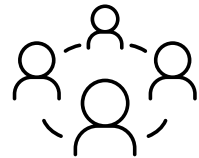
Improved Access to Food



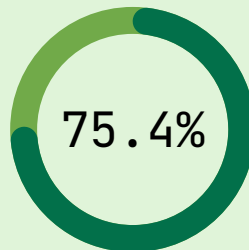
Healthier Diet



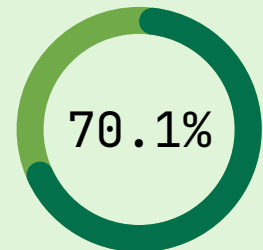
Greater Social Connection



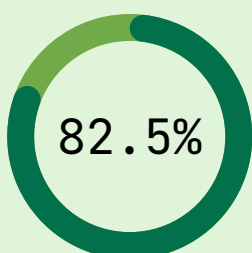
agreed that Nourish Hub has helped to ease financial pressure,



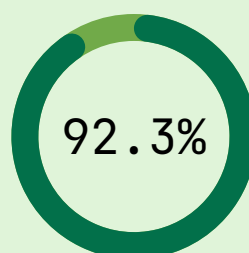
agreed that it has provided food that they can't otherwise afford to buy,



reported that their intake of nutritious food had improved since their first visit,



of residents and



of volunteers reported that they had met new people.



Improved Access to Food

Nourish Hub provides residents access to nutritious food when many struggle with the increased cost of living. Services include a “donate as you dine” lunch service, community breakfasts, and surplus suppers.



We found that people benefit directly from our “donate what you can” model; 78.9% agreed that Nourish Hub has helped ease financial pressure and 75.4% agreed that it has provided food they can’t otherwise afford to buy.

A key theme that emerged from the questionnaire responses was the sense among residents that Nourish Hub is a non-judgmental space and welcoming environment for everyone, regardless of ability or inability to donate.

‘Thank you so much for this opportunity to meet people and socialise while eating and not feeling judged to pay a large amount for the meals.’

‘I have realised being homeless is a real struggle. Nourish Hub has been the only place to sit in the warm without being judged. A great asset in economically hard times.’

During an interview, a resident recognised the value of donating what they could, rather than paying a set price, and how this flexible approach is helpful for those facing food insecurity:

Resident ‘Nourish Hub is a really useful facility and no areas around have anything like it. It’s hard to describe really.’

Interviewer ‘That’s okay! What do you mean by a “useful facility?” What makes it different to other spaces?’

Resident ‘The donation way of getting food [...] Being able to donate is important. Sometimes I can’t pay, but I feel good when I can donate some money.’

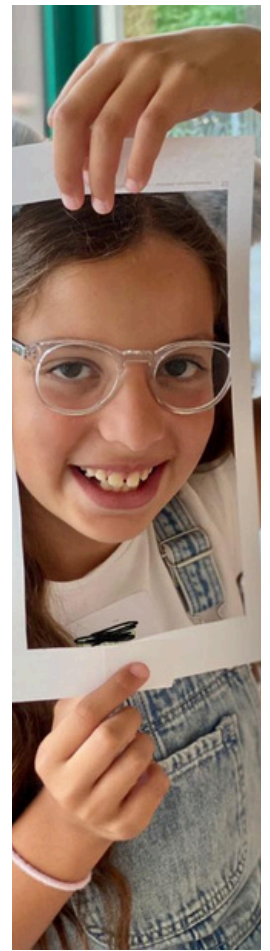
This insight sheds light on the pride that many residents feel when they can afford to donate, showcasing how the donation system instils a vital sense of dignity within the model and enhances self-worth and respect among residents.



Healthier Diet

All food served at Nourish Hub is vegetarian or vegan, using rescued ingredients to create healthy, nutritious meals. Residents reported that Nourish Hub has positively impacted their dietary health, with 70.1% stating that their intake of nutritious food had improved since their first visit.

During an interview, a resident spoke about how the variety and choice of food provided has personally benefitted them. They contrasted this with their experience engaging with other organisations offering similar support around food, where residents are not offered choice:



Interviewer

'If you had to describe Nourish Hub to someone who had never heard of us, what might you say?'

Resident

'I actually did this yesterday! There was a woman on the bus ... I told her about Nourish Hub, that it was a place to come and get delicious food ... that there is lots of choice: a choice to donate, a choice of what to eat or drink...'

Interviewer

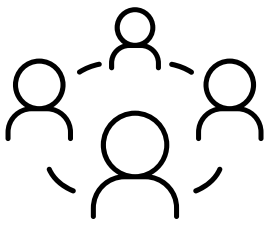
'Thanks for letting others know about Nourish Hub! Is having choice something that's important to you?'

Resident

'Absolutely! Before I found Nourish Hub, I just had to eat whatever I could afford or what food parcels I received. Having a menu and choosing different things each day [...] I really like that about this place.'

It is significant that not a single questionnaire respondent reported a negative impact on their nutrition since engaging with Nourish Hub.





Greater Social Connection

Food as a medium to bring people together and promote social inclusion is a key aim of the Nourish Hub. 82.5% of residents and 92.3% of volunteers reported that they have met new people at Nourish Hub. These responses indicate very strong outcomes in terms of the social connections being created at the Hub.

The importance of having somewhere to go was highlighted by multiple residents during their interviews, reflecting how valuable a place Nourish Hub has become in the lives of those who experience social isolation:



Resident A | 'Yes exactly, I think it's important. It's nice to see people at Nourish Hub... you guys facilitate connections that take people elsewhere, lifting them up.'

Resident B | 'Yes, yes. Connection keeps me alive [...] I don't feel emptiness anymore [...] now that I come to Nourish Hub every day.'

The social aspects were another common theme raised and discussed by volunteers. In their questionnaire responses, they described the sense of community, connection and feeling included as part of a close-knit team:



'I love the space and how welcoming it is, I love the team and what they had managed to create. I love the community and how diverse it is'

'Lovely people, incredible community, it's fun and you learn so much. Nobody judges, everybody listens and you genuinely feel that everyone wants to do the right thing.'

The impact that engaging with Nourish Hub has had on participants' wellbeing was reported to be particularly strong; 75.4% of residents and 84.6% of volunteers agreed that the Hub had improved their wellbeing.



Additional Support

In addition to its education programme, NourishEd, and volunteer programme, Nourish Hub provides access to wrap-around support. One resident spoke about their engagement with financial support delivered by H&F Adult Learning at Nourish Hub:

Resident

'Well I did a maths course ... I learnt new skills ... I have learned to be discerning when I go shopping and I am conscious of prices ... I got a certificate which made me feel proud and I tell my friends.'

What We'll Do Next

Findings from the social impact assessment evidence that Nourish Hub is hugely valued by residents and volunteers. Throughout the project, there have been significant contributions by participants who have stated the positive social impact that Nourish Hub has had on their lives.

The team assessing the social impact of Nourish Hub has made five recommendations to improve the Nourish Hub experience, by providing residents with clearer information and relevant support, and by exploring the extension of the Nourish Hub model in locations throughout Hammersmith & Fulham.



Request The Full Report

If you would like to read the full report, which details the methodology, findings and five recommendations, please contact: info@nourishhub.org.uk