

EDIBLE London

Annual review 19/12/18 to 31/12/19

Edible London

Edible London is a community interest company based in the London borough of Haringey with a focus on sustainable food practices as a way to overcome many of the entrenched social and economic issues facing our community.

In Haringey, 42% of children live below the poverty line and the concentration of poor families correlates with a higher proportion of minority communities.

We support our communities by working with organisations that focus on food poverty.

-we grow food using organic methodologies,
-we source surplus fruit and vegetables in wholesale quantities then quality control the produce and then distribute it for free to partnered food banks, homeless shelters, schools and community kitchens as well as directly to those who suffer from malnutrition and food poverty.

-we tackle mental health and social isolation, bringing communities together with food, through educating, nurturing and teaching people important food based skills.

The centre of Edible London is the growing sites at Wolves Lane Horticultural Centre where we raise awareness of healthy, sustainable living through the whole process of farming to cooking and nutrition/healthy eating..

Our mission statement

Edible London's mission is to eradicate food poverty in London and bring fresh, affordable food to communities all across London. We do this by enabling people to eat more nutritious diets, empowering solutions to food poverty and malnutrition, as well as supporting food education.

We achieve this by:

- receiving/sorting and redistributing large quantities of surplus fruit and vegetables that would otherwise go to landfill,
- mobilising large numbers of volunteers to keep our costs down.
- working with local groups/charities to distribute free food to those most in need.

Edible London's Constitution

- o Positivity encouraged, with zero tolerance to any negative attitudes around the plants or each other.
- o All people are welcome, with no discrimination or judgemental behaviour.
- o Help and connect people in any way possible and bring communities back together with effective hands-on outreach projects.
- o Support people of all circumstances with free, organically grown fruit and vegetables, and surplus produce from partnering companies.
- o Up-cycle as many materials as possible and zero tolerance toward food waste. If it cannot be cooked, frozen or made into a preserve, it will contribute to our many active compost heaps.
- o Promote wellbeing and mindfulness to all who welcome it and at the same time respect every individual's opinions or beliefs.
- o Look after our planet and those who eat from it.
- o Make London edible!

Our ambitions and long-term goals

- To increase our offering to those in the community who suffer from food poverty. Through connecting people in the community, by donating surplus food to those who cook for the community, through providing a location for those who want to farm and grow vegetables and by sharing our knowledge and skills with others.
- To allow everybody to eat a more nutritious diet, to educate them and incubate them to educate others and, in turn, learn to feed their community through food growing and better food practice.
- To support the local and wider community by providing them with the educational opportunity to support through the process of growing and producing organic regenerative food.

Message from the Founder

“Edible London has gone from strength to strength building a resilient adaptable team of professional, committed, grassroots leaders who have proven what can be achieved with a vision and perfect intentions.

With a diverse community came a need for diverse food production and this is where our roots will always remain in growing the bespoke food for our community. Sharing food is where the magic really happens, this is where culture is exchanged and vital lessons are learned. Friendships are formed, our wellbeing being nurtured by working the land, the land that we work nurtures us back. Food being created together, whilst transforming dead spaces into a green oasis. Always with people and planet in mind.

All our achievements are merely the fruits of seeds we have sown. We celebrate another year of sowing seeds and tackling the injustices in the world, whilst creating an Edible London for all.”



Soner Karagozlu
CEO / Founder

Community

Community is at the centre of Edible London, both from partnering with local organisations and from creating connections with volunteers.

The main boroughs we work within are Haringey and Hackney. Within Haringey a vast majority of our beneficiaries are located in the East of the borough around Tottenham and we support a diverse range of communities with different needs.

Our community is the local residents, local schools and youth groups, it is our volunteers and our partners. It is those who we provide our services to, in the form of free healthy food, education or just support.

Chris Gorgay is a local resident and has been with Edible London since its inception. He was appointed a director in April 2019. He says:

"I found my community, discovering the Wolves Lane location I was really inspired, it gave me a new platform to widen my knowledge especially around Horticulture.

Edible London shows the value in organically grown produce as a nutritious food source for all the community. Edible London helped to get the Wolves Lane Horticultural Centre back on its feet, by repairing not just the greenhouse but making the whole site safe for the community.

A main Edible London's value is to find use for waste material, on site we were able to use waste materials to gain amazing yields. Through this site we were able to start giving access to the community and to organisations such as people's kitchen, Feast for us, which we donated our surplus produce to. Enabling vulnerable members of society access to delicious nutritious meals."



Volunteering

Edible London has had a range of volunteers through the greenhouse, getting involved with gardening, cooking, running workshops and collecting and re-distributing surplus food. Edible London empowers volunteers to become part of the Edible London urban growing community and provides knowledge and a space to be with nature in the middle of the city.

“Three years ago, I went to buy vegetables at the Wolves Lane Horticultural centre. I was wandering through the greenhouses and came across Sunny. He told me of his dreams and vision of what he hoped to achieve there - and I was absolutely captivated by what he was saying! I went back every Sunday after that, with my children, to volunteer and the rest is history as they say!”

Tammy Edwards started Volunteering with her children at Edible London and hosted regular volunteering sessions. Tammy has been appointed a director in April 2020 and is in charge of the markets and logistics of donations to food aid providers.





Key events in 2018/19

Donations and projects

- Provided at least 20,000 people with a free plant-based meal via community events and donations to the homeless.
- Established our own monthly soup kitchen in partnership with Nana Susie's (Tottenham) whereby we fed approx 70 homeless people and local families weekly.
- Established partnerships with Neighbourly and other food suppliers to support our food aid services to the vulnerable.
- Provided food supplies regularly to Bruce Grove Youth Centre. sourced from surplus donations from Lidl Walthamstow.
- Started a relationship with Highway House Shelter by supplying surplus groceries and supplies.
- Worked closely with Bruce Grove Youth Centre ensuring a diversity of cultural food donations and outreach support when needed for their growing space.
- Facilitated a program for local skilled people to develop new structures round Haringey for inclusion, safety and food production. (eg Harmony Gardens, Bruce Grove Youth Centre, Highway Business Centre)
- Trained and arranged accreditation for a local resident, who is now producing food products to generate a steady income stream.

Events, training and educational workshops

- As part of Haringey Council's "Festival of Learning" in June 2019 we ran a series of free workshops growing and using Aloe Vera, Urban foraging, building pallet planters and building bug hotels.
- Participated in The Great Fête at Alexandra Palace where we taught young children how to germinate vegetable seeds.
- Ran an urban farming workshop for 36 young individuals for the CISV International activity day.

- Ran corporate workshops for a range of clients (including Danone and the British Red Cross).
- Our Garden Day UK event at Wolves Lane was attended by 300 people.
- Delivered three agriculturally inspired autistic sensory workshops for the local Riverside school.
- Ran three wellbeing events from Wolves Lane for over 100 members of our community, feeding every attendee a nutrition plant-based meal.
- Collaborated with Peoples Kitchen (now known as Made up Kitchen) for our volunteer sessions at Wolves Lane for Pay What You Can Buffet Lunch. This event was provided from surplus collected from supermarkets and vegetables grown on site.
- Established a 3 month outreach project with Feast With Us whereby we supported them with donations and volunteers to facilitate their cook offs.

Hosted the Power To Change summer party along with other site users and organisations and created a memorable informative bespoke experience for all who attended.

Growing and farming activities

- Lead a 6-week outreach project with Living Under One Sun whereby we prepared growing spaces and regenerated spaces at their allotments for their season usage.
- Developed Harmony garden as a growing site by clearing out 20 beds and planting new crops.
- Worked closely with the community around Wolves Lane and completed multiple renovations to structures including turning 2 disused polytunnels and a greenhouse into successful food production growing spaces.
- Developed a roof project in Hackney, turned 40-meter square grey space into a productive food producing growing space.

Other key events

- Founder Sunny joined community camp at the Eden project working together with fellow up-and-coming community groups from across the UK.
- Received generous donations from Selco (building material & topsoil) and Plant Organic (organic seeds) to enable us to expand our growing capacity
- Joined the monthly Zero waste market and Blue House yard market in the local area to sell fresh produce directly from our growing sites.

Financial reporting

Our results for the year 2018-19

£

Turnover	5,462
Donations and Grants	2,873
Cost of Sales	4,447
Administration Costs	3,652
Profit before Tax	197
Taxation	37
Profit after Tax	160

Sales of our and others produce to third parties generated 60% of our turnover. The rest was income from 7 paid workshops / educational events and a paid catering event. Most of the food we grew was donated directly to our beneficiaries so was not reflected in our turnover.

Our financial donations and grants were received from 6 individuals and from one organisation.

Our cost of sales is from plants and raw materials purchased for sale and subcontractors costs for our paid events.

Our administration costs are mainly for our greenhouse rent, fuel to deliver our donations and maintenance of our sites.

2020 Update

Since the end of the 2019 year, Edible London has seen a period of intense scaling up of distribution operations. Responding quickly to the crisis situation caused by the pandemic, we increased our output from 200 meals a week to the homeless and other vulnerable people in the community to a peak of 50,000 emergency meals a week at the height of the crisis. In eight months, we reach our million meals milestone.

To support the local COVID-19 response Edible London partnered with Haringey Council to run food hubs operating in Tottenham Hotspurs Stadium and Alexandra Palace.

This included a procurement contract for fresh fruit & vegetables over the course of 16 weeks. This operation required Edible London to

scale up, become VAT registered and hire a core team whilst increasing volunteer numbers to 300+.

Our distribution operation has since moved to Stamford Hill and continues to supply upto 40 Beneficiary organisations. We are also operating a direct to individual sub hub (food bank) at Highway house every Thursday giving 500 meals a week.

in 2020 we were awarded

- Haringey Council : Haringey Hero Award
- London Community Impact Awards Food Bank of the Year Award Winner

The results for 2020 show a very different financial outlook than 2019 due to our expansion during Covid and our significant achievements, this comes with higher turnover, running costs and also significant success with Grants -including from the National Lottery Community Fund.

To find out more

Volunteering:

If you are interested in joining the Edible London community by volunteering with us. Email us info@ediblelondon.org

Corporate social responsibility: For corporate donations, in-kind support and employee volunteering days, please email donations@ediblelondon.org

Surplus Donation:

If you would like to provide donations of surplus food or to support us financially, or else you require support from us. Email us on: donations@ediblelondon.org

Media Enquiries:

For press related and social media enquiries
Email us: media@ediblelondon.org

General Information

We would love to hear from you, so for any other enquiries send an email to info@ediblelondon.org

Edible London

Founded in 2018 as a Community interest company.
Company number 11735749.

REGISTERED OFFICE

151 Stamford Hill, London, England, N16 5LG



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