

IMPACT

REPORT

THE LILY PROJECT

JULY 2023



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INTRODUCTION

As food inflation hit 19.2% in March 2023 (a 30-year high), people are having to make the impossible decision between heating or eating. More and more people are turning to Food Banks or Social Supermarkets to feed themselves.

Food banks vs Social Supermarkets

Food banks provide emergency food, usually to cover 3 days and require a voucher to qualify for the support.

Social supermarkets, also known as community shops or Grub Hubs, offer discounted food parcels to those on lower incomes.

Food Poverty across the UK

The Trussell Trust has counted 1400 of their own food banks and at least 1172 independents across the UK - this is likely not the full picture. 93% of Food Banks have reported a significant increase in the need for their services since the start of 2022, with 95% reporting the cost-of-living crisis as the reason for the increase.

The Food Aid Network found that independent food banks have seen an 89% increase in need of their help in the first 3 months of 2023 alone. Two-thirds of those organisations have said that, if demand increased further, they would have to reduce the level of support they could provide.

Most organisations surveyed reported that they are seeing people who needed their help for the first time.

The Food Aid Network has estimated there are more than 3500 independent food aid providers working outside of the food bank model.

Food Poverty in Coventry

In the last 12 months, just over two-thirds of residents stated they always had enough of the food they wanted, far lower than in 2021.

There are 15 social supermarkets/grub hubs across the city that typically offer £20 worth of food for around £4.

Surveys across the city suggest that although the vast majority of residents recognise the importance of healthy eating, 64% said price is the most important factor when buying food.

OUR STORY SO FAR

OUR MISSION

The Lily Project started out as a conversation between 2 friends. It has transformed into providing 5 nutritionist-led recipes to 5 families currently using a social supermarket in Radford, Coventry.

We created 5 healthy recipe cards designed for families of four. Each card is made up of a list of ingredients, instructions and activities for children.

The Coventry Soroptimists received 5 copies of each recipe card. Their members shopped, packed and delivered these bags every Thursday over 5 weeks to a social supermarket in Radford. The staff and volunteers at the social supermarket selected 5 families to receive one bag per week and handed each out with their regular shopping.

Our goal was to create change with momentum through a simple but effective project model that could quickly make use of the nationwide Soroptimist network.

OUR PURPOSE

This project came out of a desire to bring some simplicity to those who face food insecurity (even just for a short period). We felt we needed to respond to the changing demographic of those needing food support.

There are many who would not have needed this support before but are now needing it and we wanted to create an opportunity for people to combine healthy eating and cooking as a family.

**IT'S NICE KNOWING
YOU HAVE A
WHOLE MEAL AFTER
A LONG DAY**

PROVIDER FEEDBACK

We collected feedback from those who benefitted from the bags and those who put them together. This data was collected in person over 2 sessions.

1

The ease of putting the bags together

This considers how easy the ingredients were to find and how long the process of shopping, packing and delivering was.

This allows us to see if there are any areas of the project which need amendment or certain recipes which are not viable.

2

The cost of putting the bags together

This has been considered per recipe and broken down into cost per bag and overall cost for 5 bags.

Again, this allows us to see if there are certain recipes that aren't accessible or likely to work long-term due to costs.

3

Opinions and suggestions

The Coventry Soroptimists were asked to share what they thought of the recipe selection and if they had any concerns.

This will help us understand any potential worries other groups may face if this project were to expand.

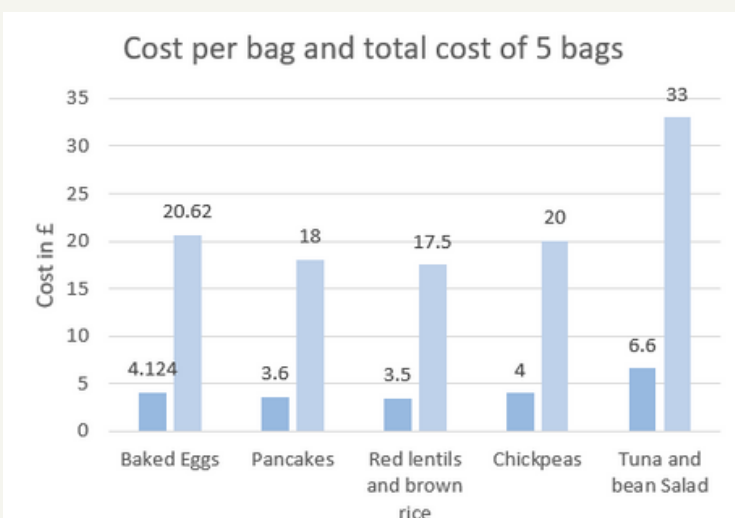
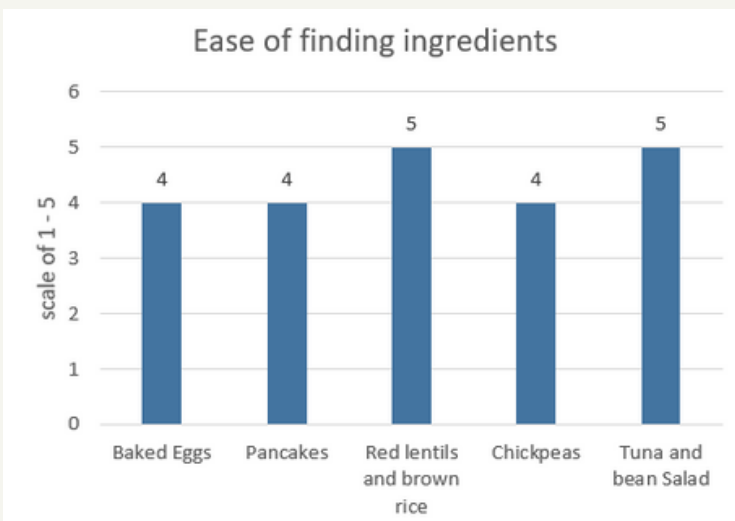
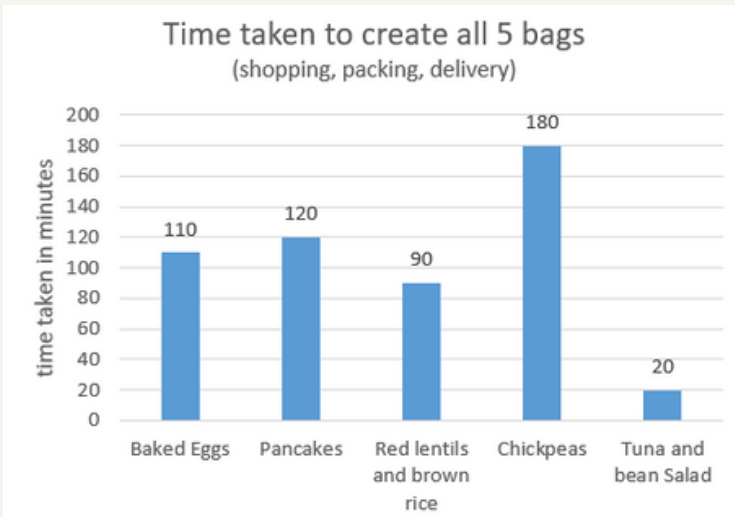
4

Future plans

Finally, we asked if the Coventry Soroptimists would do the project again and if they thought this was an idea for all Soroptimist clubs.

WHAT WAS IT LIKE TO PUT THE BAGS TOGETHER?

This is the quantitative data from Coventry Soroptimists



20

The shortest amount of time to create 5 bags

20

Readers appreciate accurate information

180

The longest amount of time to create 5 bags

4.4

The average rating for the ease of finding ingredients

£33

The most expensive recipe for all 5 bags

£3.50

The cheapest recipe per bag

BENEFICIARY FEEDBACK

Feedback could only be collected from 3 beneficiaries for the following reasons:

- 1 was not present at the time feedback was gathered due to their work schedule.
- 1 person only received 2 parcels and no longer needs the support of the social supermarket.

1

The Recipe Cards

This is a review of the cards themselves. We asked for opinions on how easy the cards were to read in terms of layout and in terms of instructions. We also asked how useful the children's activities on each card were.

This will allow us to respond to any issues and consider ways to make them more accessible.

2

The Recipes themselves

We asked people for a review of the recipes themselves, which they liked, which they didn't and why.

This again, will allow us to understand the types of recipes people are wanting.

3

The Delivery

We considered the delivery itself, whether the bags themselves work and the frequency of delivery.

This will inform how the project progresses.

4

Further Comments

We provided an area for people to talk about the impact of The Lily Project candidly.

WHAT WAS IT LIKE TO USE THE BAGS?

This is the qualitative data gained from talking to the beneficiaries at the social supermarket

4.83

average rating out of 5 for the card design and information

- Each person rated the ease of reading the cards (in terms of font size and layout) a 5 out of 5
- The average rating for how easy the instructions were to follow was 4.67 out of 5
- Each person has kept the recipe cards to use again
- All rated the child's activities 5 out of 5 in terms of usefulness

PROTEIN PANCAKES

The most & least favourite recipe!

- The average rating for liking the recipes on offer was 4.67 out of 5
- We found that the favourite recipe differed per family: Tuna & Bean Salad, Baked eggs and Protein Pancakes were all chosen
- The least favourite recipes also differed for each family: Chickpea Curry, Red Lentils & Brown Rice and Protein Pancakes being disliked.
- All said they would make some of these recipes again

100%

Said that weekly was often enough

- All said weekly was often enough despite being given the option for more frequently
- Two-thirds said there was enough food in the bag to feed their family. Those who didn't have enough food were a family larger than 4

BAKED EGGS

QUALITATIVE RESEARCH

From the beneficiaries:

Family of 2 parents, 2 adult children & 5 younger children under 16

- The baked eggs were very popular although they did have to scale this recipe (and others) up to accommodate the whole family.
- The instruction to boil the potatoes before placing them in the oven dish was unclear.

Family of 1 parent & 2 teenagers:

- Neither child liked the baked eggs recipe although their mum did.

From the providers:

- They needed to visit 3 shops to buy the quantity of eggs at a reasonable price.
- A tin of spinach was difficult to find, eventually sourced from Asda
- The recipe didn't say to cook potatoes
- Cheddar was purchased but not sure it would crumble
- The recipe said to serve with green veggies or sliced bread so they bought a wholemeal loaf



Baked Eggs



Prep: 5 mins

Cook 8 minutes



4



Welcome to The Lily Project:

A dish that looks like a pizza!!



Ingredients :

- 300g potatoes, and cut into chunks.
- Half a tin of spinach
- 200g cheese, crumbled.
- 400ml passata
- salt and ground black pepper.
- 4 eggs
- 1tsp paprika

Jobs for little hands:

- Find a teaspoon
- Choose some green veggies
- Do a happy dance
- Help tidy up

Directions :

1. Preheat the oven to 200°C.
2. Place the cooked potatoes at the bottom of an ovenproof dish. Scatter over the spinach then add the passata. Season with the salt and pepper.
3. Make four evenly spaced wells in the dish and crack an egg into each well and dot over the cheese
4. Bake for 15-20 minutes, until the eggs are cooked. Serve warm with green veggies of your choice and/or slices of brown whole-wheat bread.

PROTEIN PANCAKES

QUALITATIVE RESEARCH

From the beneficiaries:

Family of 2 parents, 2 adult children & 5 younger children under 16

- The pancakes created 2 each, the recipe needed scaling up.
- The whisk provided was very appreciated and a nice touch.

Family of 1 parent & 2 teenagers:

- The additional cream cheese provided was very useful and was used in further recipes.
- this recipe had to be adapted as one child is coeliac.
- The whisk, again, was appreciated.

Family of 2 parents & 3 children under 10:

- This recipe was really enjoyed by the children.

From the providers:

- The ease of collecting the ingredients and opinions on the recipe were ranked lower than other recipes, at 4 and 3 (out of 5) respectively.
- There was concern the soft cheese packs from Aldi were 200g not the 250 in the recipe.
- There was concern about the skills of the recipients, particularly if recipients may be unable to measure the ingredients if they don't own scales or a measuring jug & that separating eggs may not be easy.
- There was a suggestion that maple syrup could be replaced by honey to reduce the cost.
- The recipe says to serve with fresh fruit and lemon juice although this was not listed in the ingredients. There was a suggestion of including a tin of red fruit.



Protein-Rich Pancakes



Prep: 5 - 10
mins



makes 25
small pancakes

Welcome to The Lily Project:

A lovely healthy way to start the day,
...or for any meal time!



Ingredients :

- 250 g spreadable cheese
- 2 eggs, beat the yolk and the white separately.
- 100 g plain flour
- ½ teaspoon baking powder
- 125 ml semi-skimmed milk
- Maple syrup for drizzle

Jobs for little hands:

- Carefully find 2 eggs
- Mix in the flour
- Whisk the eggs
- Help tidy up

Directions :

1. In a bowl, add cheese, milk and egg yolks and mix.
2. Then add the flour, and the baking powder and mix well.
3. In a separate bowl, whisk the egg whites until they form a foamy consistency, then fold into the cheese mixture and mix well.
4. Put in a frying pan on a medium heat and add oil, when the oil is hot, add a spoonful of the mixture and fry for 2 minutes each side or until golden brown.
5. Serve with fresh fruit and drizzle of a lemon juice and maple syrup.

TUNA & BEAN SALAD

QUALITATIVE RESEARCH

From the beneficiaries:

Family of 1 parent & 2 teenagers:

- This recipe was the favourite of this family
- They have already made it again
- It has been a great recipe for meal prep
- It has allowed them to use up tins in their cupboard with previously no use.

From the providers:

- The amount of tuna requested by the ingredients list appeared too much. It asked for 4 tins when 2 would have been sufficient.
- The amount of chopped tomatoes has not been quantified.



Tuna & Bean Salad



Prep: 10 mins



4

Welcome to The Lily Project:

This recipe doesn't involve any cooking to enjoy a healthy mixed salad for energy and protein!



Ingredients :

- 400 g tin cannellini beans, rinsed and drained.
- 400 g tin butter beans rinsed and drained.
- Chopped tomatoes
- 1 large onion peeled and finely sliced.
- 480 g tuna chunks in oil (tinned or in a jar)
- Salt and pepper to taste.
- Olive oil
- Serve with slices wholemeal bread.

Jobs for little hands:

- Draw a flower on the front page
- Find a tin of butter beans
- Pick a big onion
- Help tidy up

Directions :

1. Put the beans in a large bowl, add the chopped tomatoes, onion. Season with salt and pepper.
2. Pour over the oil and mix all the ingredients, set aside for 5 minutes to allow the flavours to combine.
3. Just before serving, add the tuna and mix gently, not to break up the chunks too much.
4. Taste and add salt and pepper if needed and enjoy!

CHICKPEA CURRY

QUALITATIVE RESEARCH

From the beneficiaries:

Family of 2 parents, 2 adult children & 5 younger children under 16

- They would replace the chickpeas with chicken but this is just personal taste.
- The recipe gave great ideas to build on with your own tastes

Family of 1 parent & 2 teenagers:

- This recipe gave a great base to work with and build on. They added ginger and garam masala.
- The extra oil provided with this was very useful and generous.

Family of 2 parents & 3 children under 10:

- This recipe was the least favourite of this family due to personal taste.

From the providers:

- The ease of finding the ingredients was ranked at 4 as they had to visit several shops to get the best value ingredients - it took 3 hours.
- The recipe requested olive oil but it was expensive so it was replaced with vegetable oil
- The recipe requested brown rice but again, this was too expensive so they used supermarket own brand
- The instructions say to serve with vegetables; these were not on the ingredient list.



Chickpea Curry



Prep: 10 mins

Cook: 25 mins



4

Welcome to The Lily Project:

A warming veggie dish that keeps you full for longer!



Ingredients :

- 2 tins of chickpeas rinsed and drained.
- 1 tin coconut milk
- 1 tin chopped tomatoes.
- 1 onion finely chopped.
- 2-3 garlic cloves, sliced.
- 1tsp curry powder
- Salt to taste
- Brown rice

Jobs for little hands:

Make a tin tower!

Wash the rice

Sing a song

Help tidy up!

Directions :

1. Fry the onions in olive oil gently for 3-4 minutes until it starts caramelising. Add the garlic, and curry powder, cook, cook for another minute and stir to prevent burning. Add water to prevent sticking.
2. Add the drained chickpeas, coconut and chopped tomatoes, stir to mix everything together, add hot water just enough to cover chickpeas.
3. Put the lid on, cook on low heat for 20-25 minutes.
4. Once cooked, serve with brown rice and vegetables

RED LENTILS & RICE

QUALITATIVE RESEARCH

From the beneficiaries:

Family of 2 parents, 2 adult children & 5 younger children under 16

- This was the least favourite recipe in this family due to personal taste (not liking lentils).
- They liked that this recipe was something different.

From the providers:

- The number of mushrooms was missing.
- The instructions were slightly unclear with 'stir well and add water', this should say 'stir well and add stock'.
- The stock measurement could say cubes rather than ml.
- There was no quantity of rice listed.



Red Lentils & Brown Rice



Prep: 10 mins

Cook: 40 mins



4



Welcome to The Lily Project:

Enjoy this family favourite



Ingredients :

- 3 tbsp olive oil
- 1 medium onion, finely chopped
- mushrooms finely chopped
- 300 g red lentils (washed)
- 1.2 litres/2 pints vegetable stock in warm water
- 1 tin of tomatoes
- salt to taste
- Brown rice (cook according to instructions)
- half a teaspoon garlic powder
- half a teaspoon ginger powder

Jobs for little hands:

- Find a teaspoon
- Find 1 medium onion
- Wash the lentils
- Help tidy up

Directions :

1. Heat the oil in a heavy-bottomed saucepan over a medium heat and add the onions. Fry for 6 minutes until softened and then add the garlic, ginger and mushrooms. Stir well, frying for 1 minute. Stir well and add the lentils and water. Season with salt and bring to the boil. Lower the heat and simmer for 20 minutes with a lid on, stirring halfway through.
2. Stir in the tomatoes and simmer for 5 minutes without the lid. Stir well, making sure it doesn't stick to the bottom of the pan. Mash the lentils lightly with the back of the spoon as it begins to thicken. Add a little water if required.
3. Serve with rice

FURTHER FEEDBACK

These are comments not specific to any recipe but are still very important to the evolution of this project.

PROVIDERS

What do you think about this as an idea for all Soroptimist clubs?

"Need a team of people for a rota – don't think anyone would want to do it every week
Otherwise a good service to give support to spread nutritional and culinary knowledge to the community"

"Very worthwhile project. Families would know they have everything for a nutritious meal. As a Soroptimist it is a focussed way to support families"

"Great idea providing there is support from all members"

"Would have to consider funding it"

"Fabulous initiative and hope that it can be rolled out more"

"Do we need to think about energy costs for recipients?"

Would you do it again? If no, why not?

"Yes would do it but would look for funding to make it sustainable"

"Yes would do it but would look for it being paid for by friends/families/companies"

"Yes but would only want to do it every 4/6 weeks"

"I would happily do it again"

"Yes just discovered that the Co-op gives grants quarterly of £500. Food sustainability is one of the categories so applying NOW!!"

BENEFICIARIES

Any further comments:

"Having a meal prepped is so easy when you're knackered. It's nice knowing you have a whole meal and don't have to piece together items after a long day."

'want it to carry on. It was relaxing having one meal prepped each week and the 14 yr old enjoyed doing the cooking.'

The children didn't engage in the cooking or eat all of the meals, although the parents enjoyed most of the recipes.

FUTURE PROJECT RECOMMENDATIONS

After reviewing the feedback and taking the time to consider where the project may go next, we are able to make the following recommendations.

1. The 5 recipe cards could be block printed by the UKPAC
2. Clubs may consider making contact with a local nutritionist to curate recipes in a partnership
3. Clubs may seek grant funding, sponsorship and donations from friends & family to avoid covering the cost of the bags permanently
4. SI Coventry purchased brown paper bags (£9 for 50), other groups may consider doing the same
5. Clubs should be able to choose the number and frequency of bag deliveries. The feedback from the coordinator at the Radford Social Supermarket said each bag made a difference so even one-offs may be doable. The group should coordinate this with the social supermarket.
6. The clubs may need to talk to each other to assess which supermarkets provide the best value.
7. Ziplock bags to store the correct amount of spices or herbs were bought from Rymans but there are likely cheaper options online.
8. There is no need to have the same families receiving the bags each week, this was done during this trial period for ease of gathering feedback.

ACKNOWLEDGEMENTS, REFERENCES & APPENDICES

Thank you to everyone below for their investment in and hard work for The Lily Project

Dishi Attwood

Lily Samuels

Laura Crawley

SI Coventry

The staff and volunteers at the social supermarket

&

Those who took the time to use and review the recipes

References:

<https://www.foodaidnetwork.org.uk/data>

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<https://letstalk.coventry.gov.uk/social-supermarkets>

<https://www.coventry.gov.uk/foodmap>

Appendices:

1- A full list of the questions asked to SI Coventry to gather feedback.

2- A full list of the questions asked to the beneficiaries of the project.

WE THANK YOU
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THE LILY PROJECT

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<https://letstalk.coventry.gov.uk/social-supermarkets>

<https://www.coventry.gov.uk/foodmap>

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APPENDIX 1

A full list of the questions asked to SI Coventry. These questions considered per recipe.

SI Coventry Questionnaire following the food bank pilot project

How easy was it to find the ingredients? Comments

1 2 3 4 5

What did you think of the recipe selection? Comments

1 2 3 4 5

How much time did it take to gather the ingredients, shopping, packing, delivery?

What was the cost of each food bag? Recipe and cost

What were your concerns about the recipes?

What do you think about this as an idea for all Soroptimist clubs?

Would you do it again? If no, why not?

APPENDIX 2

A full list of the questions asked to the beneficiaries of the project.

Focus group questions

Recipe cards:

1. Were the recipes cards easy to read in terms of font size and layout? (scale 1 to 5 – 1 being very difficult to read and 5 being very easy to read)

1 2 3 4 5

2. Were the recipe instructions easy to follow (1 being very difficult, couldn't make it – 5 being super easy)

1 2 3 4 5

3. Have you kept them to use again, or would you?

4. Were the child activities useful?

1 2 3 4 5

Recipes:

1. Did you like the recipes on offer?

1 2 3 4 5

2. Which was your favourite recipe, why?

3. Which was your least favourite, why?

4. Would you make these recipes again? If no, why not?

Delivery:

1. Was weekly often enough?

2. Were the bags enough?

3. Anything else you would find useful to add in or take away from the bag?

4. Any further comments: