

Lincoln Community Larder Draft Basic Business Plan v02

<p><b>1. Mission</b> Why do we exist?</p>	<p>“The relief of poverty in Lincoln and the surrounding area by the provision of basic nutritious food and other basic amenities”.</p> <p>We collect food and financial donations in order to;</p> <ul style="list-style-type: none"> <li>• provide 3 day emergency food supply parcels to people at a time of crisis</li> <li>• provide basic amenities, which we define as toiletries, gas vouchers and, electricity vouchers, where a need is identified</li> <li>• financially support schemes and projects designed to relieve food poverty (e.g. FISH)</li> <li>• support other independent food distribution organisations</li> <li>• provide food distribution centres in Lincoln and the surrounding areas</li> </ul>
<p><b>2. Values</b> How do we behave?</p>	<p>The Lincoln Community Larder is:</p> <ul style="list-style-type: none"> <li>• an independent, secular, charitable organisation run completely by unpaid volunteers</li> <li>• a non-political organisation that will assist in any study research or information gathering designed to give better insight into the needs of the poor in Lincoln and surrounding areas</li> <li>• a low cost, high impact service</li> <li>• a welcoming, non-judgemental organisation</li> <li>• open to all in need and does not discriminate against anyone, especially on the grounds of sex, marital or parental status, race, ethnic or national origin, colour, disability, sexual orientation, religion or age</li> <li>• operating within Health &amp; Safety and other relevant food hygiene regulations</li> </ul>
<p><b>3. Vision</b> What are our aims in the next 5 years?</p>	<p>Over the next 5 years we aim to:</p> <ol style="list-style-type: none"> <li>a. ensure the long-term sustainability of our service to the community</li> <li>b. maintain our individual identity so as not to be seen as part of another service</li> <li>c. maintain a city centre presence for our main distribution site</li> <li>d. ensure adequate food storage space is always available</li> <li>e. provide more distribution centres in areas of need</li> <li>f. increase relationships with other organisations working to challenge food poverty</li> <li>g. help solve clients’ long-term issues - by referral to other organisations that can help with their problems</li> <li>h. promote the idea of healthy eating</li> <li>i. financially support other organisations in providing food for children</li> </ol>

<p><b>4. Strategy &amp; Goals</b> What will we do?</p>	<p><b>a. Long-term sustainability</b></p> <p>The Larder will have an organisation structure in place to achieve its objectives. This includes:</p> <ul style="list-style-type: none"> <li>• being managed by a board of trustees with a range of skills and experience (including; leadership, finance &amp; accounting, charity work, PR &amp; social media, and IT)</li> <li>• having a Larder Coordinator to organise day-to-day operations, with the assistance of a Volunteer Coordinator</li> <li>• recruiting and retaining a minimum of 30 volunteers</li> <li>• ensuring the Larder is reaching the people who need the help most by operating under a referral scheme</li> <li>• if available, applying for grant aid for both core and one-off funds at least twice a year to prevent reliance on short-term funds and donations</li> <li>• attracting at least 6 regular financial donors per annum by introducing a patronage scheme</li> <li>• attracting food donations from a minimum of 12 sources</li> </ul> <p><b>b. Individual identity</b></p> <ul style="list-style-type: none"> <li>• develop a new website to increase the Larder’s profile</li> <li>• generate good media relations and use the website and other social media to promote the Larder’s work and identity</li> <li>• generate social media posts at least monthly</li> </ul> <p><b>c. City centre presence</b></p> <ul style="list-style-type: none"> <li>• ensure the Larder maintains a city centre presence for its main distribution site</li> </ul> <p><b>d. Food storage</b></p> <ul style="list-style-type: none"> <li>• agreements for storage premises to be for a minimum of 1 year rental with a target of 5 years or on an annual rolling basis</li> <li>• introduce ways to measure the amount of food received and distributed (e.g. weigh a parcel and multiply that by the number of parcels)</li> </ul> <p><b>e. Distribution centres</b></p> <ul style="list-style-type: none"> <li>• consider managing distribution centres under franchise arrangements</li> <li>• undertake a review of client’s postal locations to identify a need for rural or additional city distribution centres</li> <li>• provide equipment for the establishment and maintenance of new distribution centres</li> </ul>
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	<p><b>f. External relationships</b></p> <ul style="list-style-type: none"> <li>• remain a contributing member of the Lincolnshire Food Partnership</li> <li>• work collaboratively with the Trussell Trust and other foodbanks in Lincoln and the surrounding area</li> <li>• agree with other foodbanks, the guidelines to be issued to referrers</li> <li>• work closely with others to ensure the online system remains fit for purpose</li> </ul> <p><b>g. Clients' long-term issues</b></p> <ul style="list-style-type: none"> <li>• refer clients in stress or greater need to relevant organisations which are qualified to offer assistance</li> <li>• consider helping clients suffering food poverty beyond the 3 day crisis period</li> <li>• offer printed cards with helpful information on who to contact for help</li> </ul> <p><b>h. Promote healthy eating</b></p> <ul style="list-style-type: none"> <li>• recipe book development - healthy living making food go further</li> <li>• offer vouchers to clients who need a hot meal</li> <li>• obtain nutritionist support to review food parcels sizes, quantities, products etc.</li> </ul> <p><b>i. Supporting other organisations</b></p> <ul style="list-style-type: none"> <li>• financially support other organisations in providing food for children</li> </ul>
<p><b>5. Metrics</b> What are we going to measure?</p>	<ul style="list-style-type: none"> <li>• measure success against the goals set</li> </ul>