

Theory of Change



INPUTS

STAFF AND VOLUNTEERS

FINANCE

PREMISES/POP-UP RESOURCES

KNOWLEDGE, EXPERTISE & QUALIFICATIONS

ACTIVITIES & OUTPUTS

FOOD EDUCATION IN SCHOOLS AND YOUTH GROUPS

GRANT FUNDED:
 - community group cookery courses (MoF, Food Security courses or bespoke courses)
 - Holiday Activity Fund cookery classes

TRADING
 - one-off cooking workshops in schools or community groups

COMMUNITY COOKERY CLASSES & COURSES

GRANT/CONTRACT FUNDED:
 • Diet-related illhealth courses
 • Jamie's Ministry of Food courses
 • Food Security courses and recipe kits

TRADING
 - Public-access Masterclasses and Food experiences
 - Private cookery classes/courses
 - Bespoke cookery courses with Comm. Groups

MEAL KITS

GRANT FUNDED:
 • Recipe Kits (food insecurity)
 • Recipe Kits (specific health focus)

TRADING
 • Recipe Kits (public access)

WORKSHOPS/EVENTS IN CORPORATE/BUSINESS SETTINGS

GRANT FUNDED:
 -N/A

TRADING
 - Team Building Events
 - Pop-Up Food Days (live demo's, recipe shares, tasters, wellbeing promotion)

SHORT TERM OUTCOMES

POSITIVE RELATIONSHIP WITH FOOD FROM AN EARLY AGE

INCREASED KNOWLEDGE OF FOOD TYPES

IMPROVED PERCEPTION OF AFFORDABILITY OF FRESH FOOD

INCREASED SKILLS AND CONFIDENCE TO COOK FROM SCRATCH

INCREASED HEALTH LITERACY

IMPROVED NUTRITIONAL BALANCE IN MEALS

IMPROVED NUTRITION IN THE WORKPLACE

ADDED VALUE OUTCOMES:
 INCREASED CROSS-GENERATIONAL FOOD SKILLS SHARING

IMPROVED FOOD ACCESS & REDUCED RELIANCE ON TAKEAWAY/READY MEALS

INCREASED MOTIVATION TO TRY NEW FOODS

INCREASED MOTIVATION TO COOK FROM SCRATCH

INCREASED MOTIVATION TO APPLY NUTRITION KNOWLEDGE

LONG TERM OUTCOMES

IMPROVED PHYSICAL HEALTH FROM IMPROVED NUTRITION

REDUCED MENTAL HEALTH ISSUES CAUSED BY STRESS/ANXIETY AROUND FOOD

IMPROVED FOOD SECURITY

IMPROVED APPRECIATION OF FOOD FOR GOOD HEALTH AS PART OF LIFESTYLES

GOAL
COMMUNITIES LIVE WITH NO PREVENTABLE DIET-RELATED ILL HEALTH