



MADE IN HACKNEY

COMMUNITY COOKERY SCHOOL



ANNUAL REPORT 2019-2020



FOUNDERS FOREWORD

Sarah Bentley Made In Hackney Founder



What a year. A year of crisis, resilience, change, learning, collaboration and service.

This report spans two very different moments in time: November 2019 to the end of February 2020 BC (Before COVID-19), and March 2020 to end of October 2020 DC (During COVID-19).

In those first four months we'd just come out of an incredible year. We had delivered 355 classes and events across London and the wind was in our sails for a bigger year to come, with plant-based eating finally accepted as something positive for people and planet. Our community classes were full with attendees reporting a wealth of physical and mental health improvements. Our masterclasses, which teach people core skills in vegan cooking, were selling out. We were building game-changing supporters in the hospitality sector. Then wham, COVID-19 hit and the world turned upside down.

At a time when the charity could have folded, the MIH family of staff, volunteers, trustees and supporters dug deep, switched gear, and threw themselves headlong into serving the community. From this the community meal service was born – a free, direct to door meal delivery for households who need support with food. This programme brought

new supporters and inspiring partnerships – collaboration with and learning from other groups critical to its success. With no sign of food access improving for many of the boroughs households, what launched as an emergency provision has now become a permanent service.

And the pivot didn't end there. Our fundraising and community classes moved online which meant our class attendees – and teachers – could join us from around the world, leading to some exciting new class themes and teachers. A one-on-one telephone health and food support service was launched as a response for those who didn't have digital access. And in perhaps the most inhospitable year to do so, we opened our beautiful new venue Liberty Hall, in partnership with community group and charity Clapton Commons.

Even more transformational, this year MIH embarked on a journey of learning and unlearning to embed anti-racism practice in all aspects of our work. This is ongoing with much still to learn, but it's a path we're committed to walking for as long as the organisation exists. What a year indeed.

*With kitchen solidarity,
Sarah & the MIH family*

ABOUT MADE IN HACKNEY

At Made In Hackney we believe everyone should have access to healthy, affordable food that's good for people and planet. We collaborate with communities to provide free nutritious meals and to share the skills to grow, cook and eat more plants to improve not only the health of people, but the planets too. We promote planet-friendly, plant-based, culturally varied food.

We make a difference to:

- health and wellbeing
- environment
- community

We support people to improve their health, create communities that they want to be part of, and tackle the climate crisis through dietary change.

This year was unlike no other as four months into the year we had to pivot our usual operation to launch an emergency response to support our community during the COVID-19 pandemic.

Our response included:

- A direct to door free community meal service
- Online cookery classes and courses
- One-to-one telephone health coaching
- Partnership working on community food provision

Over the last year our services have helped 4465 people get through the COVID-19 pandemic and to lead healthier, happier, more environmentally sustainable lives during an extremely challenging time. These people either attended a class,

course or event (face to face or online); volunteered with us; attended a community feast; received community meals; or took part in our telephone health coaching service.

We predominantly work with communities who disproportionately experience health inequalities, whilst ensuring EVERYONE can access a part of Made In Hackney's programme. Groups we have worked with this year include:

- Cultural and religious community groups
- Unaccompanied young asylum seekers
- Low income families
- Young diverse women
- Adults with learning needs
- Pensioners
- Recovering addicts
- Young people in care
- Young carers
- Women in refuges



We also work with people with pre-existing health conditions, such as asthma, type 2 diabetes, stroke survivors, weight management challenges, IBS, various types of cancer, high blood pressure, anxiety and depression, schizophrenia, PTSD and bipolar disorder.

People tell us our services have changed their lives for the better. In some cases, people have said it's saved their lives.

"My IBS symptoms have improved so much after taking your online cookery classes my doctor no longer wants me to go on medication."

Annie, community cookery class attendee, July 2020



Our three pillars of impact are:



HEALTH & WELLBEING



ENVIRONMENT



COMMUNITY

THE LAST YEAR AT A GLANCE

Made In Hackney was privileged to serve the community over this challenging year. This year we...

Hosted a stage at the **Plant Powered Expo** festival featuring 12 MIH workshops over 2 days reaching over **1000 people**

1000



Launched a **COVID-19 emergency food response** in partnership with Angelina's restaurant

4,465

Supported **4,465** participants in classes, events and as meal recipients and volunteers

Saved **10 tonnes of surplus food** to feed people that would have otherwise been wasted



Delivered meals to **500 people a day** at the height of our response



Placed **8000 emergency meals a week** at the height of the crisis in partnership with GMGG Gurdwara

Provided **48,000 free community meals** to 772 different people



10,000 miles cycled by our meal delivery cycle couriers

Crowdfunded £80,000 to fund the community meal service

£80k



Made **715 welfare calls** to people throughout the pandemic

Made **4780 bottles of fresh juice** for frontline NHS workers and carers



Proudly participated in various acts of solidarity with other members of the Hackney Food Network providing emergency community food

Opened **new HQ and cookery school Liberty Hall** in collaboration with venue partner Clapton Commons



Created **1526 volunteer opportunities** and worked with **236 unique volunteers**

Delivered **197 classes and events** face-to-face and online attended by **3000 people**

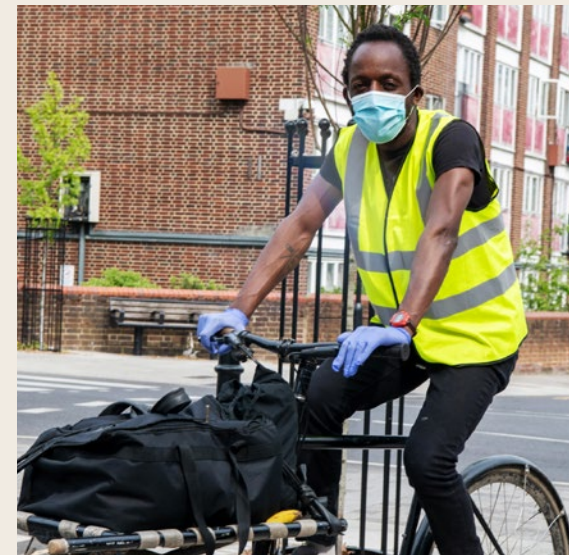


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Continued to deliver a programme for **Hackney Council Public Health** delivering **29 classes and 4 community feasts**

Delivered **221 certified training courses** to assist staff, volunteers and public develop employability skills



Successfully delivered our fourth year of core funding from the National Lottery Community Fund delivering **8 six week courses** and **24 community classes**.

24

8

Facilitated **7565 volunteer hours** across classes, the meal service and Liberty Hall



Appeared on **BBC News, London Radio, Jazz FM and French National News M4** talking about our community food response

Filmed a food waste themed class for **BBC Earth** with sustainable chef Max La Mana



OUR IMPACT

Health & environment

197
classes and
events

Worked with
4465
people

48,000
meals delivered
in response to
COVID-19



Community



89%
of participants
said the classes
helped them feel
more connected
to their local area

97%
of volunteers said
their experience
enhanced
their sense of
community



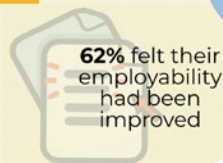
70%
of participants met
new people from their
local community

Volunteers & training



94% of
volunteers said
the classes
improved their
overall mood

236
unique
volunteers



7,565
hours of
volunteering



CASE STUDY Lyn Community meal recipient, June 2020



Lucy Young

Oscar winning actress Olivia Colman came to visit!

“This service is a lifeline, not only for the food but on many days the young delivery person is the only one I see or talk to.”

“They ask how I am and stop for a brief (distanced of course!) chat and that’s much appreciated as I’m elderly and have no living relatives now. I have limited mobility due to an arthritic hip so standing queuing outside supermarkets is painful and local shops limited in range and expensive – my pension income is benefit level.

I’ve also benefited nutritionally and lost 7lbs in weight, the only positive of the situation. I have high blood pressure and cholesterol with Type 2 diabetes and although not vegetarian, I am now accustomed to the diet and grateful for your cooks’ efforts in providing something different every day with mild flavouring so as to be widely acceptable.

When the GP surgery is open for routine blood tests I will let you know if my results show benefits. I ran small charities for over 40 years (hence the low pension) so know how hard raising funds is and congratulate you on your efforts in making a real difference in this borough.”

WHAT WE DO

The Community Meal Service

Launched in March in partnership with Angelina's restaurant at the start of the first national lock down, at the height of the response the service was providing 500 meals a day to people struggling to access food. The meals were delivered by cycle courier and for many this connection was the only contact they had with 'the outside world'. Therefore the service became about so much more than food. People receiving meals were referred by GPs, community

organisations, Citizens Advice, Social Services, neighbours, family and by self-referral. We did not assess people for 'need' as this process is dehumanising at a time when people are already experiencing difficulty.

In August we took the cooking of the meals in-house so our chefs could better prepare food that meets the cultural requirements of Hackney's diverse borough. We evolved the set-up from daily cooking and delivery of meals to batch cooking on Tuesdays and Thursdays. As part of the meal service, welfare calls take place to get feedback on the meals,

co-create menus and signpost other support services if needed. Started as an emergency provision, we are committed to continuing this service for as long as the community needs it and we're able to fund it.

The relatively recent investment of CRM system Salesforce empowered us to be able to launch, fundraise for and deliver a project of this scale.

Partners: Edible London, GMGG Gurdwara, VBites, Liv, Made Up Kitchen, The Felix Project, City Harvest, Fare Share, Clearspring, Rice People, Cake or Death, Lele's, Mother, Dawnelia Properties, Queen Of Hoxton, Follow Your Heart, The Arty Vegan, Form Nutrition, Fresh & Fruity

Thanks to our partners we received over £200K worth of donated food.

"The meals are so nourishing. There's not one meal that's the same and not one meal I haven't enjoyed. Volunteers are lovely, everybody has nice words and nice smiles. It's frightening to go to the supermarket and it keeps me safe. It's made me feel so much better, I'm not eating rubbish anymore."

Pauline, community meal recipient, October 2020



Hosting and partnerships

This year we were humbled and honoured to be a host organisation to empower another group to access funding. This was a MIH first and the group was the amazing LIV – the charitable offshoot of GMGG Gurdwara. Via this union, LIV received two grants for their phenomenal COVID-19 food relief programme – one for £25K from City Bridge Trust via London Community Response Fund (Wave 3) and one for £10K for WRAP Surplus. Another first – we led on a partnership between ourselves, LIV and Made Up Kitchen/The Hackney Marshes Partnership. We received £84K from National Lottery COVID-19 Response which we split equally 3 ways between all organisations for our respective COVID-19 food response programmes with much learning, sharing and solidarity between the three groups taking place.



Filling the gap – meal placement in partnership with GMGG

We're extremely proud of our partnership work with Slough based Sikh temple Guru Maneyo Granth Gurdwara who we first met when they provided donations of free produce to our community meal and juicing service. The Gurdwara has an incredible community kitchen and team of volunteers capable of cooking for tens of thousands of people a day. These free meals were delivered across London and donated to groups working with households in need of food. When the Gurdwara had the capacity to provide thousands more meals but didn't have recipients, Made In Hackney partnered with them and did a North-East London-wide

outreach exercise and placed 8000 meals a week with organisations supporting people with food. These meals were provided for four months and helped get people most in need through the worst of the crisis.

Juice for frontline workers

For a trial period we made fresh vegetable and fruit juices for frontline NHS and other health workers. These juices were an act of solidarity and a way of assisting our frontline key health workers to stay well during an extremely stressful time. This programme has now ended.

Partners: Club Mexicana and Sports Banger



Our new HQ: Liberty Hall and partnership with Clapton Commons

After three years of development and in the midst of a pandemic we opened our eagerly anticipated new HQ, Liberty Hall, in partnership with Clapton Commons. Unlike our former venue on Cazenove Road, the new HQ has a surrounding community garden, is ground level, wheelchair accessible and has more space for individual cookery stations.

Partners: Balau Kitchens, Hisense Appliances, Hackney Council, Clapton Commons & Café Muisca Coffee Kiosk, Meadows & Greens Flowers, Cycle Folk and Growing Communities





Community cookery and food growing classes

Our community cookery and food growing classes remain the heartbeat of our community cookery school. It's where community members can come together and share skills and learn new ones connected to culturally diverse, plant-based, planet-friendly eating. We ran classes for families, young carers, type 2 diabetes patients, Muslim parents and many other local community groups. We missed these face to face sessions immensely during the pandemic and were delighted to briefly bring them back in September 2020 before the winter lock-down.

Bringing people on a journey of plant-based food discovery has to be fun, exciting, tasty, representative and diverse. This year's class themes included:

- Vegan fish • Fruit crumble tart
- Gyoza • Indian street food
- Ethiopian • Italian chef course
- Japanese picnic • Vegan meats
- Nut cheese • Pastry • Samosas
- Zero waste cooking • Life beyond cheese
- Mood boosting brunch
- Mood boosting treats and snacks
- No-waste savoury tart • Oil-free
- Indian cooking • Plant based bibimaps bowls • Plant based Sierra Leone cuisine • Seasonal Italian
- Smiley face choc cookies

- Sourdough bread making
- Southern Indian • Sri Lankan fusion
- brunch • Support your immune system
- Sushi sandwiches • Art of vegan sushi
- Chocolate fudge cake
- Vegan Christmas • Aquafaba
- Baked pakoras • Bread making
- Colourful Caribbean-style patties
- Fermentation • Festive vegan baking
- Gluten-free baking • Going vegan
- Gourmet ferments • Gourmet
- vegan • Gujarati cuisine • Homemade
- cosmetics • Kimchi and sauerkraut

“Loved the cooking classes I went to. I am currently unemployed and this kind of opportunity to go outside, meet people and eat good food while learning is amazing!! Thank you.”

Richard, family cooking courses participant, February 2020

CASE STUDY Gabriel Community meal recipient, June 2020



“The meals have been everything.”

I really appreciate that they're vegetarian. I'm classed as medically vulnerable so I have to shield. I don't know what I would have done without them. Seeing the friendly couriers every day, just knowing someone was looking out for me meant so much. I was training to be a medical doctor but I had a stroke. I've been trying to rebuild my life since but it's tough. I'm so grateful for this service. I'd have gone hungry many a day without it. Thank you.”



Community outreach and events

In BC (Before Covid) times we held a hugely successful December festive community celebration attended by 200 people, hosted a stage for the 2020 Plant-Power Expo reaching 1000 people and held another of our popular vegan cheese fundraising events at the Wild Food Café. We also held Kids Kitchens at the Whitechapel Ideas Store and two family marathon events. We look forward to a time when these type of events can resume.

“Great atmosphere, friendly people. I learnt a lot about vegan food.”

José, St Mungo’s resident, participant on Cooking For Life course, February 2020

Online fundraising classes

The COVID-19 crisis catapulted us into the world of live online classes in April 2020. These classes have increased our reach with people joining from all over the world (France, Spain, Germany, Malta and the USA to name just a few countries). They are also more affordable than in-person masterclasses and therefore more accessible. We started with a ‘pay what you feel’ system with no minimum donation, but introduced set tiered fees from October 2020. The programme also allows us to work with teachers based overseas, and we’ve had teachers delivering classes for us from Mexico, Italy and Sierre Leone.

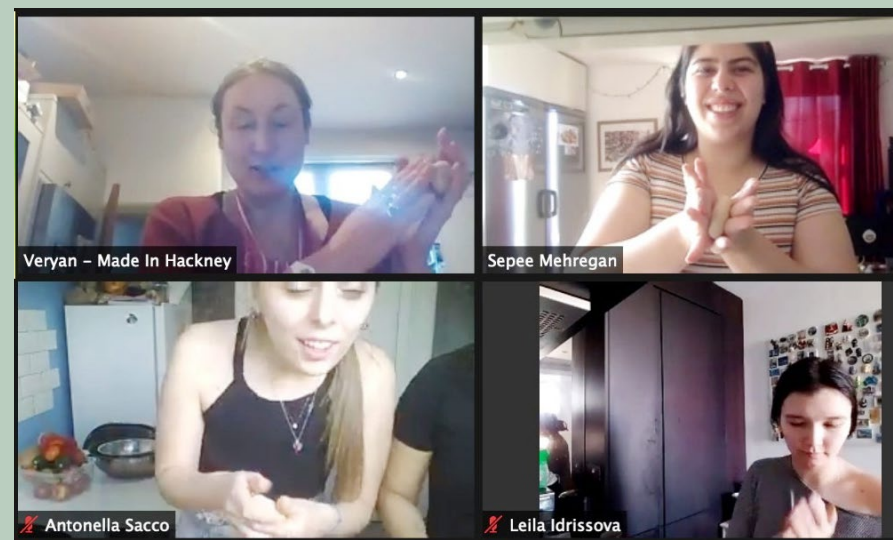


CASE STUDY Sepeedeh

One-to-one telephone coaching and online community cookery class attendee, October 2020

“I’ve tried to change my relationship with food, so that I don’t see food as ‘bad’ but as fuel, and to base my food options on those that make me feel good and give my body nutrition.”

“I definitely cook more vegan foods and before I used to think vegan food was bland and lacked options. I make use of a lot more pulses in my daily life and I’ve tried to change my relationship with food. So that I don’t see food as “bad” but as fuel, and to base my food options on those that make me feel good and I know will give my body nutrition over wasted calories. I used to try and avoid oil completely but now I realise some healthy fats are actually essential for brain growth and it serves its purpose. I’ve sought out cooking classes more after this service and am now going to the Liberty Hall classes. The more I do the less I want to cook and eat meat.”





“Made In Hackney saved my mental health. I don’t know what I would have done with myself during lockdown otherwise and it’s been life changing to be able to give something back to the community.”

Caz Spencer, logistics volunteer for our community meal service

Volunteering and Training

This has been a monumental year for volunteering. Our long term Volunteer Manager Nynke Brett stepped aside in February 2020 to become our Operations Manager and we were delighted to welcome Khin Tye to the position. Khin was in post for two weeks before COVID-19 hit and the job she applied for changed overnight, with a new scope of volunteer roles – kitchen assistants, cycle buddies, food donation collectors, online class hosts, juicers – needed for our emergency response programme. Volunteers were critical to our organisational pivot and performed crucial roles across all of our programmes. A year’s worth of volunteer hours (based on 2019’s figures) were facilitated within the first 3 months of Khin being in post – an enormous growth.

7565 volunteer hours across classes, the meal service and Liberty Hall

Masterclasses (revenue generating)

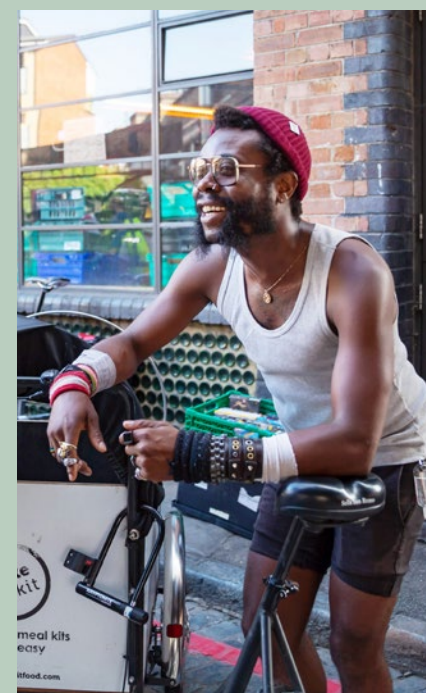
The BC part of the year saw a packed masterclass schedule with demand so great we sometimes hosted three masterclasses over a weekend – a feat in our tiny Cazenove Road basement kitchen! We invested in improving our SEO ranking on Google and this, coupled with a surge in interest in vegan cooking, immediately saw an increase in sales. COVID-19 meant masterclasses were paused and will remain so until social distancing measures are removed as with less people in a class the programme isn’t viable as a revenue making stream.

CASE STUDY Francis

Community meal service cargo bike riding volunteer, August 2020

“I have found the experience fantastic. I think everyone should do some form of volunteering to be in touch with people around you – we all live in a bubble. From being involved in this work, I’ve been to see so many different types of people. There are people who live across the road from me and I’ve never engaged with them until now. We don’t know how the other side lives and we need to understand this to understand ourselves and the world we live in. Even if someone is perhaps rude to you, you never know the story behind it and I’ve learnt not to judge people. It has become quite personal for me with many of the people I see repeatedly.

“It’s pushed me to engage with people I normally wouldn’t engage with. It has also offered me friendship during lockdown whilst I’ve been on my own. It’s been an absolute Godsend.”



It’s really got me in contact with a part of my persona that I never knew existed. I feel that I have expanded and grown a lot since doing it. Before this I saw volunteering as a burden which required sacrifice but I’ve had so much fun and it’s been a massive education for me. I will also be using my experience in interviews as I’m job hunting now and I hope to get into the charity world again. When I discuss this experience in an interview, I’ll be discussing it with a passion. It has become part of the fibre of my being!”

PARTNERS AND SUPPORTERS

We collaborate with a range of fantastic partners to make the biggest impact possible, from council departments to charities and grassroots community groups. This year we worked with:

Community partners

Courses

ICM Foundation • Kingswood Community Shop • Deaf Multilingual Community Support • North London Muslim Cultural Centre • St Mungo's Supported Housing • City & Hackney Carers Centre • You Make It

Meal service

• City and Hackney Rehabilitation and Recovery Service • Adopt North London • Age UK East London • Lower Clapton Group Practice (GP surgery) • City & Hackney GP Confederation (NHS) • Citizens Advice East End Family Action • Hackney Foodbank • NHS City and Hackney CCG • City & Hackney Carers Centre • Hackney

Circle • Hackney Citizens Advice Bureau • Hackney Migrant Centre • North London Muslim Community Centre • Notting Hill Genesis Housing Association • Round Chapel Old School Rooms • Shoreditch Trust • Woodberry Down Children's Centre Volunteer Centre Hackney • Health Watch Hackney • Young Hackney • East London NHS Foundation Trust • Hackney Service Centre • Nightingale GP Practice • Anchor Hanover Housing Association • Shuttleworth Homeless Hostel • Whiston Road GP Surgery • Helen Bamber Foundation • African Community School • North London Community Consortium • BlindAid • St Mungo's Hackney (Mare Street Hostel) • Hackney Integrated Learning Disability Service • Well Street Surgery • Lil Angola's • Hackney Adult Social Services • Jami Hackney Hub • Solace Women's Aid • North Hackney Recovery Community Mental Health Team, and many more.

Juice

• St Joseph Hospice • Homerton Hospital NHS Foundation Trust • Whipps Cross University Hospital • Woodside High School Foodbank • Mortimer Market Centre • Risley Avenue Primary School Food Bank



Funders

• The National Lottery Community Fund • Martin Lewis COVID-19 Fund • London Catalyst • British Land Trust • UBS • East End Community Foundation • Hackney Parochial • City Bridge Trust • Charities Aid Foundation • Matrix Causes Fund • Worshipful Society Of Insurers • London Stock Exchange Group • The David & Ruth Lewis Family Trust • The Antonio Carluccio Foundation • Neighbourly Community Fund • Rank Foundation • Waitrose Community Matters • Postcode Lottery • Chapman Charitable Trust • Million Dollar Vegan • L&Q • Southall Trust • WRAP • Catherine Johnson • Ruth Jenkins • Viridian Nutrition

“Both the cookery classes and the festive celebration were extremely special. The deaf community misses out on a lot of health and wellbeing advice and information so your classes with the sign language interpreter and the opportunity for us all to connect were just fantastic.”

Medhi Mahbaz, Deaf Multilingual Community Support, Dec 2019



Supporters

• Angelina's Restaurant • Hisense UK • GMGG Gurdwara • Balau Kitchen • Oatly • Natural Balance Foods • Pidgin • Pophams • The Plant Academy • Slaw • Clearspring • The Felix Project • Edible London • City Harvest • Mother Café • Apple • Shuttleworth Homeless Hostel • Aranchini Brothers • Om Bar • Club Mexicana • Sports Banger • Better Nature • Pale Green Dot • Odd Box • Truman's Beer • Glock Ltd • Accept & Proceed • V Bites • This.UK

Clients

• Hackney Council • Adidas • Mossbourne Academy • Salesforce • VegFest (Plant Powered Expo)

OUR AMBASSADORS



DR RUPY AUJLA



DR NITU BAJEKAL



JAY BRAVE



DAMIEN CLARKSON & JUDY NADEL, VEVOLUTION



ROXY POPE & BEN POOK, SO VEGAN



RACHEL DE THAMPLE

OUR TRUSTEES

Chair: Jean Carroll

Treasurer: Irina Nedashkovskaya Basile

Board members:

Yasmin Ahmed
Rebecca Barton
Adam Biddle
Rowena Humphreys

Ashley Pollock
Amar Qureshi
Melissa Saint Hill
Tara Sukumar
Tara Waters

OUR TEACHERS

Rohini Bajekal & Dr Nitu Bajekal
Oliver Bragg • Jay Brave
Mark Breen • Tess Christian
Sharon Gardner • Amy Hiller
Shashi Ioannides • Lauren Lovett
Fiona McCallister • Zoe Marks
Duchess Nena • Michael Ninvalle
Bruna Oliveira • Ekowa Paul
Amanpreet Paul & Sandeep Paul
Sareta Puri • Melissa Saint Hill
Nishma Shah • Samardo Sibley
Asa Simonsson • Woin Tegegn
Betty Vandy • Amandeep Verdding
Hannah Walker • Steve Wilson

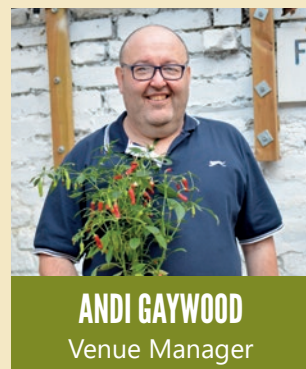


OUR COMMUNITY MEAL CHEFS



Left to right: Sareta Puri, Ekowa Paul, Selva Martinez, Flo Francis

OUR TEAM



and **AMBER SINCLAIR** Finance Assistant

THE FINANCIALS

	2019-2020 £	2018-2019 £
Turnover:		
Grants	350,855	273,140
Enterprise	58,845	41,480
Fundraising	211,378	68,242
Other	57,165	2,893
Total turnover	678,243	385,755
Expenses	514,757	298,986
Net for year	163,486	86,769
Balance carried forward	354,763	191,277

THANK YOU

A big thank you to everybody we have worked with over the last year. The people who have attended our classes, the volunteers who give their time so generously, the chefs and teachers who share their valuable knowledge, our delivery partners, and to all of the people and organisations who have supported us financially. We couldn't do it without you!



📷 @madeinhackney

🐦 @Made_In_Hackney

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