

THE FELIX PROJECT

IMPACT REPORT

2023



Felix

A MESSAGE FROM OUR FOUNDER

WE ARE EXCITED
TO SEE HOW THIS
RIGOROUS APPROACH
IS ABLE TO GUIDE OUR
DECISION MAKING
IN THE YEARS AHEAD.



A handwritten signature in white ink on a teal background.

Justin Byam Shaw OBE
Founder and Trustee of The Felix Project

We have made real progress with our impact measurement this year, charting both the sharply increasing demand for food support in London and how The Felix Project has responded to this evolving crisis. We are excited to see how this rigorous approach is able to guide our decision making in the years ahead.

I have noticed how much more we have been able to do by collaborating with other organisations. In February we welcomed His Majesty the King to our Poplar depot to celebrate a joint project distributing over 800 fridges and freezers to community organisations across the UK. Since the summer, we have been working with the Greater London Authority and the Mayor's Fund for London to deliver an additional 6.9m meals to children across London.

Too often, charity reports get bogged down in technical definitions and language designed to soften the harsh realities of real-world suffering.

I hope you don't mind me reminding you that the phrase 'Food Insecure' includes the thousands of people sleeping rough in London tonight, for whom a hot meal, prepared in our Poplar Kitchen and served in a drop-in centre or night shelter, could be critical.

It includes mothers and fathers across the capital forced to choose whether they or their child should go to bed hungry; children asked to learn on empty stomachs; and adults unable to focus on tackling their mounting debts because they need instead to concentrate on where their next meal will come from. Felix is there to help all these people and more.

Meanwhile 'Food Surplus' includes, for example, thousands of tonnes of UK-grown fruit and vegetables rotting in landfill, where they produce methane, one of the most potent greenhouse gasses.

We are proud to be a leading partner in the Coronation Food Project, and grateful to have a monarch who agrees that countering one urgent problem (food insecurity) by addressing another (food waste) creates an outcome which really does work at scale.

A MESSAGE FROM OUR CEO

WE STILL HAVE A GREAT
DEAL TO DO TO CONTINUE
PROGRESS TOWARDS
OUR VISION OF A LONDON
WHERE NO GOOD FOOD
IS WASTED AND NO
ONE GOES HUNGRY.



A handwritten signature in white ink on a teal background.

Charlotte Hill OBE
CEO of The Felix Project

As we leave 2023 behind us, it's time to look to the future and think about the role The Felix Project will play next. We know we still have a great deal to do to continue progress towards our vision of a London where no good food is wasted and no one goes hungry.

This year will see us build our new strategic plan for 2025 onwards. We will be working with colleagues, volunteers and partners to consider our goals and objectives and what our role is in achieving them. We cannot achieve our vision alone. Embedded in any future plans will be a partnership approach of working alongside others for collective impact.

We are a young organisation but we have amazing connections to hundreds of grassroots community organisations across London, delivering profound social impact and addressing some of society's most pressing needs. We have built a brand and have a reach and influence that we must now use to help achieve our mission.

I also believe we have a responsibility to use research and data to maximise the use of the incredible infrastructure we have built – our four depots, fleet of 45 vehicles and Felix's Kitchen. This is why we will continue to innovate this coming year. We will be piloting a Multibank programme that will see us rescuing other surplus items (such as bedding, toiletries and hygiene products), adding value alongside our food.

2024 will see a move for our south London depot to a new site, which will be a flagship for the Coronation Food Project. And, of course, our focus on health and safety, data security, the highest food hygiene standards, and ensuring Felix is the very best place to work and volunteer will continue.

So, as ever, lots done but lots more to do. And we can't do any of it without you. Thank you for continuing to be on this journey with us.

OUR IMPACT JOURNEY

Understanding the difference that The Felix Project makes is vital if we are to evaluate the progress made towards our vision for a London where no good food is wasted and no one goes hungry. Ensuring that we understand and track the impact of our work was identified as a key priority in 2021. Since then, we have created our **Theory of Change** and have developed an **Impact Strategy** and **Research & Evaluation Policy**, as well as an **Impact Dashboard** which will help us monitor our impact against key indicators in real time.

As part of our Impact Strategy, we have worked on several evaluations, to help better understand the impact of our work. We have:

- Conducted **in-depth interviews with the community organisations we serve**, with most interviewees commenting that our food provision is 'both more varied and of a higher quality overall than that provided elsewhere'
- Evaluated our **Felix Food Fight** programme, finding that 88% of schools are able to build stronger relationships with families as a result of receiving Felix food
- Evaluated our pilot **Kitchen Employability Scheme**, noting its 'very high success rate', whilst also making recommendations for future development
- Carried out research into the **surplus food supply landscape**, reaching the conclusion that suppliers value the environmental and social impact of our work equally.

We have also carried out our **first extensive survey of community organisations**, which revealed many new insights, including that:

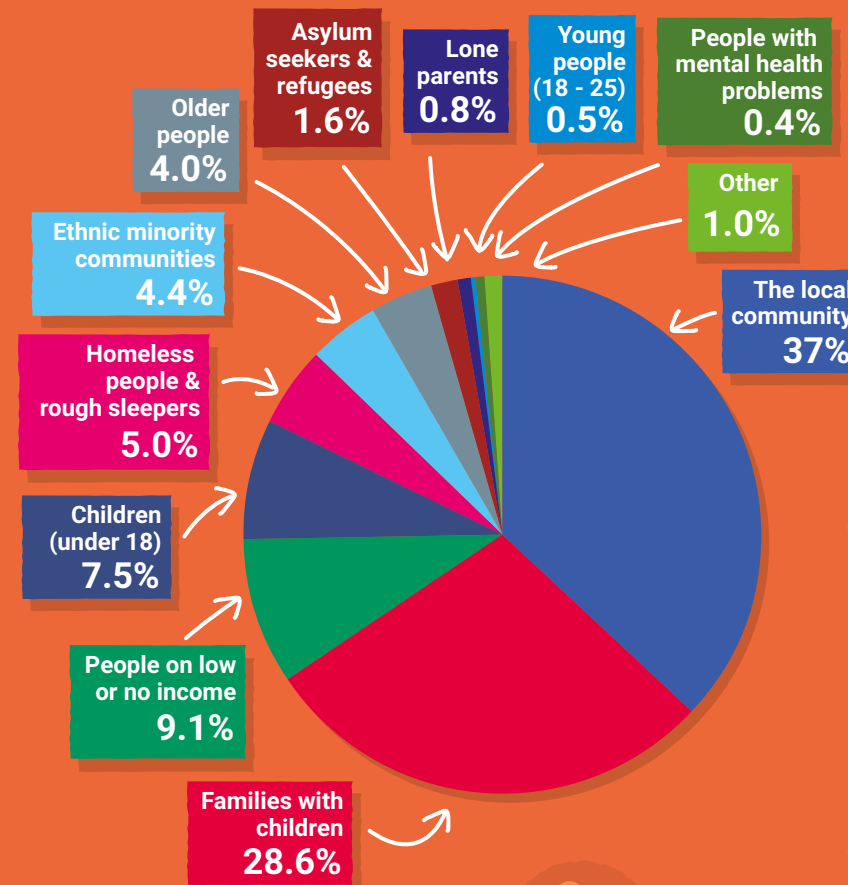
- 53%** of our community organisations have seen an increase in people in **full-time employment** seeking food support
- 89%** are expecting **demand for food** to continue to **rise in the next 12 months**.

In answer to our internal survey, **76% of staff** said working at Felix has led them to **change their behaviours** around food waste issues.

Together, these findings have helped us evaluate the impact we are having on the dual problems of food waste and food insecurity in London. We are excited to share our learnings with you and hope to take you with us on the next step of our impact journey.

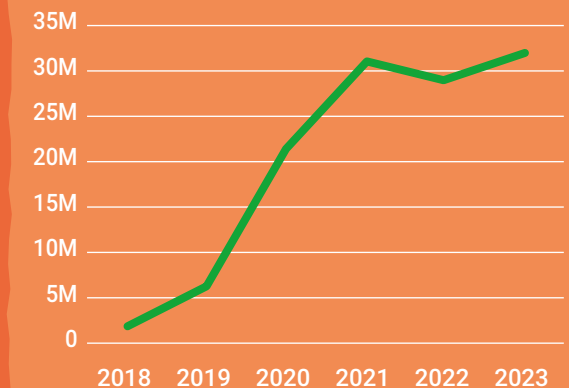


WHO DO OUR COMMUNITY ORGANISATIONS SUPPORT?



85% OF COMMUNITY ORGANISATIONS SAY RECEIVING FOOD FROM FELIX ENABLES THEM TO MAKE MORE OF A DIFFERENCE IN THEIR COMMUNITY

MEALS EQUIVALENTS DELIVERED



Carbon footprint of rescued food = 20,000 return flights to NYC

50% OF FOOD IS DELIVERED TO COMMUNITY ORGANISATIONS IN THE TOP 1/5 MOST DEPRIVED NEIGHBOURHOODS

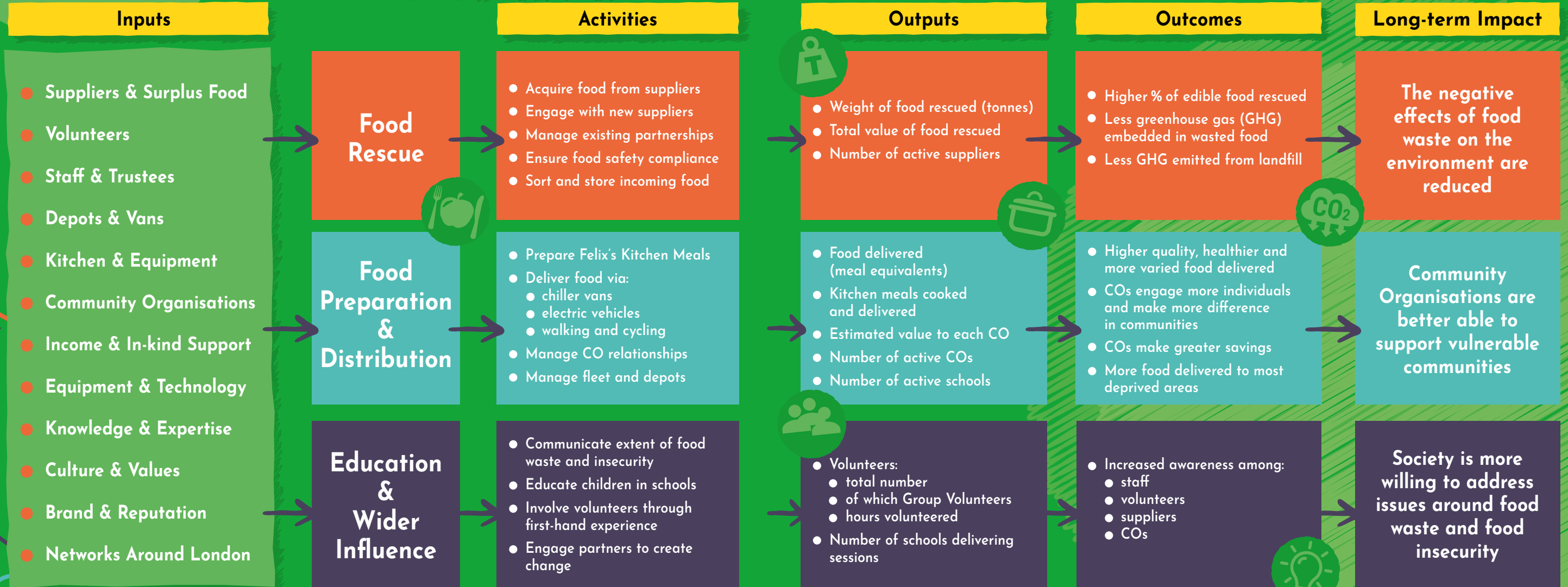
Felix

OUR THEORY OF CHANGE

NEED: Community organisations (COs) across London need more food to support vulnerable communities

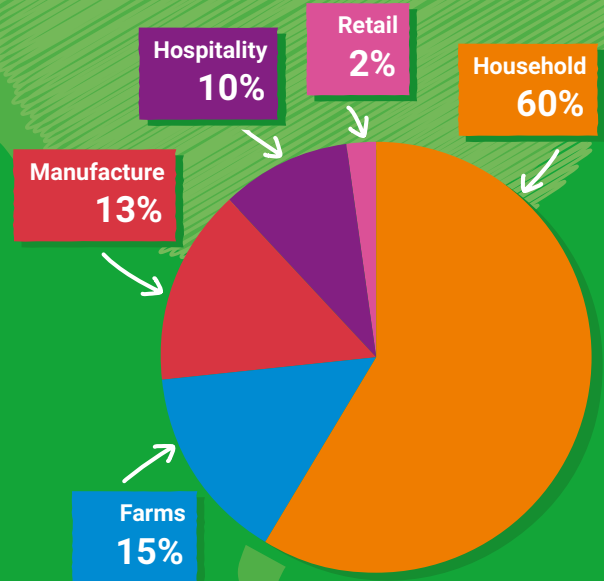
MISSION: Rescue good food from becoming waste and divert it to people most in need

VISION: A London where no good food is wasted, and no one goes hungry



LONDON'S FOOD WASTE PROBLEM

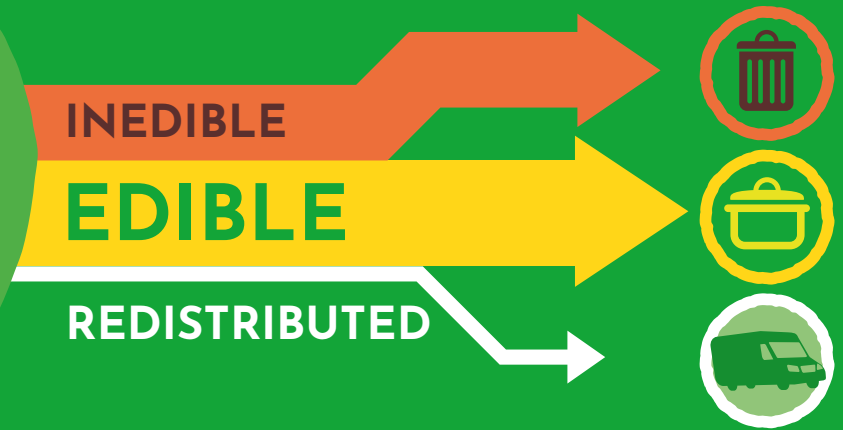
FOOD WASTE BY SECTOR¹



THE UK WASTES
10.7 MILLION TONNES
OF FOOD A YEAR²
– ENOUGH
TO FILL
WEMBLEY STADIUM
10 TIMES

WASTED FOOD
ACCOUNTS FOR **8-10%**
OF ALL GREENHOUSE
GAS EMISSIONS³

67%
OF LONDON'S
FOOD WASTE
IS **EDIBLE**,
BUT LESS THAN 1%
IS REDISTRIBUTED⁴



LONDON'S FOOD INSECURITY PROBLEM

100,000 LONDON FAMILIES HAVE LESS
THAN **£3 A DAY** TO SPEND ON FOOD⁵



**ETHNIC MINORITY
HOUSEHOLDS⁸**
ARE TWICE AS LIKELY
TO EXPERIENCE

**PEOPLE WITH
DISABILITIES⁹**
ARE FIVE TIMES AS LIKELY
TO EXPERIENCE

FOOD INSECURITY

8
1 - WRAP (2023), Annual Survey of Redistribution Organisations in the UK 2 - WRAP (2023), Food Surplus and Waste in the UK
3 - UNEP (2021), Food Waste Index Report 4 - ReLondon (2021), London's Food Waste Footprint 5 - The Felix Project (2022), Internal Survey

6 - The Childhood Trust (2022), A Report on Food Insecurity Impacting School Aged Children in London 7 - Trust for London (2023), London's Cost of Living Tracker
8 - Food Foundation (2021), Press Release 01 March 2021 9 - Food Foundation (2022), Press Release 07 February 2022
9

FOOD RESCUE



2023 brought exciting opportunities for us to rescue surplus food from new sources. Since July, we've had a base at Western International Market, a major wholesale market near Heathrow, where we have been sorting and redistributing fresh produce every morning. The market has risen rapidly to become one of our biggest suppliers in only five months. Harvest time found us at H.E. Hall & Son's farm in Kent, where teams of volunteers worked to pick surplus apples, pears and plums, totalling an incredible 100 tonnes, 30 tonnes of which has been turned into juice.

Elsewhere, the distribution of over 800 fridges and freezers as part of The Freezer Project supported by His Majesty The King has enabled us to increase volumes by extending the life of rescued food, particularly when faced with seasonal gluts.

We would like to thank all of our food supply partners who have contributed to such an impactful year, including FareShare UK.

Felix is agile and can turn things around quickly. There's someone in every area of the business that can help us.

Abbie Mines
Sustainability Manager
Ocado Retail

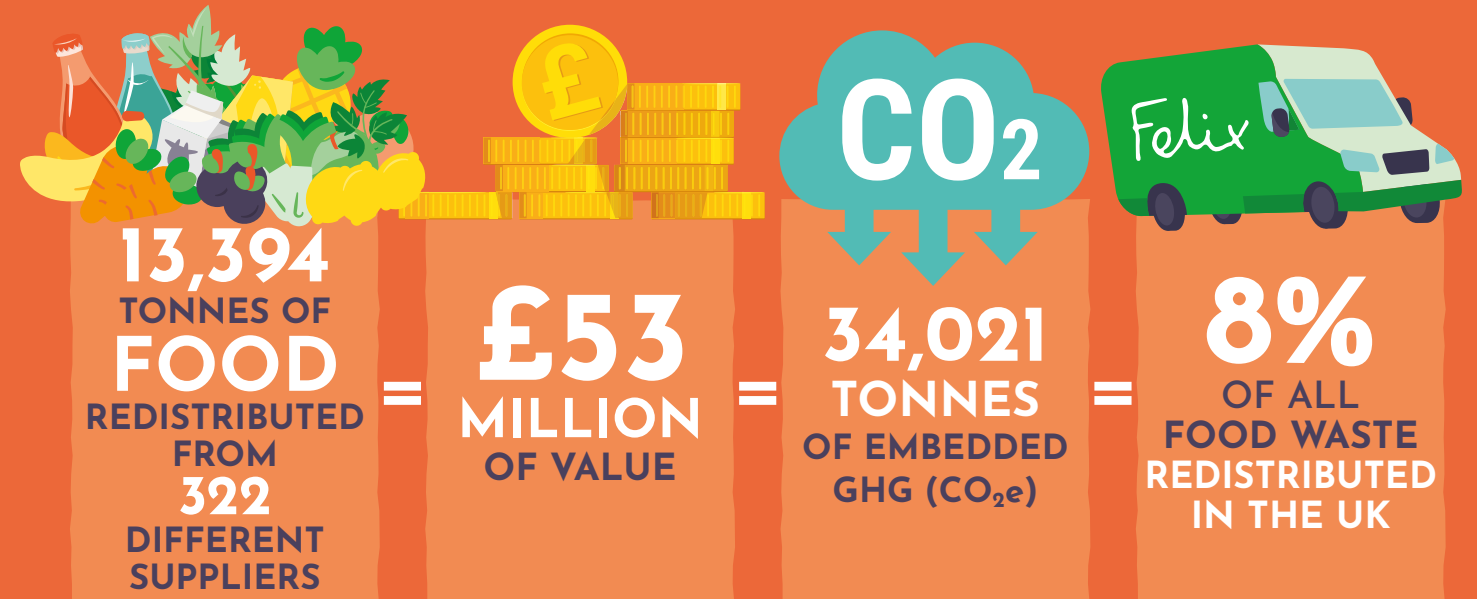
We like what you're doing and what you're trying to achieve. And if we can assist and help, it makes us feel a lot better about what we're doing! I like the feel of the people that I've met and dealt with. It seems like one big happy family.

Keith Ward
Chairman, Western International Market
Tenants' Association

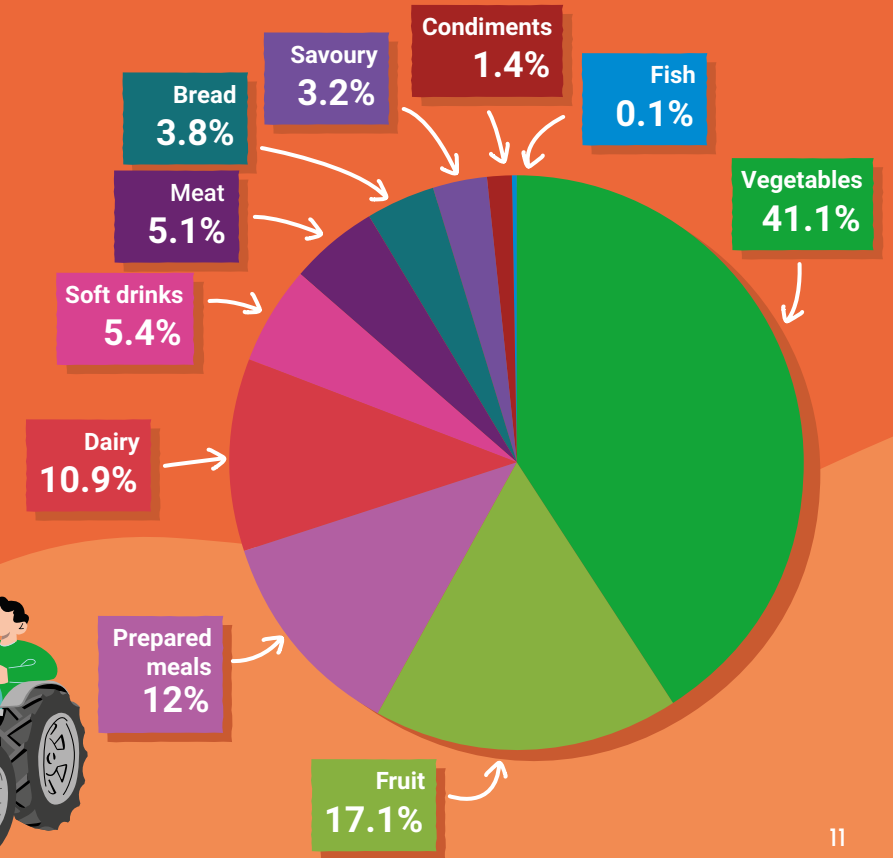
Your level of organisation is frankly far in excess of anything I've seen anywhere else. The efficiency of everybody at every stage of this as we've gone through the production cycle has been brilliant.

Peter Hall
Farm Owner, H.E. Hall & Son

**YOUR SURPLUS CAN
FEED LONDON
SIGN UP AS A SUPPLIER**



233,720
Apples picked
at H.E. Hall & Son's
farm



FOOD

PREPARATION AND DISTRIBUTION

KITCHEN

We began this year with one mission in mind: to increase the number of meals we could send out, in order to meet ever-increasing demand. We are proud to be producing more meals than ever before, regularly breaking our own records. In March, we made over 5,000 meals in a day for the first time and in October we set a new monthly record, producing 103,620 meals.

The year's highlights have included celebrating our second anniversary, being broadcast on the BBC twice, and catering for Felix events from the Santa Stair Climb to volunteer parties. In November, we underwent a refurbishment project, leaving us ready to hit the ground running in 2024. Watch this space!

Thanks to the quality and volume of food, we are now able to provide consistent weekly assistance to over 1,000 people. Your steadfast support has enabled us to divert the majority of our spending into our wider services. Thank you for helping us to transform so many lives, and for enabling an ever-increasing number of people to move beyond the need for emergency food support.

Lewisham Donation Hub

COMMUNITY ENGAGEMENT

2023 has been another busy year for the Community Engagement Team. As well as continuing to work with over a thousand community organisations across all 32 boroughs, we have expanded our Felix Food Fight programme, which now provides food to over 170 schools.

The year started with us offering over 800 fridges and freezers to our network as well as to others across the UK. In April, funded by the Mayor of London, we stepped up our delivery of meals to vulnerable families during the school holidays and expanded our weekend operations. During the summer school holidays alone we delivered over 3.6 million meals to children and families across London.

In October, we carried out our first in-depth survey of our community organisations, which has given us unprecedented insight into both the impact Felix food has for our network and the challenges they face. In the last year, 90% of our community organisations have seen increased demand for food, with more than half reporting they have seen more people in full-time employment seeking food support. It's clear that our work is more needed than ever.

In 2024, we are looking forward to further expanding our provision to families and children, as well as supporting the incredibly diverse grassroots community organisations that provide a vital lifeline for so many Londoners.



5.4 million
Potatoes
Delivered



Our school community relies on the food that Felix supplies. It's also a way of engaging with our families and giving us an opportunity to identify some families that may need further support. It's bringing our school community together.

Woodside Primary School

You get lots of good, healthy stuff like fruit and vegetables and then other things too. It's not always enough to make lots of meals but it helps and it means I have to buy less from the shops. I am very grateful for Felix's help and thank God it's here when I need it.

Abby, guest at
St Stephen's Pantry HLP



OUR IMPACT ON COMMUNITY ORGANISATIONS

9 OUT OF 10 ARE ABLE TO ENGAGE MORE INDIVIDUALS AS A RESULT OF RECEIVING FOOD

AVERAGE SAVING OF £349 PER WEEK, WHICH CAN BE SPENT ON IMPROVING SERVICES

84% OF ORGANISATIONS USE 90% OR MORE OF THE FOOD

1,114,234 FELIX'S KITCHEN MEALS PREPARED

75% OF PARENTS SAY RECEIVING FELIX FOOD GIVES THEIR FAMILY A HEALTHIER AND MORE VARIED DIET

DELIVERING TO 1,119 LOCATIONS AROUND LONDON

EDUCATION AND WIDER INFLUENCE

As London's largest food redistribution charity, The Felix Project uses its influence to connect people, share ideas, champion best practices and raise awareness of the dual issues of food waste and food poverty.

Receiving food from The Felix Project helps us to highlight environmental issues.
The Margins Project

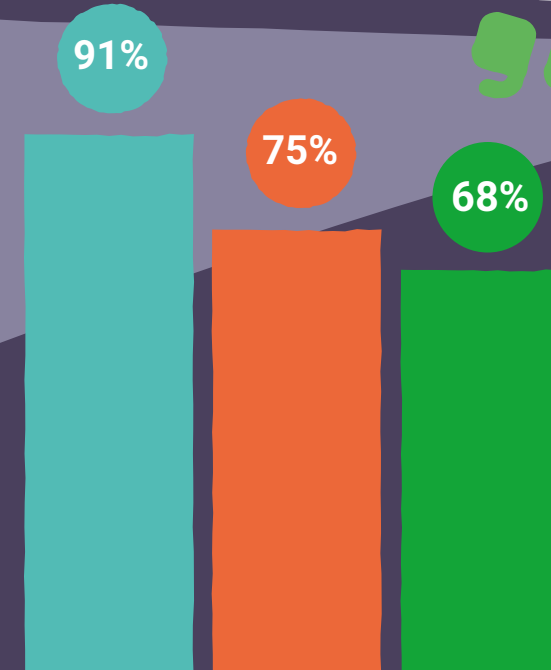
In media appearances, we have highlighted how the cost-of-living crisis is affecting hundreds of thousands of Londoners, at the same time that we're throwing away 10.7 million tonnes of food as a country each year, with huge environmental consequences. We advocate for sustainable and dignified forms of food aid like pantries, co-ops, and affordable food clubs. Beyond this, we collaborate with housing associations and other charities to support marginalised groups like the homeless, refugees, and ethnic minority communities.

CORPORATE CARBON FOOTPRINT

Since 2021 The Felix Project has been measuring its carbon footprint. We have looked at emissions from both incoming and outgoing deliveries, as well as measuring our utilities, emissions from commuting, purchased goods and more. After two years of benchmarking, we are now working across the departments to see how we can reduce our negative environmental impact. We are at the start of this journey but are working hard to manage our emissions and are proud of our progress in this area.



WORKING WITH FELIX HAS MADE ME MORE AWARE OF THE ENVIRONMENTAL IMPACTS OF FOOD WASTE



- Staff
- Suppliers
- Community organisations

91 SCHOOLS HAVE DOWNLOADED EDUCATIONAL RESOURCES FOR CLASSROOM SESSIONS



Charlotte used her appearance on Newsnight to highlight the extent of food insecurity in London, saying, "Key workers are telling us they're having to skip meals to feed their children".

VOLUNTEERING

May and June were tricky with my chemotherapy treatment but I got back on my feet in July and did four days' volunteering in Poplar. I enjoyed the whole experience of being a Warehouse Assistant and Co-driver, and met some fantastic people - both employees and volunteers. I really felt and saw the benefit of what we were doing.

Andy

Thank you so much for allowing us to help on the day! The staff at Poplar were so friendly and accommodating and it was great to understand the cause and work with other volunteers.

ITV Plc

We welcome all Londoners to volunteer their time with Felix. Whatever your background or situation, there is always a place for you here!

From picking fruit to packing crates, driving vans to deliveries by bike, volunteers are the lifeblood of our operations. This year, 15,000 different people volunteered with us, including 9,000 group volunteers from 289 organisations – a testament to the many brilliant organisations across London who are serious about giving back.

There are now more different ways than ever before to volunteer with Felix, including more opportunities to volunteer in the evenings and at weekends. We have recently launched a new Green Scheme in Canary Wharf, where volunteers can complete simple A-to-B routes by foot or by bike, helping to deliver over 1,000 meals every week.

We offer all volunteers:

- Flexible shifts with no minimum commitment
- Training and support from our team of volunteer managers, and socials to say thank you!
- Unique experiences of large-scale food production and commercial kitchens.



In 2024, we hope to make even more improvements so that more volunteers get the best possible experience helping us at The Felix Project.



15,000 VOLUNTEERS
GIVING OVER 150,000
HOURS OF THEIR TIME

It was such an eye-opening afternoon and really gave us a first-hand insight into the scale of food waste and food poverty in London, and how vital your work is. It was also the most immediate sense of value many of us have had in volunteering, knowing the deliveries and meals we prepared will be used within 24 hours.

Tideway

HELP US FEED LONDON
SIGN UP TO VOLUNTEER HERE



4.8 AVERAGE GROUP VOLUNTEER
EXPERIENCE RATING



REVIEW OF 2023

PHOTOS OF EVENTS THROUGHOUT THE YEAR

JANUARY



Van is craned up to Vanguard building

MARCH



Volunteer Peter Wardill cycles to John O'Groats

MAY



Kitchen receives Islamic Relief award

FEBRUARY



King Charles III visits Poplar

APRIL



David Morrissey re-opens Enfield Depot

JUNE



Morgan Stanley Dragon Boat Race

JULY



Felix Food Fighters come second in charities softball cup

AUGUST



Volunteers at H.E. Hall & Son's Farm

SEPTEMBER



Gemma Collins visits Poplar

OCTOBER



Kensington & Chelsea Garba Night

DECEMBER



Gillian Anderson joins Team Felix for ICAP Day

NOVEMBER



Team Felix at Santa Stair Climb

JOIN US IN THE FIGHT AGAINST FOOD WASTE AND HUNGER

DONATE HERE



Felix



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