Circular Food Community Project Final Evaluation

Presentation Findings

Miller Research, **November 2025**

PRESENTATION OVERVIEW

- Final evaluation methodology
- Summary of outputs and qualitative findings
    - Citizen-focused interventions
    - Business-focused interventions
    - School-focused interventions
- Citizen reengagement survey insights
- Conclusions
- Q&A (30 minutes)

FINAL EVALUATION METHODOLOGY

- **Monitoring and data collection** of intervention activity
- **14 qualitative interviews** with project team members, delivery partners and participants
- **Citizen re-engagement survey** launched
- Data analysis, including **carbon savings** and **social value calculations**
- Final report

EVALUATION FRAMEWORK (EXTRACT)

Audience	Lead	Intervention & associated metrics to monitor	Delivery partner	Feb			Feb Total	March				March Total	Apr				April Total	May					May total	June				June Total	July				July Total	Aug					August tota	Project total
					21	28		7	14	21	28		4	11	18	25		2	9	16	23	30		6	13	20	27		4	11	18	25		1	8	15	22	29		
Citizens	ReLondon / Manor Gardens	**Intervention: Comms campaign activity**																																						
		Social media and event promotion e.g. number of clicks, views, comments on ca	ReLondon			*	0					0					0		*				0					0					0	*					0	0
		Intervention: Recipe cards					0					0					0						0					0					0						0	0
		Number of recipe cards distributed to households via the café each week	MG			20	7	27	4	3	0	0	7	n/a	n/a		n/a	0	n/a	n/a	n/a	10	n/a	10	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a		0	44
		Number of attendees taking recipe cards after events	MG					0					0	n/a				0				n/a	n/a	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a	0	n/a	n/a	4	n/a		0	4
		Intervention: Fridge stickers					0					0					0						0					0					0						0	
		Number of fridge stickers distributed to households via the café each week	MG				5	5	2	2	0	0	4	n/a	n/a		n/a	0	n/a	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a		0	18
		Number of attendees taking fridge stickers after events	MG					0					0	n/a				0				n/a	n/a	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a		0	0
							0					0					0						0					0					0						0	
Citizens	Manor Gardens	**Intervention: Community café & pantry in community centre**					0					0					0						0					0					0						0	
		Number of meals distributed through the café weekly	MG				28	28	30	32	33	45	140	36	32		50	118	38	35	35	48	38	194	32	40	30	36	138	27	27	28	42	124	38	48	38	28		152	894
		Volume of surplus food saved each week (weight - kg)	MG				100	100	97	95	156	117	466	100	82		110	292	104	73.8	96.6	110	169	553	113	105	115	135	468	127	125	130	130	512	130	120	130	140		520	2910.2
		Number of businesses signed up to redistribute surplus food (total)	MG				1	1	0	3	1	2	6	2	2		1	5	2	2	5	2	4	15	3	3	3	4	13	3	2	2	4	11	4	4	3	4		15	66
		Estimated monetary value of donations (£)	MG			~	~	0	~	~	~	~	0	80	~		~	80	100	80	200	130	200	710	85	90	100	200	475	80	115	140	130	465	137	120	140	150		547	2277
		Number of attendees at the café weekly	MG				22	22	12	26	20	30	88	30	26		40	96	33	30	27	38	34	162	32	36	28	31	127	22	21	19	33	95	34	40	35	27		136	726
		Number of **new** café attendees each week	MG				22	22	7	11	4	13	35	13	7		17	37	6	7	4	4	4	25	4	4	7	10	25	2	0	2	10	14	6	8	6	3		23	181
		Number of pantry users each week	MG				n/a	0	n/a	n/a	12	10	22	unsure	8		12	20	unsure	unsure	unsure	10	9	19	5	6	8	9	28	5	8	10	15	38	9	8	8	10		35	162
		Number of **new** pantry attendes each week	MG				n/a	0	n/a	n/a	n/a	6	6	unsure	n/a		n/a	0	n/a	n/a	n/a	unsure	unsure	0	n/a	1	4	3	8	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a		0	14
		FTE permanent jobs created through the café / pantry	MG				2	2	n/a	n/a	n/a	n/a	0		n/a		n/a	0	n/a	n/a	n/a	n/a	n/a	0		n/a	n/a		0					0	n/a	n/a	n/a	n/a		0	2
		Volunteer hours	MG				30	30	41	45	36	36	158	30	36		40	106	20	24	32	15	40	131	30	30	24	24	108	36	36	36	45	153	40	45	45	30		160	846
		Intervention: Cooking sessions / workshops					0					0					0						0					0					0						0	
		Number of cooking sessions delivered each week	MG				1	1	1	1	1	1	4	1			1	2	1	1	1	1	1	5	1	1	1	1	4	1	1	1	1	4	1	1	1	1		4	24
		Number of cooking session attendees each week	MG				n/a	0	n/a	n/a	n/a	4	4	3	4		4	11	3	3	4	1	6	17	3	4	3	3	13	4	4	4	4	16	3	4	4	2		13	74
		Number of **new** cooking session attendees each week	MG				n/a	0	n/a	n/a	n/a	1	1	1	1		1	3	0	0	n/a	0	1	1	n/a	n/a	0	1	1	1	1	1	0	3	0	1	1	0		2	11
		Number of workshops delivered	MG				0	0	0	0	0	0	0	0	0		1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	1	1		2	4
		Number of workshop attendees	MG				n/a	0	n/a	n/a	n/a	n/a	0	n/a	n/a		12	12	n/a	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a	0	n/a	n/a	6	n/a	6	n/a	n/a	4	5		9	27
		Number of **unique/new** workshop attendees	MG				n/a	0	n/a	n/a	n/a	n/a	0	n/a	n/a		12	12	n/a	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a	0	n/a	n/a	6	n/a	6	n/a	n/a	1	1		2	20
		Workshop length (hours)	MG				n/a	0	n/a	n/a	n/a	n/a	0	n/a	n/a		~	0	n/a	n/a	n/a	n/a	n/a	0	n/a	n/a	n/a	n/a	0	n/a	n/a	2		2	n/a	n/a	2	2		4	6
		Reduction in car miles from green transport activity					0					0					0						0					0					0						0	0
		Number of car miles from activities	MG				0					0					0						0					0			n/a		0	n/a			n/a		0	0
		Support to improve career and life skills					0					0					0						0					0					0						0	0
		Number of hours the life skill services attended / were provided	MG				0					0					0						0					0			n/a		0	n/a			n/a		0	0
		Number of attendees for this service / session	MG				0					0					0						0					0			n/a		0	n/a			n/a		0	0

CITIZEN-FOCUSED INTERVENTIONS

SUMMARY OF OUTPUTS

Intervention	Metric	Target	Final Output
Community Café and pantry	Number of meals distributed through the café weekly	21-26 (600-720 total)	Weekly average: 32 meals 894 total
	Volume of surplus food saved each week (weight - kg)	~	Weekly average: 104 2910.2 total
	Number of businesses signed up to redistribute surplus food	8	12
	Number of attendees at the café weekly	26 (720 total)	Weekly average: 26 726 total
	Number of pantry users each week	9-13 (240-360 total)	Weekly average: 7 162 total
	FTE permanent jobs created through the café / pantry	2	2
	Number of volunteers	3-5	30
Cooking workshops	Number of cooking sessions delivered each week	N/A	Weekly average: 1 a week 24 total
	Number of cooking session attendees each week	N/A	Weekly average: 4 a week 74 total
	Number of workshops delivered	6	5
	Number of workshop attendees	60	27
Low waste cooking demonstrations	Number of NLWA workshops held	2	2
	Number of participants attending NLWA workshops	30	10

QUALITATIVE FEEDBACK

Community Café and Pantry

- **17 out of 23 respondents** found the food at the **café to be 'excellent'**, with the remaining **6 rating it as 'good'**
- Feedback from the **summer event** indicated a **positive impact on attendees' food waste habits** and behaviours (9 out of 11 intended to change their shopping, cooking, food storing and eating habits following participation)
- **Less engagement with the pantry** than initially anticipated
- High level of **engagement and buy-in from volunteers** and **strengthened relationships with community partners** through surplus food donations and engagement from those in the Jean Stokes Community Centre

Cooking workshops

- **Mixed feedback** from the **samosa making workshop**
- **Other sessions were exclusively positive**, with **participants complimenting the food and the social impact** of the sessions
- Participants generally reported **increased confidence in low-waste cooking** following the session

Low waste cooking demonstrations

- **Despite low engagement**, those who participated found the workshop **educational and motivational** in relation to reducing their household food waste

SUMMARY OF OUTPUTS #2

Intervention	Metric	Target	Output
Community gardening workshops	Number of community gardening workshops held	6	6
	Number of workshop participants/volunteers	36	36
Recipe bags	Number of bags distributed	200	200
	Average weight of recipe bag (kg)	n/a	1.67
	Number of workshop attendees	n/a	10
	Number of local businesses supported	n/a	19
	Value of support to local businesses (£)	n/a	865.41
	Number of volunteers supporting	n/a	0
	Number of volunteer hours	n/a	0
	Number of recipe cards & Jeans Café promo card distributed	n/a	415
Communications campaign	Social media e.g. number of clicks, views, comments on cafe channels etc.	n/a	39,800 reach 4% engagement rate (Meta average engagement rate is 0.45%) 259 followers
	Number of recipe cards distributed to households via café	120	44
	Number of cooking/workshop attendees taking recipe cards after events	n/a	4

QUALITATIVE FEEDBACK #2

Community gardening workshops

- Participants shared they **learned new skills** and that the sessions had a **positive impact on their wellbeing**
- **Challenges** around **attendance** and **planter maintenance**

Recipe bags

- **Highly successful** – handed out at a rate of more than one a minute at one food bank session (40 bags in 30 minutes)
- Stakeholders observed how it **empowered people, offering the opportunity to upskill** while effectively **demonstrating the affordability and ease** of plant-based cooking
- **Integration of local businesses**, acting as a source of ingredients
- Feedback indicated **participants were likely to eat more plant-based food** after the recipe bag workshops

Communications campaign

- Some initial **changes around messaging and branding**
- Evidence of impact - some attendees stating that they became **aware of Jean's Café through billboards on the bus and bus stop adverts**
- **Utilisation of lessons learned** from previous campaigns

BUSINESS-FOCUSED INTERVENTIONS

SUMMARY OF OUTPUTS

Too Good to Go app promotion	Number of businesses signed up to the Too Good To Go app as a result of the project	10-15	11
	Number of meals saved by participating businesses each month	n/a	707 (Monthly average)
	Number of active users in the local area as a result of promotion efforts	n/a	Unknown but est. up to ~600
Promotion of Healthy Start vouchers	Number of businesses engaged through Healthy Start promotion efforts	n/a	unknown
	Number of businesses displaying Healthy Start stickers in their window	n/a	10
Beyond Waste Workshops	Number of workshops delivered	1	1 (and one 1:1 session)
	Number of businesses attending the training	10-12	3
	Number of decarbonisation plans produced	10-12	3
	Number of attendees reporting that the support has or will contribute to operational, commercial and sustainability improvements	n/a	1
	Net promoter score by attendees for the training & decarbonisation plans	60	n/a
	Number of businesses that have **made improvements** to products, processes and services 6+ months following support	9	Not reported yet – to be followed up in November
	Number of businesses that have **implemented new products**, processes and services 6+ months following support	5	Not reported yet – to be followed up in November
	FTE permanent jobs created 6+ months following support	1	Not reported yet – to be followed up in November
	FTE jobs safeguarded 6+ months following support	n/a	Not reported yet – to be followed up in November
	Number of local businesses supported	n/a	19
	Value of support to local businesses (£)	n/a	865.41
	Number of volunteers supporting	n/a	0
	Number of volunteer hours	n/a	0
	Number of recipe cards & Jeans Café promo card distributed	n/a	415

QUALITATIVE FEEDBACK

TGTG App promotion

- Data relating to specific stores is no longer able to be shared (between 18 – 21 stores were actively using the platform each month during the project period)
- Complimentary citizen campaign (3,000 co-branded leaflets and 2 burst of paid-for adverts)
- Participants of the NLWA workshops were grateful to receive TGTG vouchers and were highly invested in committing to adopting sustainable food waste behaviours.

Healthy Start vouchers

- Increase citizens joined the scheme between November '24 and June '25 (109 – 119)
- Limited feedback - some positive engagement with local shops and strong awareness amongst citizens that those entitled could sign-up to the scheme

Beyond Waste workshops

- Whilst only one of the three businesses provided feedback following the support, the outcomes reported were positive with the business self-reporting that the support had helped their business become more sustainable.
- The challenge of engaging time poor businesses was also an issue for the Beyond Waste Workshops
- Further outcomes on implementation and job impacts are to be assessed in November.

SCHOOL-FOCUSED INTERVENTIONS

SUMMARY OF OUTPUTS

Intervention	Metric	Target	Output
Training for School Chefs	Number of training sessions delivered to school chefs	2	3
	Number of school chefs attending training	30	46
	Number of schools engaged	4	30
	Number of schools achieving the 'School Plates Silver award'	4	34 (all of Islington) implemented silver award menu
	Number of schools achieving (or working towards) aspects of 'School Plates Gold award'	2	None (but working towards)
Education for school children	Number of local schools implementing education sessions	4	2
	Number of pupils participating in education sessions	480	400
	Number of educational sessions delivered for pupils	96	4

QUALITATIVE FEEDBACK

Training for school chefs

- Feedback indicated **increased confidence on preparation of plant-based food** (increased rating of 7.3 to 9.4)
- Increased **awareness on the tastiness of plant-based food and how to promote it to learners**
- Some challenges with **participant language barriers and lower buy-in** from the third session
- Further proof on extent of impact will be evident following **seasonal menu changes** in schools

Education for school children

- **Challenges in engaging** schools
- School Assemblies held in Winton Primary and St Andrews Primary
- Engagement within other schools was **limited due to the busy nature of school staff, and the dependence upon teachers** for dissemination of the ProVeg canteen-to-classroom education package

CITIZEN REENGAGEMENT SURVEY

HEADLINE FINDINGS – PLANT-BASED FOOD CONSUMPTION

- Small **decrease in respondents who strongly agreed with several common barriers** to eating plant-based foods (most notable in cost and taste preferences)
- Consumption of plant-based dishes every day decreased; however, **consumption increased** in terms of those **eating plant-based meals either one day a week or two to three times a week** (6% and 14% respectively)
- **Decrease in those who said they never eat plant-based meals** (19% - 7%)
- Notable **increase** from 36% to 47% in respondents who are 'very interested' **in eating more plant-based foods**
- Small **increase in respondents considering reducing meat and dairy consumption to protect the environment, as "very important"**, decrease in those selecting "somewhat important" from 47% to 33%, indicating a shift away from moderate views.
- There was a 10% **increase in the motivation to eat (more) plant-based foods because of recommendations**, potentially indicating the social impact of the café

WHAT ARE SOME OF THE REASONS YOU DON'T EAT PLANT-BASED FOODS?

	I don't know how to cook plant-based meals	Limited plant-based options in restaurants	I enjoy eating meat too much	Plant-based foods seem more expensive	Concerned about nutrition from plant-based foods	Household prefers meat	Religious, cultural, or dietary/medical reasons
Strongly agree	-4%	0%	-4%	-4%	0%	-11%	8%
Agree	-3%	1%	-2%	-15%	-2%	2%	13%
Neutral	0%	-2%	-2%	10%	-5%	2%	-9%
Disagree	13%	5%	7%	2%	4%	4%	-5%
Strongly disagree	-3%	0%	4%	11%	6%	5%	-2%

HEADLINE FINDINGS – FOOD WASTE HABITS

- Overall **increase in positive food management practices** (most notably in terms of rotating food items to use older items first, which increased by 12%)
- Increases in both those who throw food away using the general rubbish bin (7-11%), as well as those who dispose of it using a food caddy (18-21%)
- **More people reported storing leftovers for future use**, with 79% placing food in the fridge (up from 72%), although freezer use saw a small decline from 55% to 50%.
- **Only slight differences in how much food people throw away** when comparing baseline and final survey – with discarding small amounts remaining the majority
- The perception that leftovers are repetitive dropped significantly from 17% to 9%, suggesting **potential improved attitudes or strategies toward reuse**

CONCLUSIONS

OUTCOMES & IMPACTS

Increasing consumption of plant-based food / substitution of meat-based dishes

- Both **monitoring data and qualitative feedback** (especially from the café) **clearly highlight success**, tentatively supported by the survey data
- The success in **increasing consumption in the home environment specifically is less clear**

Improved access to affordable low-carbon food

- **Success at a community level**, evidenced via frequent use of the café and pantry, alongside anecdotal feedback and the use of the TGTG app and Healthy Start Vouchers
- Role of the **comms campaign in increasing awareness** in this context
- **Potential for increased exposure within schools** following menu changes

Reducing household food waste

- **Less evidence to confidently claim the project has significantly reduced household food waste** in the Cally
- Survey data showed a **modest increase in positive food management practices**, although it is difficult to fully attribute this change to the project
- **Feedback** from the NLWA and cooking workshops, as well as the summer event at the cafe was **encouraging, but limited in scale**

OUTCOMES & IMPACTS #2

Strengthening community ties, social cohesion and wealth building

- Clear increase in participation and engagement in the community (**with over 220 citizens, 20 businesses, 30 volunteers and 46 catering / school staff engaged across 46 events and workshops and 26 café / pantry sessions**)
- **Regular food donations from 12 local businesses and partners**, integration of support services at the centre and **continued engagement of up to 30 volunteers**
- **Outreach to 39,800 people** at a 4% engagement rate via the comms campaign
- Café **helped address issues of social isolation and improved wellbeing** of some local citizens
- **Clear social value**, calculated at over **£160,000** by the SVP, representing a **social return on investment of 303.2%**
- **Notable contribution to future career paths of local people** – estimated at **£95,784.37** – combined with **employing the equivalent of 2 FTE individuals** (Community Food Coordinator and Community Chef), which contributed **£25,014.20** of direct value to local employment.

Delivering environmental impact

- **Reduction of 5,554 kg CO_2e in consumption-based food emissions** from serving plant-based meals at the café
- Just under 5,000 bags of surplus food shared via TGTG, resulting in **13,359KgCO2 of avoided emissions**.
- **Scope for further reductions** contingent on school menu changes being implemented
- Increased awareness and understanding of the impact of food choice on the environment, albeit on a relatively small scale

LEGACY

Opportunities for continued impact

- **Future funding secured** (via the Tackling Poverty Programme) to continue café operations until 2027
- Scope to **increase user attendance levels** through ongoing wrap around promotion campaign that seeks to engage new audiences.
- Continued **push for caterers to participate in school chef training**, moving from Silver to Gold status
- **Renewed effort to engage with businesses**, scaling up both their engagement with TGTG and their participation in business waste workshops (with due consideration on how to incentivise participation)
- **Maintenance of the planters** with the potential to further integrate what is grown into café menus

Rollout / replication of the CFCP model

- **Too early to evidence tangible replication** and adoption of circular food community practices by other neighbourhoods
- **Likelihood this will happen** in the future due to successes, albeit with some amendments and tailoring of interventions based on lessons learned and the community targeted

Q & A