



2024/5 NOSHH REPORT ROUND 2 - QUARTER 1



WWW.CRACKINGGOODFOOD.ORG



ABOUT CRACKING GOOD FOOD



Cracking Good Food launched in 2010, with the aim of encouraging and supporting more people to cook affordable, seasonal and nutritious homemade food from scratch. Driven by our belief that EVERYONE deserves good food, our mission is simple: to work collaboratively with others to increase food security, social eating and wellbeing via good food, especially amongst communities side-lined by poverty and other complex disadvantages in Greater Manchester and beyond.

We enthuse, encourage, and teach individuals, families, young people and community groups how to source and cook affordable, healthy, and tasty food from scratch, whilst minimising both food waste and our environmental impact. We do this by delivering accessible and empowering cooking courses and training, as part of a wider campaign for affordable, sustainable & healthier food for all.

We work with food banks, pantry schemes and affordable food clubs to share affordable and accessible cooking skills, and we redistribute pre-loved kitchen equipment sourced from our '[Kitchen Kit Call Out](#)' campaign - intercepting and redistributing 9.5 tonnes of equipment from landfill and reaching an estimated 23281 people across Greater Manchester so far! Our amazing volunteers are the backbone of our work - last year alone they contributed more than 3116 hours of their time to support our work. If you'd like to volunteer with us, or to find out more about our work, please [visit our website](#) and follow our socials.

VISION & VALUES

VISION



Our vision is for a society where accessing, cooking and enjoying 'good food' is a possibility for all. By 'good food' we mean food which is locally and sustainably sourced with minimal environmental impact, food which is culturally and dietarily appropriate for the people eating it, which is nutritionally adequate and which brings pleasure to those preparing and eating it.

Our vision includes the end of food insecurity brought about by poverty, crisis or living in 'food swamps' or 'food deserts'; we want to see the end of food banks and the end of prioritising profit over people. Instead we want to see a society where social cooking and eating events act as an inclusive and cross-generational way to increase community cohesion and reduce isolation. Our vision includes people young and old, across all communities, being empowered with the knowledge and confidence to make positive food and diet related choices and the skills to cook affordably and sustainably from scratch.

Equally importantly, we have a vision for a food system which is kind to the planet, where locally and sustainably grown nutritious produce is plentifully available, where food waste is minimised and where the needs of both people and the planet are met, regardless of profit margins.

VALUES



- Being kind to both people and planet
- Sharing skills to empower others and have a long term 'ripple effect' impact
- We celebrate localism and support like-minded, local, independent businesses wherever possible
- Working collaboratively with others to 'join dots' and ensure our work makes the biggest possible positive impact
- We are passionate about inclusivity and accessibility
- We celebrate diversity in our team and wider communities
- A flexible, friendly and enthusiastic approach to business
- We always strive to respond to feedback and advice and constantly improve

HOSPITAL DISCHARGE PATIENTS

In 2023 Mastercall Healthcare (<https://mastercall.org.uk>) an award-winning Social Enterprise organisation, providing a range of 'out of hospital' healthcare services across the North West of England & nationwide, helped to fund Cracking Good Food's meal delivery service. Consequently we run a weekly meal free delivery service for hospital discharge patients and other people facing food crisis in Stockport and Trafford.

Initially planned to run from November 2023 to November 2024, we're grateful that the program has been extended by six months and will now continue until May 2025. To date, we have delivered 5,258 meals to 60 people across Stockport and Trafford.



5,258 MEALS DELIVERED (NOV '23 TO END OF FEB '25)

1,022 MEALS DELIVERED (5TH DEC '24 - END OF FEB '25)



60 PEOPLE DIRECTLY SUPPORTED (NOV '23 - END OF FEB '25)



380 VOLUNTEER HOURS DONATED



DIETARY NEEDS CATERED TO (INCLUDING VEGETARIANS, NON-RED MEAT EATERS, HALAL)



CHOICE OF CULTURALLY DIVERSE FOODS

GEOGRAPHICAL REACH OF DELIVERIES

BRAMHALL, BREDBURY, BRINNINGTON, CHEADLE HULME, EDGELEY, FLIXTON, GATLEY, HEATON MOOR, HEAVILEY, HILL GATE, MARPLE, OFFERTON, REDDISH, ROMILEY, SALE, STRETFORD, WOODLEY, URMSTON

INTRODUCTION

About the meal delivery service

Cracking Good Food are continuing to deliver freshly cooked, nutritious ready meals (suitable for freezing and reheating) to support the wellbeing of people at risk of hunger, poor diet, or other food insecurity on a weekly basis.

Since mid-February 2025, our meals are now prepared at Whitehill Community Fire Station, Whitehill St W, Stockport, SK4 1NR, by our skilled Cooking Leaders - all of whom hold a Level 2 Basic Food Hygiene and Allergen Awareness qualification - and are supported by our dedicated volunteers.

The recipes used are informed by our in-house Registered Nutritionist to ensure good nutritional benefits. We can cater to many dietary requirements, though aim to offer 2 types of meal per delivery including a 'traditional' recipe such as soup, stew or pasta and 'international' dishes such as curry, chilli, or dahl with rice. The meals are labelled with ingredients, allergens, storage, and reheating information in line with current legislation.

Up to a maximum of 7 meals per resident per weekly delivery are available. The meal service is not intended for long-term support, rather to temporarily assist people with nourishing meals when recovering from illness or other crisis. Consequently, we will regularly review recipients' needs.

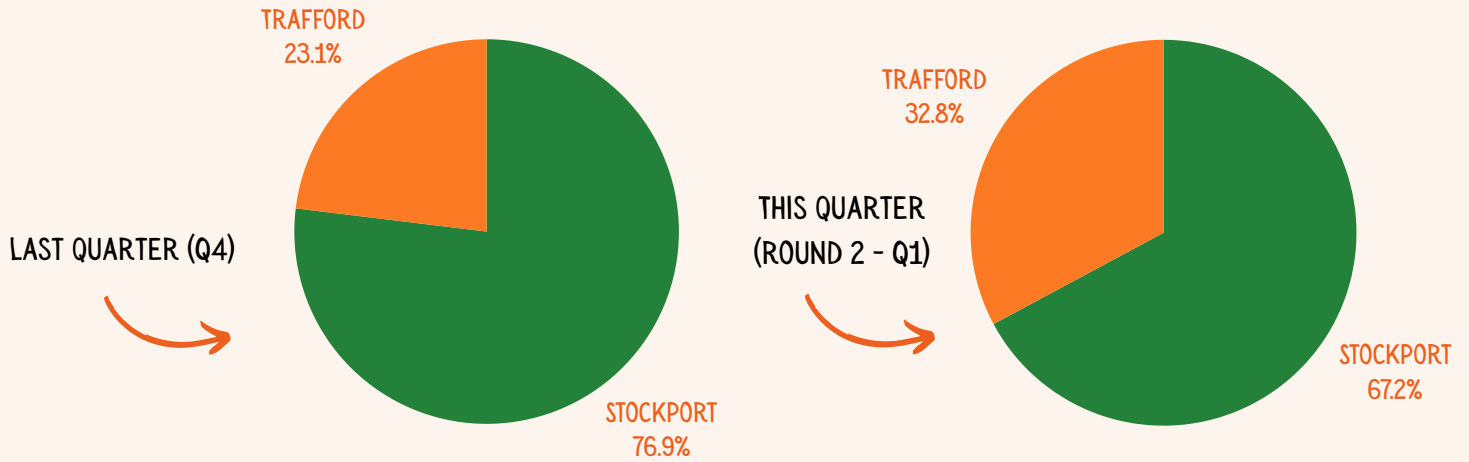
As food insecurity across the region has worsened, Cracking Good Food have delivered more than 119,385 meals to Greater Manchester communities since 2020. We have vast experience at delivering a professional, flexible, and supportive service.

We have also created a webpage designated to NOSHH
<https://crackinggoodfood.org/community/nossh>



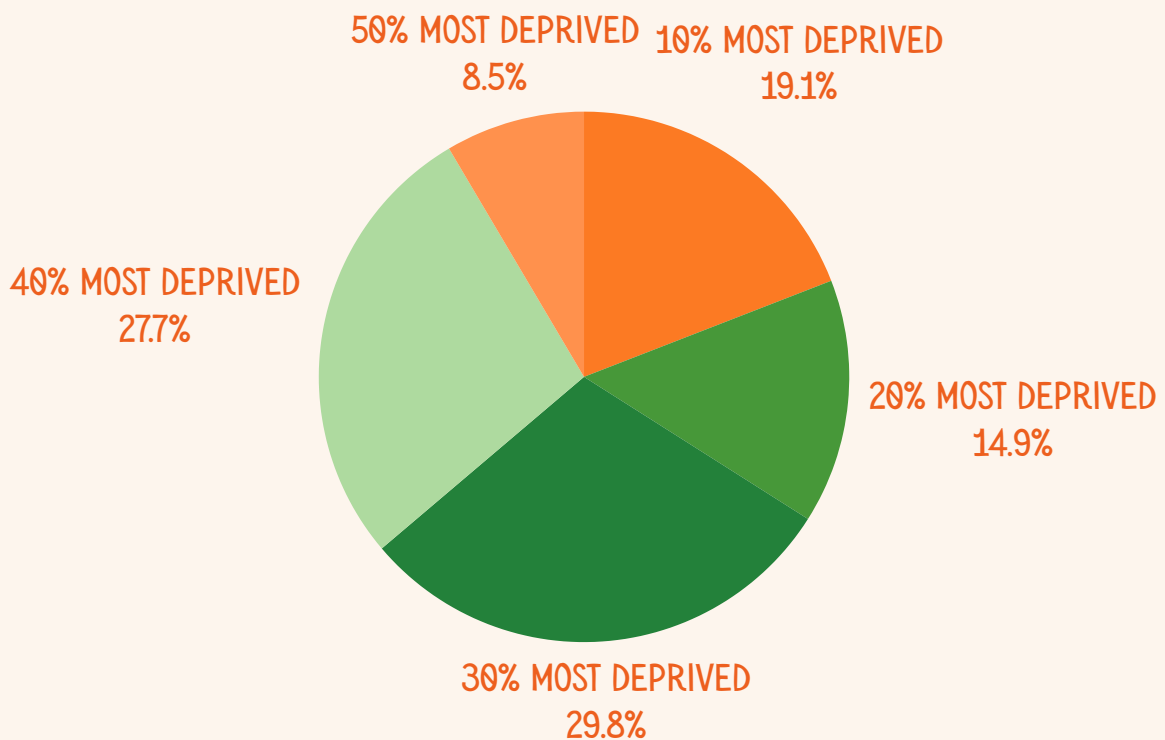
AVERAGE GEOGRAPHIC SPLIT OF MEALS

Figures fluctuate between the 2 boroughs so the below represents the average split. Since the last quarter, the percentage increase for meals delivered in Trafford is approximately 42%. This means that for every 1 meal in Trafford, about 2.05 meals are delivered in Stockport.

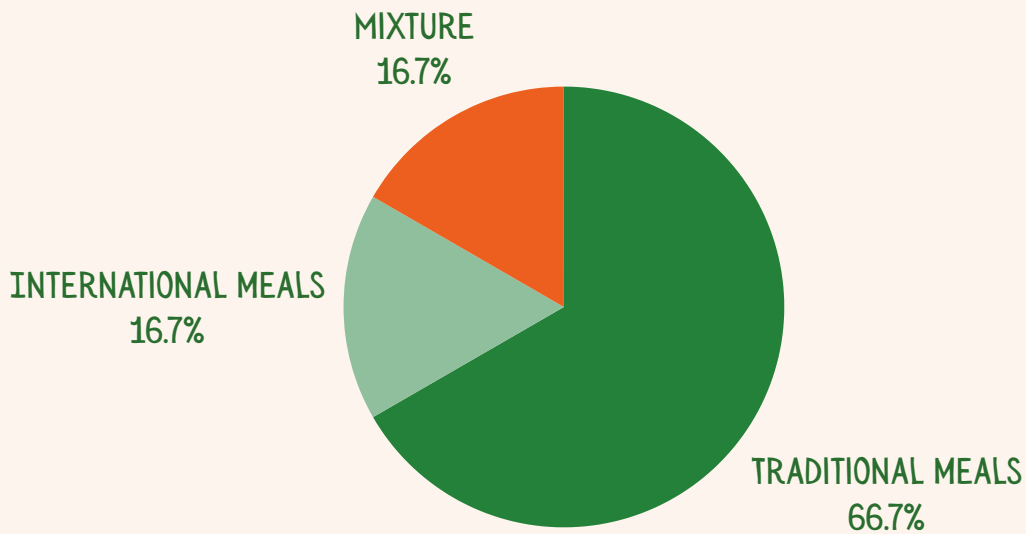


PERCENTAGE OF NOSHH MEALS DELIVERED IN AREAS OF DEPRIVATION

Many areas are classed as 'food swamps' and 'food deserts' meaning affordable fresh ingredients can be hard to access. More than 63% of our meals are delivered in local areas featuring in the 30% most deprived in England (English Indices of Deprivation 2019).



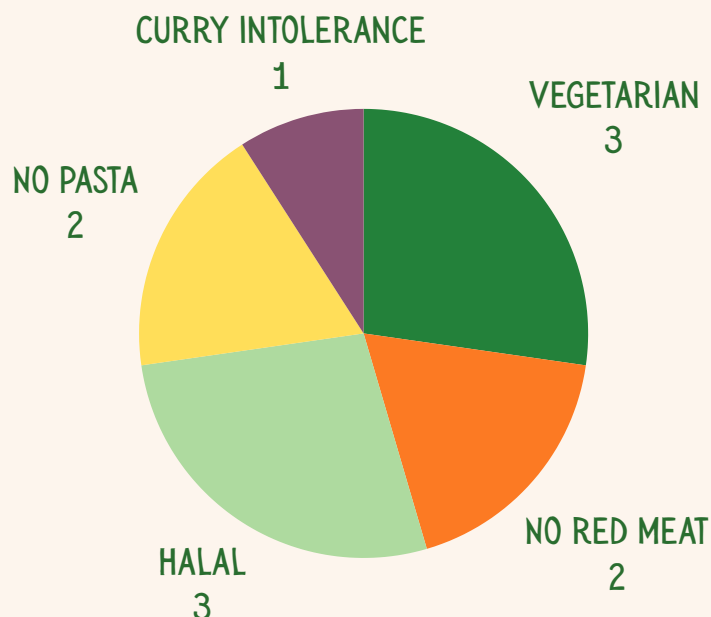
TRADITIONAL MEALS VS. INTERNATIONAL MEALS REQUESTED (OR A BIT OF BOTH!)



As you can see, traditional meals are the most popular choice, but we're happy to offer recipients a mixture of classic favourites and international dishes, providing them with a diverse range of options to enjoy.

DIETARY, ALLERGENS AND OTHER PREFERENCES

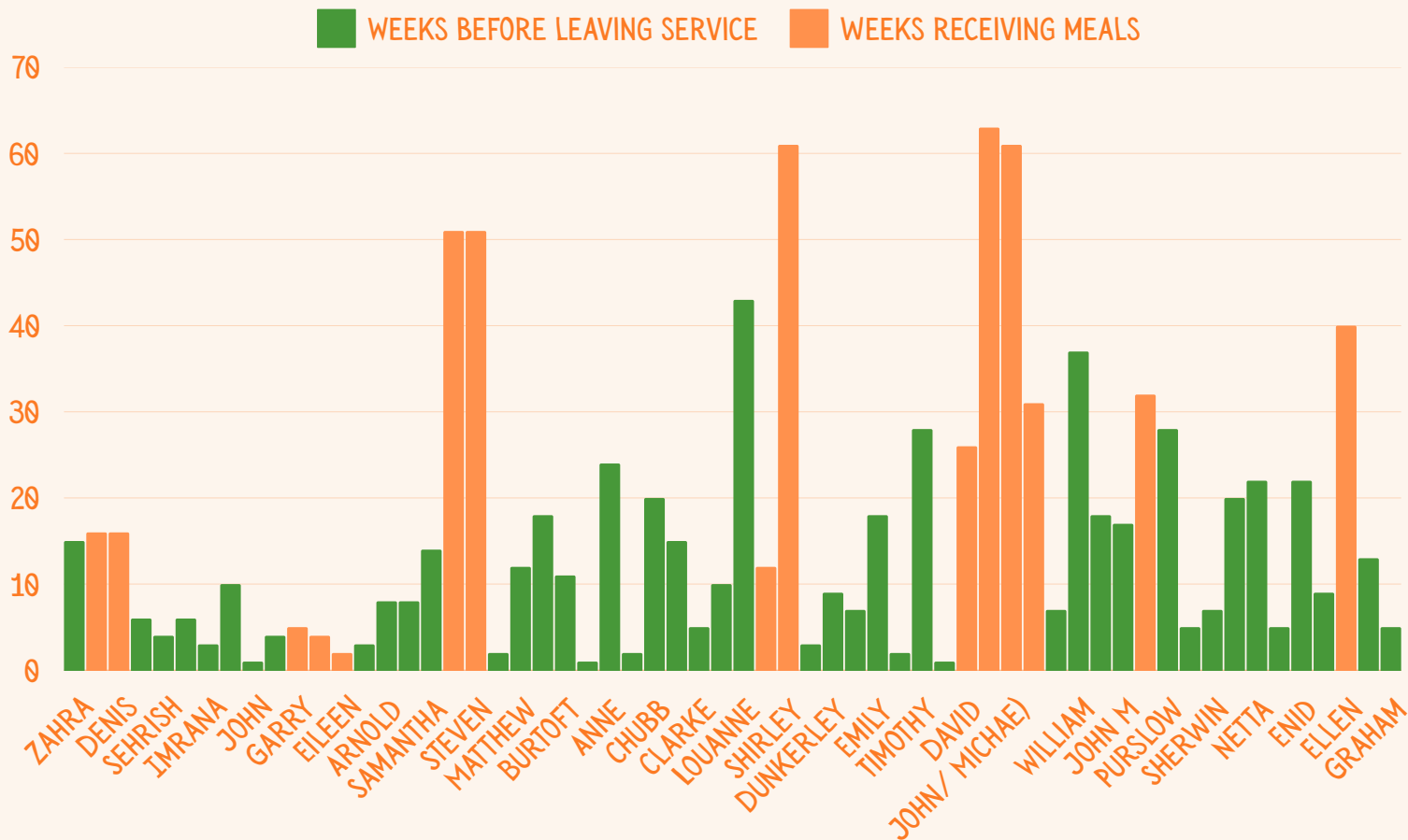
Whilst most people are perfectly happy and able to receive meals under the simple headings of Traditional and International we also have a select group who have further dietary requirements generating more meal variations which, where possible, we always try our best to accommodate.



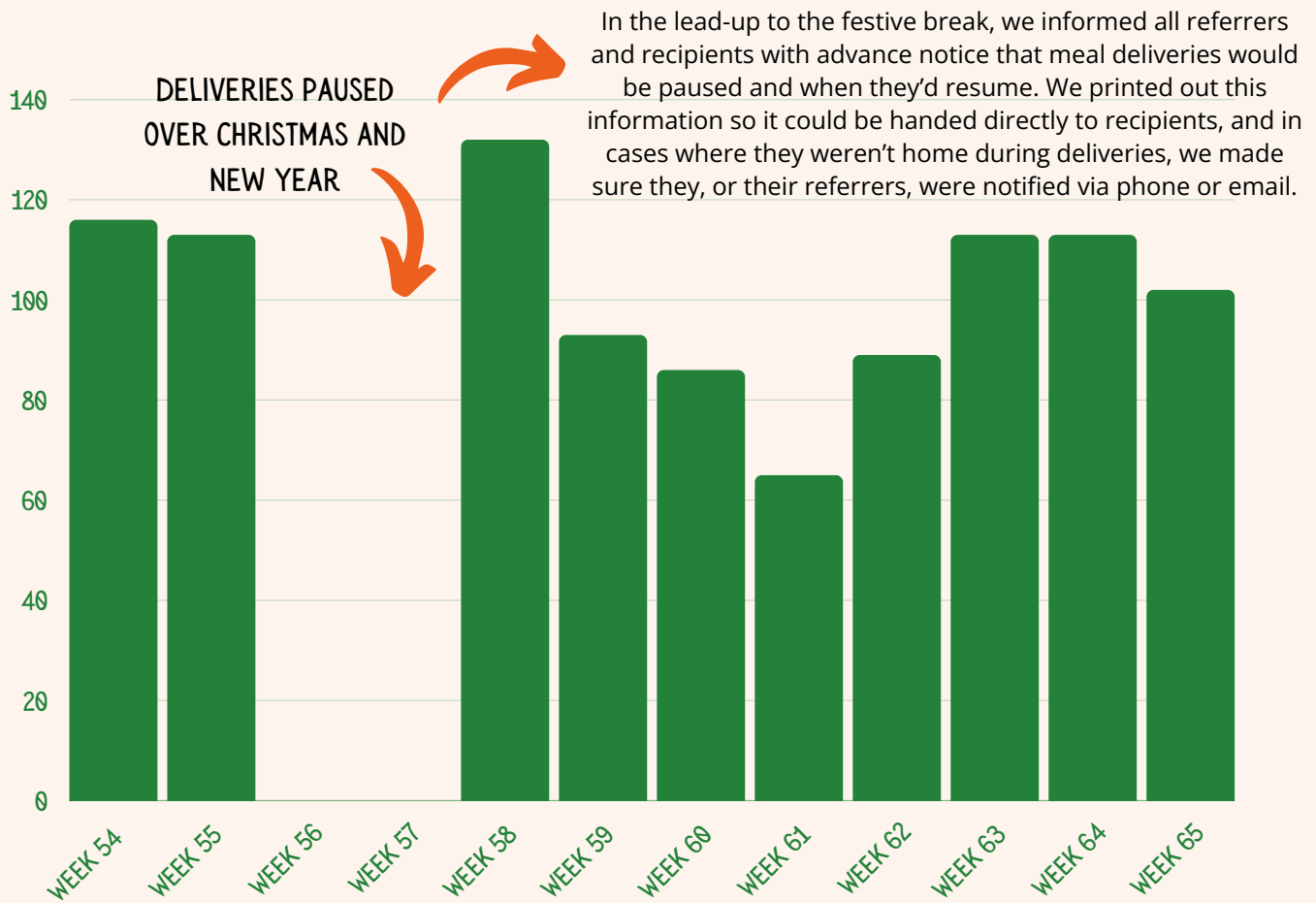
TOTAL WEEKS RECIPIENTS RECEIVE MEALS FOR BEFORE LEAVING OUR SERVICE

Illustrated below, recipients remain within our service receiving support for varying lengths of time. Of those who have moved on from our service, on average they stayed for 12 weeks with some staying longer and some leaving the service sooner. We believe those with illness (shorter term) move on much faster than those who suffer an economic need.

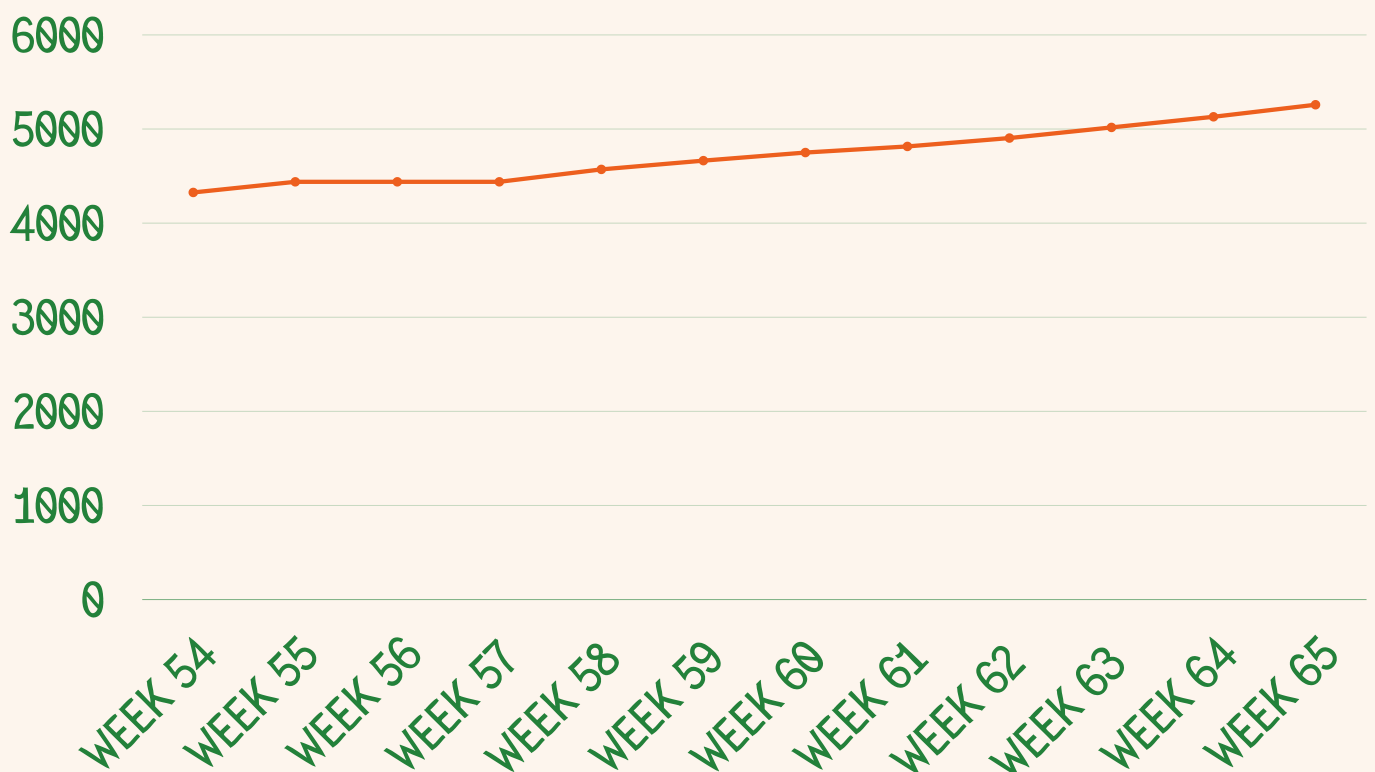
You'll notice some recipients have been with us for quite some time. When we have communicated with these recipients' support workers we have been specifically requested to continue the service due to their vulnerability for attaining ongoing nutritious meals.



FORTNIGHTLY TRENDS IN DEMAND FOR MEALS



CUMULATIVE TOTALS OF MEALS DISTRIBUTED



CHANNELS USED TO SIGN UP RECIPIENTS

Partner organisations

- Age UK Stockport
- Age UK Hospital Release
- Stockport NHS Trust
- AIPP Stockport Homes
- Stretford Public hall, Trafford
- Age UK Hospital Discharge Team
- Adult Social Care, Hospital discharge team Stockport
- Age UK Trafford
- ABEN
- Trafford ambulance service
- Trafford Public Health and commissioning teams,
- Trafford housing supported living
- Trafford social prescribing contacts
- Greater Manchester Poverty Action Group/Resolve Poverty newsletters x2 to 2.5k subscribers
- Manchester LCO to neighbourhood teams
- Stockport Food Network
- Stockport Post
- NewsFEED (CGF newsletter) to 5k contacts
- Inclusive Economy and Communities Team Trafford
- Greater Manchester Integrated Care Partnership

In February 2025, NOSHH was featured in Stockport Post, which has a print run of 12,000 copies - 9,000 delivered to homes across Stockport and 3,000 distributed to community venues like libraries. The publication also receives around 3,000 monthly website visits, though this figure includes all papers in the Post Group.

NEW



NOSHH! – CRACKING GOOD FOOD'S FREE MEAL DELIVERY SERVICE IN STOCKPORT

Calling out to anyone who knows someone who has been recently discharged from hospital or is at risk of hunger, poor diet or other food insecurity in Stockport.

NOSHH – Nutritional Options for Staying Home Healthy - is local social enterprise Cracking Good Food's free meal referral delivery service. Up to seven meals per person per week are available to temporarily assist people with nourishing meals when recovering from illness or other crisis.

A choice of traditional (such as bangers and mash, chicken pot pie) or international meals (chilli, curry or dahl) are freshly cooked each week by Cracking Good Food's expert Cooking Leaders, supported by volunteers. All recipes are informed by a Registered Nutritionist to ensure good nutritional benefits. Different dietary requirements are catered for, and all meals are labelled with ingredients, allergen, storage and reheating information.

Thanks to funding by Mastercall Healthcare over 4,000 meals have been delivered so far by the friendly volunteer driving team.

"The meals have been a serious help over the past few months, supporting me as I get back on my feet. It means I don't have the worry of what's for dinner most days."

The NOSHH service is available until May 2025. If you are based in Stockport and would like to make a referral for someone who has been discharged from hospital in the last three months OR is facing a crisis leading to their food insecurity, please scan the QR code for more information or contact: ellie@crackinggoodfood.org www.crackinggoodfood.org/community/nossh



Local radio station partners

- Radio Diamond - Trafford
- BBC Radio Manchester - Across Greater Manchester



In January 2025, one of our talented cooking leaders, Kala, was invited to give a radio interview on BBC Radio Manchester as part of their 'Sunday Boast, Sunday Roast' feature. It was a fantastic opportunity to highlight NOSHH and share helpful tips on creating a delicious, budget-friendly roast dinner.

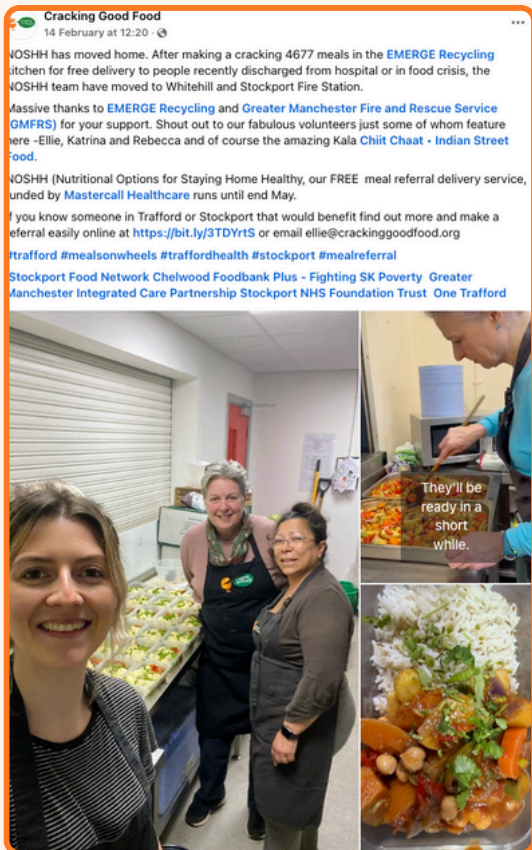
Via direct mail

- Housing associations approached (x26)
- Manchester LCO

Social media

- Facebook
- Instagram
- LinkedIn

Regular posts raising awareness of, and encouraging sign-up to NOSHH shared across all channels, generating 25456 impressions and 1583 engagements (up until 03.03.25). One Facebook post alone has so far reached 4,957, which is great for reaching a wide audience.



NUTRITIOUS, HEALTHY AND SEASONAL MENUS

Eating seasonally isn't always easy, but at NOSHH, we do our best to use fresh, in-season produce for variety, nutrition, and taste. Over the last quarter (December to end of February), we've focused on ingredients at their best, using plenty of leeks, carrots, potatoes, sweet potatoes, and hearty greens. We add pulses and beans where we can as they're packed with protein, fibre, and nutrients, making meals more filling and nourishing. We also opt for a partial veggie diet, offering meaty meals every second week.

SAUSAGE, LEEK AND VEG CASSEROLE

SOMERSET STEW WITH HERBY POTATOES

BANGERS AND MASH WITH ONION GRAVY AND GREENS (MEAT & VEGAN OPTIONS)

SPAGHETTI BOLOGNESE WITH CHEESE

HEARTY VEGETABLE BEAN STEW

VEGETABLE MOROCCAN TAGINE WITH COUSCOUS

PESTO PASTA

SWEET POTATO BEEF COTTAGE PIE



TESTIMONIALS - RECIPIENTS & REFERRALS

The meals are really nice and very filling. I'm just out of hospital and taking each day as it comes so it's really helpful to always have meals in the fridge.

Stockport Recipient

Diane sends her thanks for the delicious meals she received last week. After completing radiotherapy in November, she was hospitalised with pneumonia in December and is scheduled for toe surgery. She's so grateful for the meals.

Stockport Referral

It's been very helpful to me. Coming out of hospital I was quite fragile and the thought of going shopping was very stressful - it's been very convenient to get the meals delivered to my door and it's saved me money too.

Stockport Recipient

This is to let you know that Ivan and Camilla who have been receiving meals are finally due to move to temporary accommodation next week where they'll have their own kitchen.

Thank you so much for the provision of food support for this family, I can't tell you how much it has been needed and appreciated, it's been a life saver!

Trafford Referral

Thank you so much for helping this family. It is so much appreciated! The family are subsisting on food parcels for now so while the meals are not urgent they are very much needed so they can have hot nutritional meals.

Trafford Referral



POWER UP THE FLAVOUR

Power Up The Flavour is Cracking Good Food's affordable, low-fuel cooking guide designed to support during the cost-of-living and fuel crisis.

Developed by our Registered Nutritionist, this guide is packed with practical tips to help you cook nutritious meals while saving on fuel and costs. Inside, you'll find:

- A 7-day 'Save Fuel Family Meal Plan' – tailored for both meat and vegetarian diets
- Easy-to-follow recipes using affordable ingredients
- Shopping lists to help you plan and budget effectively
- Low-fuel cooking techniques to maximise energy efficiency
- Batch cooking and freezing tips to make meals last longer
- Creative ways to use leftovers for quick and healthy next-day meals



We're also delighted to be able to deliver these booklets alongside meals to recipients.





THANK YOU!



TO OUR FANTASTIC TEAM OF STAFF AND VOLUNTEERS, TO OUR FUNDERS, SUPPORTERS, COMMISSIONER AND PARTNER ORGANISATIONS - THANK YOU SO MUCH FOR HELPING US TO ACHIEVE SO MUCH FROM 2023 - 2025.

PLEASE KEEP IN TOUCH AND FOLLOW US ON SOCIAL MEDIA!

