

The Social Action Hub



Supporting Our Community For Over 30 Years

For more than three decades, we've been at the heart of supporting the rural and ex-mining communities of Rainworth and Blidworth, creating community-led projects that respond to local needs.

Tackling Food Insecurity and Waste Empowering Communities for a Sustainable Future

In 2021, we launched the **Social Supermarket**, a unique food club where members pay just £4.50 per shop and receive over £45 worth of essential supplies. Our diverse supply chain offers a wide range of high-quality produce, making it accessible to those who need it most.

Expanding The Social Supermarket

At its core, the Social Supermarket is an essential initiative addressing food insecurity and food waste. Its innovative model helps **reduce stigma, promotes dignity, and empowers individuals** to make their own choices. However, with demand at an all-time high, the Social Supermarket has reached full capacity and urgently needs to expand to meet the growing community needs.





Our Journey & Impact

What began as a small initiative to provide school holiday lunches for children has grown into one of Nottinghamshire's largest independent food hubs.

Over the past 12 months alone, we redistributed **135.3 tonnes of food**, with the previous year seeing around **83,000 tonnes**.

We were proud to receive the **Environmental Sustainability Award** for Mansfield, recognising our efforts in reducing food waste and supporting the community



Partnerships & Volunteer Support

We work closely with major retailers like **Marks & Spencer, Lidl, Aldi, Tesco, Co-op, Fareshare, Pets at Home, Nando, Sainsbury**, and **Amazon** to secure vital food supplies. Our dedicated team of **31 volunteers** coordinates **71 monthly collections**, ensuring we can meet the increasing demand for our services.

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With your support, we can achieve our goal of reducing food insecurity, combating food waste and providing vital services to our community. The funding is a one off grant or donation and will cover the initial setup and capital costs and support the long-term sustainability of the Social Supermarket. Your contribution will make a tangible difference in the lives of **over 1,000 local residents**, so thank you for sharing, promoting and contributing.

Claire Penny, CEO

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The Heart of Our Community: The Social Supermarket

The Social Supermarket plays a central role in our mission to **combat food insecurity** and **reduce food waste** in Rainworth and Blidworth. It is open to everyone in the community; whether you're experiencing financial pressures, want to support a local initiative, or are keen to help reduce waste. For just **£4.50** per shop, members receive **over £45 worth of essential supplies**, making it an accessible resource for those who need it most.

A Lasting Impact On Food Security In The Area

Additionally, those who may not rely on the supermarket for financial reasons can still contribute to the cause by supporting the initiative and helping to prevent food waste. Whether you need affordable food, want to support the community, or help reduce waste, the Social Supermarket welcomes everyone to be part of this important initiative.



Achievements & Impact

- **Saving 135.3 tonnes of food from landfill:** Through our partnerships with major retailers and food suppliers, we redistribute surplus food to our members, preventing it from going to waste.
- **Preventing 67.65 tonnes of CO₂ emissions:** By reducing food waste, we are making a significant contribution to combating climate change and protecting the environment.
- The **RRP value** of the food donations that have been kindly supplied is **£225k**.
- This **innovative model** reduces stigma, promotes dignity, and empowers individuals to make their own choices.

Current Challenges

We are operating at full capacity, and with demand continuing to rise—especially during the ongoing cost of living crisis and despite the success of the Social Supermarket, we are facing several challenges as demand continues to grow

- ⦿ **Limited Space:** We can only accommodate three shoppers at a time, resulting in long waiting times (up to an hour) for beneficiaries. This is particularly difficult for those with mobility issues or in poor weather conditions.
- ⦿ **Insufficient Storage:** With off-site storage located a mile away, we face higher transport and volunteer costs, making it difficult to manage stock efficiently.
- ⦿ **Restricted Opening Hours:** We currently operate three days a week and one evening, which limits access for working families and those impacted by the ongoing cost-of-living crisis.
- ⦿ **Parking Issues:** The lack of formal parking at our current location creates safety concerns and causes inconvenience for both beneficiaries and local residents.



Expanding to Meet Growing Demand

The challenges we currently face are hindering our ability to fully meet the growing demand and provide the level of service our community needs. Expanding to a larger space will address these issues and allow us to better serve the community.

Our Expansion Goals Will Address The Following Key Needs

- **Relocate to a Larger Space:** A new location will allow us to accommodate more shoppers, serving more families and reducing waiting times.
- **Increase Floor Space and Product Offerings:** A larger retail unit will enable us to store and display more goods, eliminating the need for off-site storage and enhancing the shopping experience
- **Extend Opening Hours:** With more space, we can open on additional days and evenings, making our services more accessible to working families.
- **Improve Accessibility:** The new location will include a dedicated car park, improving safety for beneficiaries and reducing congestion in the local area.

Bringing People Together

As the demand for the Social Supermarket continues to rise, we are committed to expanding our services to meet the needs of our community and beyond. By securing larger premises, we can continue our vital work, providing access to affordable food, reducing food waste, and supporting our local families.



By Relocating, We Can Launch Our Additional Initiatives

- **Virtual School Uniform Exchange:** A new initiative to offer low-cost, nearly new uniforms to local children, reducing financial pressure on families and preventing clothing waste. This exchange will be accessible through our mobile app, which handles 76% of sales and bookings.
- **Create a Dedicated Learning Space:** The current space will be repurposed to offer community learning activities, homeschool support, and alternative education for children outside mainstream schooling.
- **Increase Revenue and Job Opportunities:** By expanding our product range and increasing footfall, we aim to grow sales from £28k to £64k and create two full-time positions and 10 new volunteer roles.
- **Reduce Environmental Impact:** By saving over 200,000 tonnes of food waste from landfills, preventing 67.65 tonnes of CO₂ emissions



With **your support**, we can achieve these goals, helping to build a more sustainable and accessible **future** for our **community**.



Supporting Our Community Together

At The Social Action Hub, the impact of our work is felt not just in the food we provide, but in the broader community and environmental benefits we generate. With your support, we can continue to grow, expanding our reach and offering even more to those in need.

Financial Benefits

- Increase sales revenue from **£28k to £64k** by expanding product offerings and increasing footfall.
- Beneficiaries **reduce** their weekly shopping bills by **£45 - £135**
- **Reduce reliance** on short-term grants by generating sustainable income through expanded services.

Community Benefits

- Reduce waiting times and improve accessibility for beneficiaries.
- Launch the **Virtual School Uniform Exchange**, offering low-cost, nearly-new uniforms to local families.
- Create **2 full-time equivalent jobs** and **10 new volunteering opportunities**, helping to build a stronger local workforce



Environmental Benefits

By saving 200 metric tonnes of food waste from going to landfill, we are preventing approximately 100 tonnes of CO₂ - equivalent emissions, based on UK-specific data. This environmental impact is equivalent to:

- The **annual emissions** of **59 UK cars**
- The **carbon** sequestered by **400 trees** over 10 years.
- The annual **energy** use of **37 UK homes**.
- The emissions of **3 tanks**.



With investment in funding to facilitate our expansion into larger premises, we can build on our self-sustaining model, continue this vital work, and provide even greater access to food and resources for the communities we serve—while reducing our environmental impact further.

Join us in expanding our impact and providing greater access to vital resources. Your support will help us build a more sustainable and accessible future for our community



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