

# FoodSavers – Nourishing Communities

Fresh food vouchers  
that promote  
dignity, health and  
community resilience

## Why the voucher scheme matters

The **Nourishing Communities Voucher Scheme** provides individuals and families experiencing food insecurity with vouchers that can be redeemed for fresh, nutritious food at **Darley Street Market** and other participating outlets.

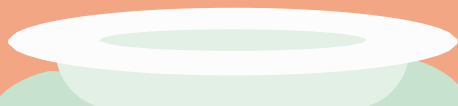
This **cash-first approach** promotes dignity, choice and autonomy while supporting local traders and strengthening the local food economy. It goes beyond short-term relief by encouraging healthier eating habits, building food skills, and connecting people with wider wellbeing services.

## Food insecurity in Bradford: What we found

FoodSavers surveyed **174 respondents** across Bradford in June 2025 to explore local food insecurity. Although lower than in emergency contexts, these levels remain concerning within the UK context of established social safety nets.

### Severe food deprivation and hunger

- 22%** went an entire day without eating
- 33%** were hungry but did not eat
- 34%** had their household run out of food



### Skipping meals and eating less

- 39%** skipped meals
- 51%** ate less than they felt they should



### Barriers to access are high

- 41%** lacked transport to reach fresh groceries
- 44%** could not eat healthy and nutritious food
- 16%** struggled to find culturally familiar foods



### Emotional and social impacts are severe

- 48%** worried about not having enough food
- 47%** avoided telling others they needed support
- 47%** felt upset by negative media portrayals of food support






Food insecurity isn't simply about hunger. It's about systemic barriers, stigma and the erosion of human dignity. Real solutions require **community-led approaches** alongside **transformative policy reform**.

## One solution: **Nourishing Communities Vouchers**

The voucher scheme is designed to respond directly to food insecurity challenges.

### Objectives

-  Improve access to fresh and nutritious food.
-  Promote healthy eating habits and food literacy.
-  Boost the local economy by supporting traders and markets.



## Positive experiences across the community

**“Voucher scheme attracts new customers”**

*Traders*

**“It is bringing people into the market who probably wouldn't normally come to the market”**

**“It definitely encourages people to buy more healthy food”**

*Inn Churches Team*

**“The vouchers have helped many young people and their families buy fresh ingredients to replicate the dishes they learned with us”**

**“Many families have told us that they were inspired to try new ingredients they had never tried before”**

**“The voucher scheme will help reduce stigma, provide immediate financial relief for low-income families, and stimulate the local economy”**

*Community Leaders*

**“It is important to target families, especially children, to foster ownership, education, and behavioural change”**

**“Nourishing is not only the food aspect, but also a lifestyle”**

The scheme creates benefits for everyone.

- ✓ **For participants:** dignity, choice, better nutrition and stronger community connections
- ✓ **For local traders:** increased custom and reliable demand
- ✓ **For Bradford as a whole:** healthier communities, stronger food networks and greater resilience



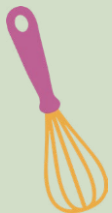
## Wellnest: Where food, health and community converge

At the heart of Bradford's transformed city centre, within the vibrant new Darley Street Market, stands the **FoodSavers Wellnest** — a pioneering approach to public health that recognises that wellbeing is both an individual and a collective responsibility.

Guided by the principle of **#FoodForHealthNotWealth**, Wellnest reframes access to food and health as rights, not privileges. Every cooking class, wellbeing session and community gathering becomes part of a city-wide effort to tackle inequality and build resilience.



### What happens at the Wellnest?



Cooking classes  
at the FoodSavers  
Cookery School



Stop smoking groups,  
mental health support,  
and wellbeing fairs



Music and  
mentoring with  
Sound of Change



Financial resilience  
programmes and  
sustainable food projects

The Wellnest operates as both sanctuary and catalyst: a place where learning to cook healthy meals is inseparable from building bonds, where healing happens through connection, and where the simple act of adding "just one more" — one more vegetable, one more walk, one more moment of care — ripples outward to strengthen the entire community.

**This is health as it should be.**  
**Accessible, welcoming and rooted in**  
**the belief that the strongest medicine is**  
**often the community we build together.**





# Join us in nourishing communities

The Nourishing Communities Voucher Scheme demonstrates that food support can be dignified and empowering.

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**FoodSavers Network on LinkedIn**



Supported by **Bradford Public Health** and **Living Well**

