

Q and A

The purpose of Hope Food Club:	To provide cheap food to people experiencing food poverty
Who will be eligible to join?	People on low incomes marked by defined benefits. It will not work on a referral basis from professionals
Where will the food come from?	Donations from the public, supermarkets, retailers, some food bought or obtained by farmers and smallholders, and food grown by Hope. The latter is a crucial part of the project
How will it be funded?	After initial start-up funding, entirely by sales
Where will food be stored?	In a rented warehouse ideally close to central Northampton
Where will the food be sold from?	Either through a shop premises but probably mainly via deliveries to specified locations like community centres
How is it different from a foodbank?	In foodbanks food is free but people can only access a few parcels a year. The social supermarket is a different model which we believe is more sustainable and has more dignity for consumers
Why do you charge for food?	To cover costs and generate income to expand. It is not a charity; it's a shop, where people can buy as much as they need, within some limits
How will you control numbers?	We will cap at 500 people initially, by geography
How will you ensure a range of food is offered that meets nutritional needs?	People will be able to buy food in categories – carbs, veg, protein etc up to so many items in each category. There will be a max spend/item volume limit to control hoarding/resale.
Will work for people who are long term unemployed be available?	Yes, in the warehouse and shop, and in growing the food in the related growing spaces.
Will it just be food?	No, we will also supply toiletries
Will the food available meet all food needs?	No, that would be unrealistic. We will supplement other purchases people will still need to make for fresh items that are harder to source, like milk, eggs, bread etc
Where did the idea come from?	There are many supermarkets like this in Europe, but few in the UK
Why Hope?	Hope has been providing food for 43 years to people in need. Its central to our purpose.
Will it serve all of Northampton from the start?	No, we will start small, prove the concept and the availability of sufficient food before expanding. We will build in expansion capacity from day 1, however.
What is urban agriculture and why is this relevant to the project	We will grow food on urban land to support the project. Working on gardening and horticulture, as well as benefitting people who participate in all kinds of ways, can benefit the urban area and local communities
Will you need volunteers	Of course – in all areas, including steering the project
How is this different from food waste projects, like Elsie's café?	We collaborate and co-operate closely with Elsie's, but they have a different model. Their primary concern is food waste, and whilst we do tackle this, we are primarily concerned about tackling poverty: everything else is secondary. Our project is on a different scale, commercial model
How can a charity sell food in a shop?	The project will be run through our social enterprise, Hope Enterprise, which can trade.