



2024 ANNUAL REPORT



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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 to help improve

THEORY OF CHANGE

WHO WE WORK WITH

- Pantries & affordable food clubs
- Youth clubs and organisations
- Hospital discharge patients
- General public
- Local authorities
- People experiencing poverty
- Corporates & private companies
- Grass-roots community groups
- Housing Associations
- Schools, colleges and universities
- Food banks
- VCFSE sector organisations
- Greater Manchester Food Boards

PUBLIC

- Catering services
- Teambuilding workshops
- Restaurant Takeovers
- COOKAlong Classes (online)
- Event/festival workshops
- Volunteering

WHAT WE DO

- Community Cooking Classes
- Homemade meal provision
- Cooking demonstrations
- Supporting Cooking Clubs
- Kitchen Kit Redistribution
- Campaigning and strategy

COMMUNITY

Homegrown produce to support our work

CHANGES WE WANT TO BRING ABOUT

- Empower people with the skills to cook affordable, nutritious food from scratch
- Increase knowledge and skills to reduce food waste
- Boost appreciation of the benefits of meat-free/low carbon cooking
- Connect communities with local growing projects and wild foods
- Increase social cooking and eating opportunities
- Better accommodation of diversified diets
- Stronger understanding of 'eating well' and good nutrition

LONG TERM IMPACT

- A more sustainable and equitable food system with minimal food waste and environmental impact
- Improved health and wellbeing of communities who are empowered with the skills and knowledge to cook affordable, sustainably sourced, nutritiously adequate, delicious and culturally appropriate food from scratch
- Reduced social isolation and increased community cohesion via increased availability of social cooking and eating opportunities

2024 IN NUMBERS

COMMUNITY COOKING	PARTICIPANT NUMBERS	NO. OF SESSIONS
Crack On & Cook - Community Cooking Class	685	85
Cooking Demos / Workshops	881	14
Online COOKAlong	97	9
HAF - Lunch & Learn	149	6
PUBLIC	PARTICIPANT NUMBERS	NO. OF SESSIONS
Catering Gigs	1597	47
Teambuilding Workshops	48	3
COMMUNITY SUPPORT EVENTS	ESTIMATED PEOPLE REACHED	NO. OF SESSIONS
Kitchen Kit Redistribution Events	11,280	2

2024 IN NUMBERS

COMMUNITY FOOD PROVISION	MEAL NUMBERS	NO. OF SESSIONS
Batch Cooking Sessions	4,197	51
Community Cooking Classes - Est. Meals Cooked Per Participant	1,713	92
COMMUNITY TRAINING	PARTICIPANTS	NO. OF SESSIONS
COOKWell - Train the Trainer	33	4

We've shared cooking-from-scratch skills with 1,012 people through hands-on sessions and reached a further 881 through demos and workshops—bringing the total number of people we've engaged in cooking education since 2010 to 27,107!

Based on feedback collected from participants:

95% of participants tried a new recipe

64% of participants experimented with a new ingredient

82% of participants learned a new cooking technique or skill

TESTIMONIALS

I learned a lot, gained confidence and enjoyed sharing tasks and the end products with people in a similar situation which helped with a strong sense of solidarity. I am originally from India, from the south; never ever thought I would be able to or would make a naan from scratch!

Maggie's Centre Participant

My wife died a year ago and I had never cooked, she did it all. She'd be so proud to see me here now, cooking!

Brinnington Life Leisure Participant



I thought it was really tasty and I've started eating more vegetarian meals recently. I was surprised at how easy the recipes were to make and I would make this for my family.

Chatterbox Participant

The trainers made the day very interesting and fun, because I've learnt so much and the tips have helped me with my cooking skills I hope to set up my own cooking class in the future.

COOKWell Participant

The nutritional advice and myth busting was interesting and the way Molly explained everything was easy to understand and fun. It was a great session. I also enjoyed meeting other people dealing with cancer in their families and lives and learning new skills.

Maggie's Centre Participant

I had a really nice experience and I feel proud of myself for being able to follow despite being a bit behind. I absolutely loved the session and will definitely be joining again. Thank you to everyone involved and I'm looking forward to the next class!

COOKAlong Participant



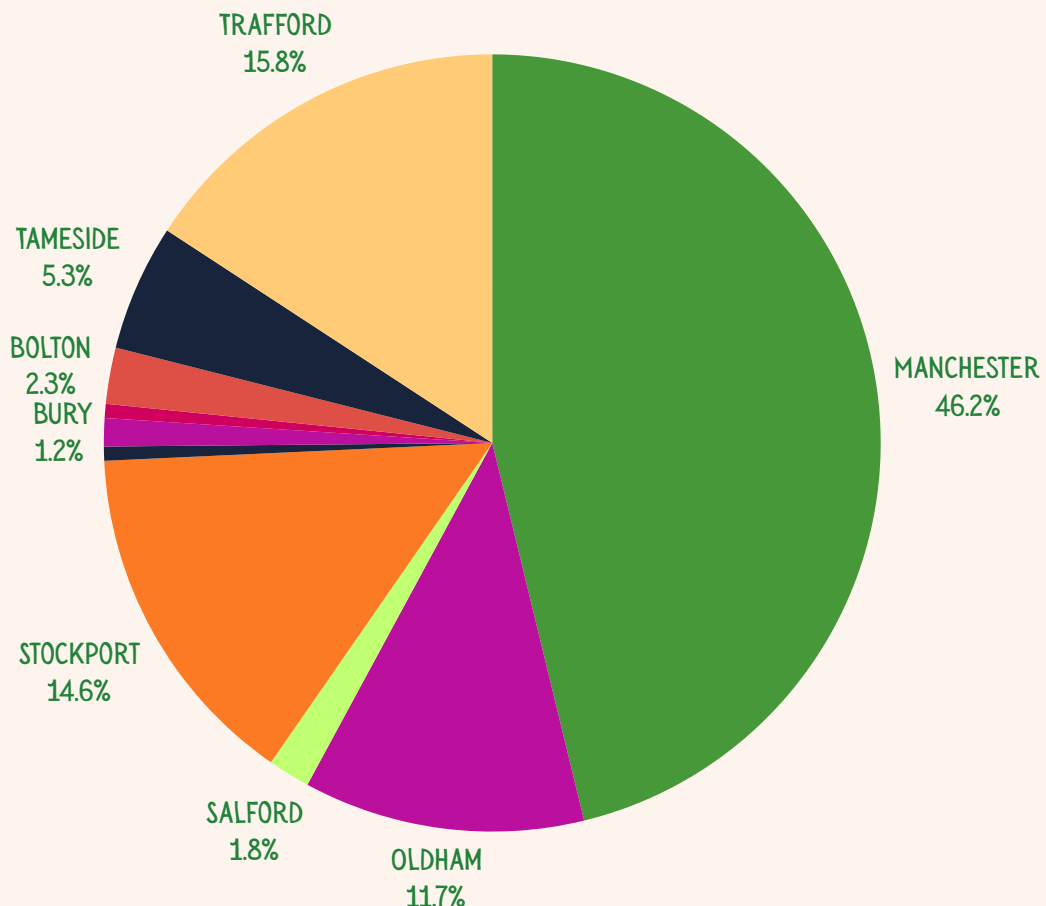
GEOGRAPHICAL REACH

In 2024 we delivered our services in 9 of the 10 Boroughs of Greater Manchester, as well as in Cheshire.

One of our projects facilitates us reaching nationwide communities though online delivery of digital cooking classes and we reached 97 participants in this way.

However, in 2024, over 75% of our work was delivered in Manchester, Stockport and Trafford.

PERCENTAGE OF CGF WORK PER BOROUGH IN 2024

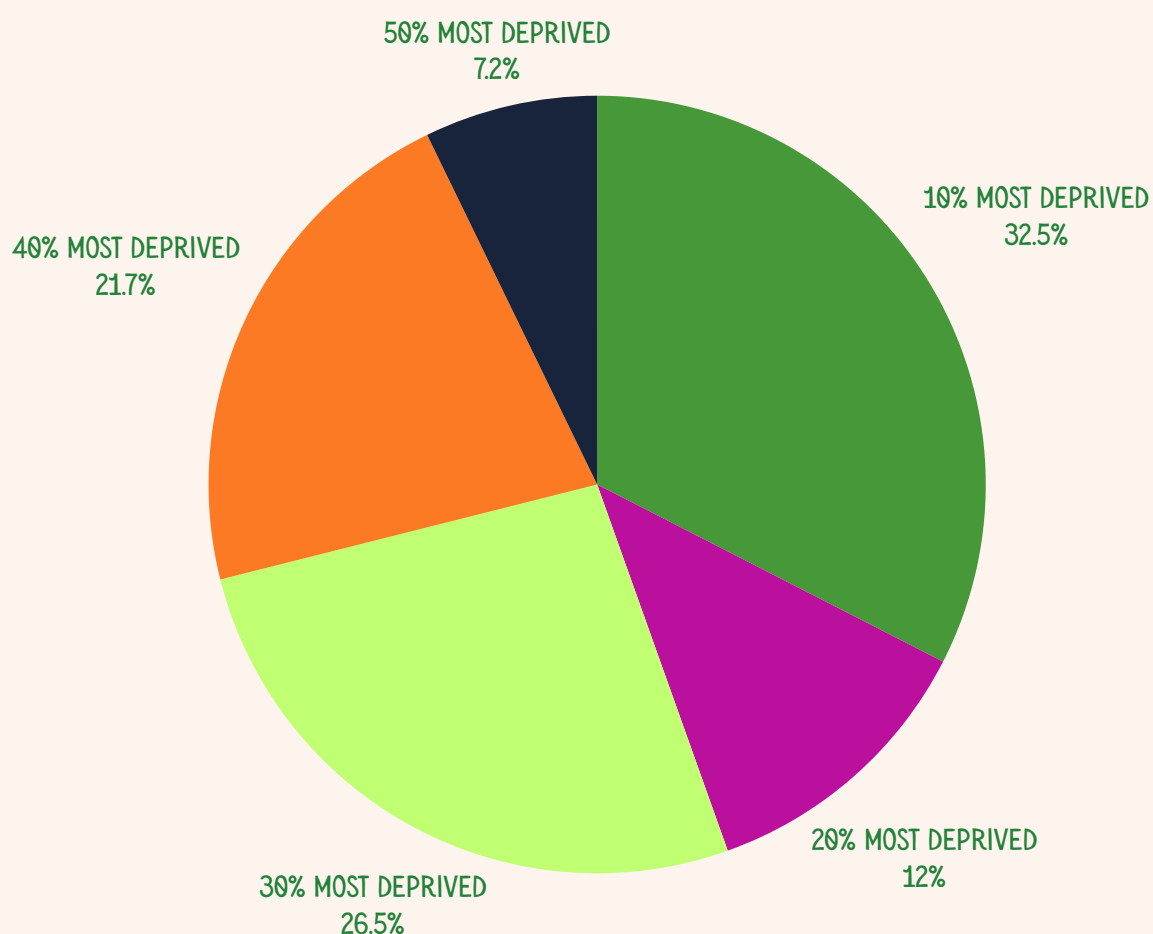


AREAS OF DEPRIVATION

More than 70% of our community work is focussed in local areas featuring in the 30% most deprived in England (English Indices of Deprivation 2019).

Many areas are classed as 'food swamps' and 'food deserts' meaning affordable fresh ingredients can be hard to access.

PERCENTAGE OF CGF SESSIONS DELIVERED IN AREAS OF DEPRIVATION



WHO WE SUPPORT

Our community work in 2024 has supported:

- People experiencing homelessness
- People living in 'food deserts' and 'food swamps'
- Community garden volunteers
- People with permanent brain injury
- People aged 16-25yrs with young families
- Pantry scheme and affordable food club shoppers
- Food bank users
- Faith groups
- Final year medical students to gain understanding of the barriers facing people experiencing food insecurity
- Hospital discharge patients
- Veterans
- Older people at risk of social isolation
- People with physical disabilities
- Housing Association tenants
- People seeking asylum
- LGBTQ+ communities
- Young people taking part in school holiday 'HAF' activities
- Primary school children and their parents/carers
- Pupil Referral Unit (PRU) pupils
- People living with mental health challenges
- People fleeing domestic violence
- People on their cancer recovery journey
- Young carers
- Care leavers



VOLUNTEERS

Without the support of our volunteers, we would not be able to deliver our work on such a broad scale. Their support is the backbone to our mission and we are lucky to have a team of dedicated volunteers who have supported our work since inception.

- 3116 HOURS OF VOLUNTEER TIME DONATED
- EQUALLING £39,261.60 AT LIVING WAGE RATE



Volunteers packing donations for redistribution at our Kitchen Kit Call Out campaign event



One of our volunteers supporting a cooking session in Warrington



Volunteer delivery drivers packing up meals to deliver to our NOSHH (Nutritional Options for Staying Home Healthy) recipients



THANKING OUR VOLUNTEERS

MILESTONE CERTIFICATES

We're incredibly grateful to have over 500 dedicated volunteers, and we love to acknowledge their amazing contributions. As they build up hours of service, they achieve three key milestones - a bronze award for 25 hours, silver for 50, and gold for a whopping 100 hours of service - which earns them a certificate to celebrate their commitment.



HEALTHY REWARDS

To further show our appreciation, when volunteers have achieved a milestone, they're entered into a prize draw to win a Healthy Reward!

We've teamed up with wonderful like-minded friends to offer volunteers a special treat that aligns with our values of sustainability, wellbeing and kindness to the planet. By raising awareness of ethical products and services, we not only say thank you but also introduce our volunteers to businesses making a positive impact.

Unicorn Grocery	The Use-It-All Cookbook	Bolton Deaf Society	Wonderhaus
Glitterfish Productions	Faith in Nature	Upward Frog	The Edge
Nell's Pizza Kampus	GLOW Beauty and Wellbeing	Royal Exchange Theatre	

KITCHEN KIT CALL OUT

In June and December 2024, we continued delivery of our 'Kitchen Kit Call Out' Campaign to redistribute donated pre-loved kitchen kit to communities experiencing financial hardship, and who are struggling to cook-from-scratch as they simply don't have the basic kitchen kit needed to cook some of the simplest of meals. At the same time, many of us have perfectly good but unused kitchen items sat in our cupboards taking up space.

To help with both of these problems, our 'Kitchen Kit Call Out' Campaign (KCC) sees us seek and receive donations from individuals, businesses, libraries, schools etc. of pre-loved kitchen kit destined for landfill. We then clean, safety check and redistribute the equipment to organisations and individuals we meet throughout our work in many of Greater Manchester's most financially deprived and sidelined communities. Not only does this help to break down the barriers people face when accessing and cooking food, it also saves perfectly good equipment from ending up as waste.

Since 2022, our 6 events have saved over 9.5 tonnes of preloved kitchen kit, reaching an estimated 23,281 people. Thanks to the help and support of our funders, volunteers, supporters, donors and in particular to UA92 and Freight Island who hosted our events in June and December 2024.



WHO WE WORK WITH

1/2

WE'RE GRATEFUL TO THE FOLLOWING ORGANISATIONS FOR COMMISSIONING/FUNDING OUR WORK OR PARTNERING WITH US IN 2024:

10GM	Bruntwood	Eden Project Communities	Healthy Hyde
422 Community Hub	BUPA Foundation	EY	Hill Top Surgery
6point6	Clarion Housing Group	Factory International	Hollinwood GP Practice
ACCEN	Coalfire	Fire and Rescue Service	Hubbub
Afrocats	Common Wealth Theatre	Gorse Hill Primary	Just Life
Assura	Connexions Bolton	Granger Reis	LGBT Foundation
Barclays	Creative Mcr	Great Places	Lloyds Banking Group
Boaz Trust	Disability rights network	Groundwork	Locality
Bolton Deaf Centre	DWF law	Groundwork - Brinnington Big Local	Lubrizol
Boss Models	Eccles Rugby Club	Guinness Partnership Ltd	MACC

WHO WE WORK WITH

2/2

Maggies	MSM Powerhouse	Re:Dish	The University of Manchester
Manchester Athena	Munro Therapy	Royal College of GPs	Time Out Group
Manchester City Council	NG Bailey	SEDA	Unison Tameside Health Branch
Greater Manchester Fire and Rescue Service	One Manchester	Sheffield University	University of Sheffield
Manchester Homelessness Partnership	Onward Homes	Skylight	Visit from the Stork
Manchester Met University	Orchard Garden Opening	SM Credit Union	Whalley Range Community Forum
Manchester Secondary Pru	Out There Charity	Stockport Homes Group	Wildbrook Community Food and Growing Hub
Manchester Youth Zone	PA Consulting	Tameside Hospital	Willmott Dixon
MCC	Pankhurst Trust	The Casey Group	Youth Focus NW
Microsoft	Positive Steps	The Crossley Centre	

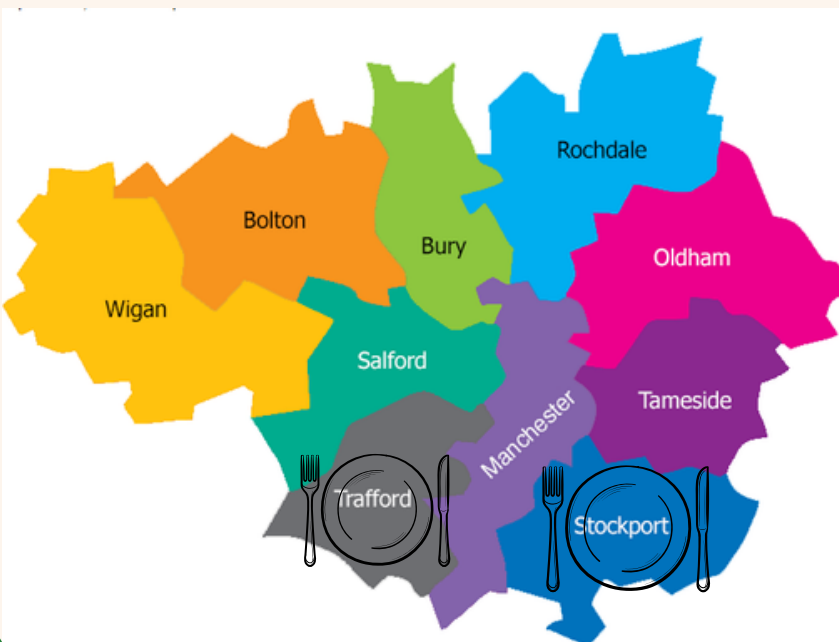
NOSHH

(NUTRITIONAL OPTIONS FOR STAYING HOME HEALTHY)

In November 2023 we secured funding from Mastercall Healthcare Social Value Employee Nominations to support communities in Stockport & Trafford. The fund enables us to cook, pack and deliver weekly meals for hospital discharge patients and other people facing food crisis. Our meals are healthy and nutritious, packed in microwaveable containers to enable low fuel reheating and contain allergen, dietary and storage guidelines.

The project's original lifetime was November 2023 - November 2024, however we have been grateful to receive further funding to extend the project until November 2025. We secured a community kitchen at Emerge in Openshaw to prepare the meals. Throughout 2024 we delivered:

GEOGRAPHICAL REACH OF DELIVERIES



4,197 MEALS DELIVERED
(JAN '24 - DEC '24)



46 PEOPLE SUPPORTED



1500 VOLUNTEER
HOURS



COMPLEX DIETARY NEEDS
CATERED FOR



CULTURALLY DIVERSE FOODS



HOSPITAL DISCHARGE PATIENTS

TESTIMONIALS

‘I’m a good cook but these meals are great for me because I know they're nutritious and they also help me because I'm on a low income’

STOCKPORT RESIDENT

‘The meals are absolutely wonderful, I have Fibromyalgia so can't stand at the cooker for long because it's too painful, so don't cook, it's hard to look after yourself when you're alone, so I don't bother, I used to eat crisp sandwiches. I really like the jacket potatoes and I have to say the delivery people are also really lovely, they are so friendly and helpful, you're all so kind to be doing this, I'm so impressed and so grateful’

TRAFFORD RESIDENT

I get these meals because of my illness which also leads to financial troubles, so I really enjoy the weekly meals, the 'chicken dinner' is my favourite! I've also never eaten vegetarian meals before so didn't think I'd enjoy them this much.

STOCKPORT RESIDENT

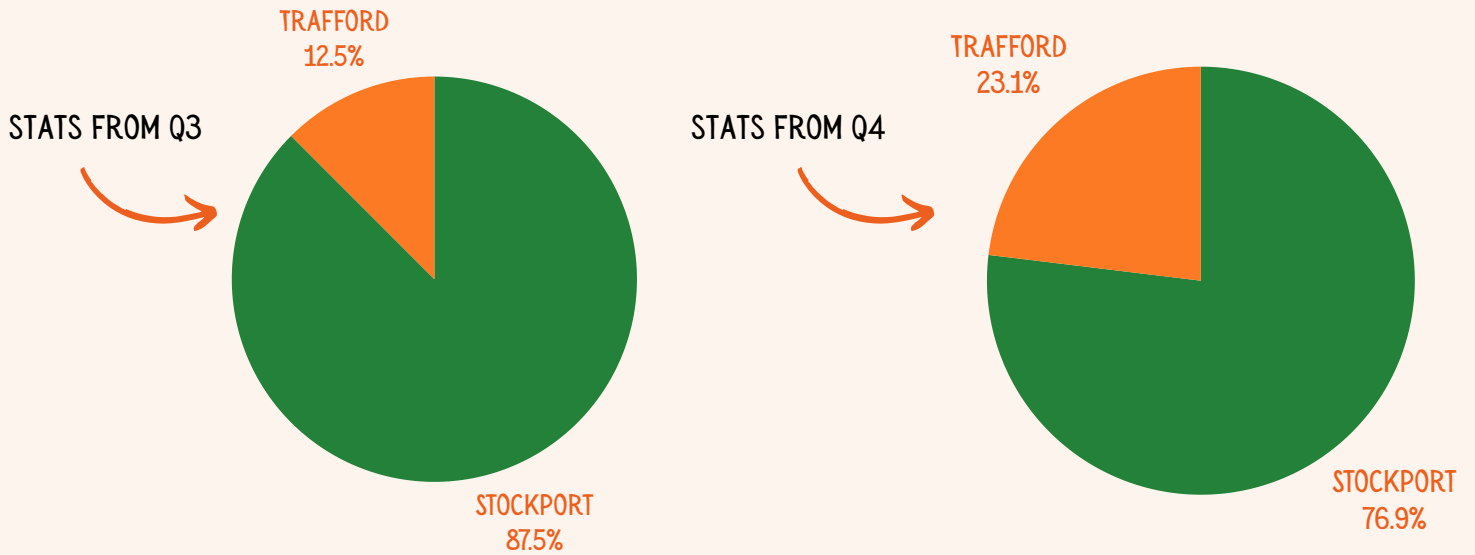
You know I think these meals are just wonderful, my illness means I can't cook so these help me so much! I wish I could do something to help you.

STOCKPORT RESIDENT



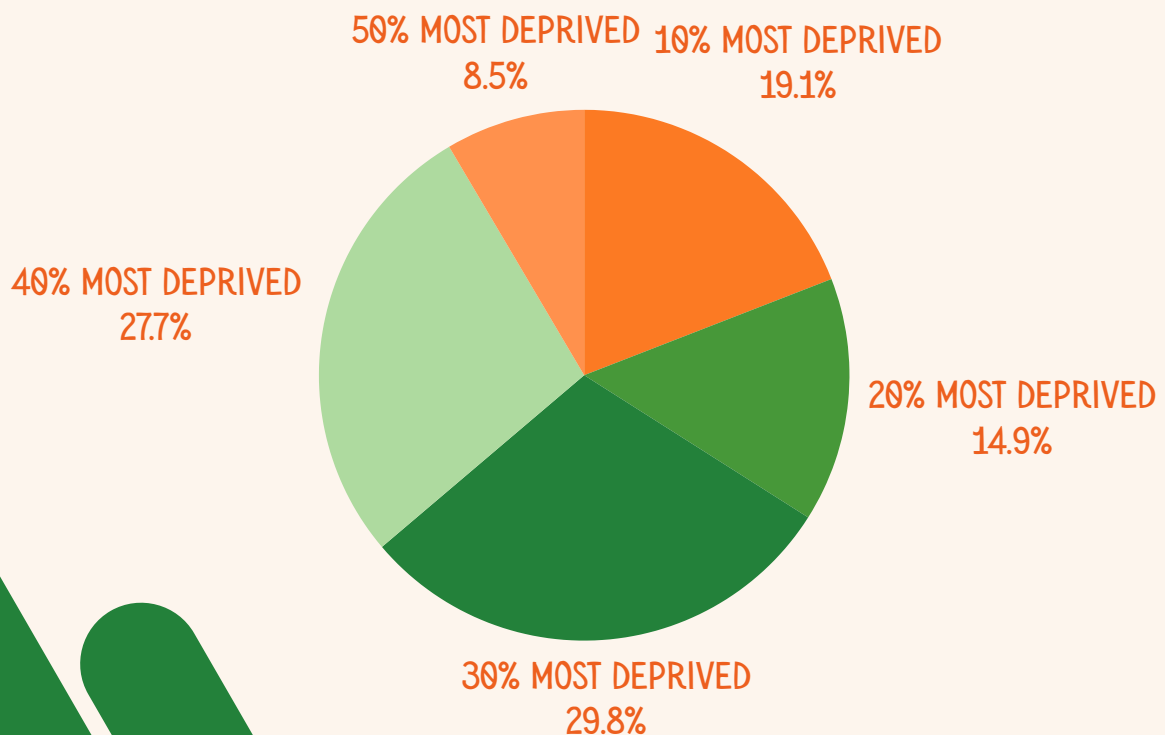
AVERAGE GEOGRAPHIC SPLIT OF MEALS

Figures fluctuate between the 2 boroughs so the below represents the average split across Stockport and Trafford.



PERCENTAGE OF NOSHH MEALS DELIVERED IN AREAS OF DEPRIVATION

More than 63% of our meals are delivered in local areas featuring in the 30% most deprived in England (English Indices of Deprivation 2019).



GROWING OUR CATERING SERVICE

Our catering service was set up in September 2021 to help support our core costs, whilst making the most of the skills and expertise of our team. This has been key to our survival following a suspension and remodelling of our other traded activities as a result of the Covid pandemic.

In 2024 we delivered **46** catering jobs to customers.



Beautiful, healthy food and incredibly friendly staff :)
The food was well presented, tasty and healthy.
Especially loved the soup and wraps.

Born and Bread in Tameside

Brilliant service with a great message behind it. Keep up the good work!

Ashley, Healthy Hyde

Staff were warm, welcoming and friendly. they engaged with the public and the services provided and information leaflets have been very information and positive. We will be asking for these lovely people again for future events.

Roxanne, Catering for a research engagement event in Longsight

I think it's a great option for sustainability and also as a way to ensure that food options are environmentally conscious. There was a range of options that catered for various dietary needs and the staff are knowledgeable.

Laura, Youth Forum



POWER UP THE FLAVOUR

Power Up The Flavour is Cracking Good Food's affordable, low-fuel cooking guide designed to support people 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 food 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 delighted to be able to share these booklets with communities, as well as with NOSHH recipients alongside their meals.



GROWING CORNER & MOVING TO 422

In June 2023, we created our first Growing Corner to grow salads, herbs, and vegetables for our Community Cooking, Teambuilding sessions, and Catering service. However, in 2024, when we moved from Apex Hulme to the 422 Community Hub in Longsight, we had to take our growing plot with us!

Relocating the garden was no small task, it involved dismantling planters, shifting two tons of soil, and rebuilding everything from scratch. Thankfully, with the incredible support of a dedicated team from Bupa, we successfully transferred everything into new planters, ensuring the growing space could thrive again.

Despite the challenge of moving, 422 Community Hub has been an incredibly positive change for us. It's provided a home for our equipment and a welcoming space for internal and external meetings.



MEDICAL STUDENT PLACEMENTS

We hosted 4 University of Manchester final year medical students to gain an understanding of the barriers facing people experiencing food insecurity. The students joined us in the community to support the delivery of our cooking workshops and assisted with the production and delivery of homemade meals for people discharged from hospital with little means to shop and cook for themselves.

In Q2 of 2024, as part of our NOSHH program, the students participated in meal preparation and delivery while conducting a mini-survey to assess the programme's impact. Based on their findings, we diversified meal options and introduced improved food containers.

I really enjoyed it. Watching the difference between when people first come in and the end when are they are so much more confident and helping each other out is really valuable. They mentioned how this session was a welcome break from being at home alone.

Student

I really enjoyed the session today. It was great to see people from the community cooking and chatting together, while learning new skills.

Student

It was great to see the power of people chatting and cooking together. I feel this sort of activity in the community is something which should grow and be offered more as a type of social prescribing.

Student

Today's session helped me gain a deeper understanding of the barriers that people in the community face to accessing and making healthy nutritious food, and how this impacts health and wellbeing, not only physical but mental. It helped me understand how making and eating food together is also a really important time for people to socialise, which they might not get otherwise.

Student



SPIRIT OF MANCHESTER AWARD WINNERS

We were over the moon to win the inaugural Spirit of Manchester 2024 Community and Business Collaboration Award alongside our amazing friends and partners, the Microsoft NW Social Impact Team.



The annual awards organised by MACC (Manchester Community Central) celebrates the work of voluntary organisations, community groups, charities and social enterprises in Manchester. It was a truly inspirational evening of positivity, selflessness and kindness with all nominees in all categories equal winners.

The award recognised the partnership that developed between Cracking Good Food and Microsoft including: helping to construct our Growing Corner to grow food for use in cooking projects; commissioning our ethical catering service; promoting our work to their clients and partners; and most significantly delivering the Kitchen Kit Call Out Campaign.



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 sidelined by poverty and other complex disadvantages in Greater Manchester and beyond.

We enthuse, encourage, and teach individuals, families, young people, corporate 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 - to date, over 9.5 tonnes of equipment has been intercepted from landfill and has reached an estimated 23,281 people across Greater Manchester so far! Our amazing volunteers are the backbone of our work - last year alone they contributed more than 1,400 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.

To view our Annual Financial Report, [click here](#).



THANK YOU!



TO OUR FANTASTIC TEAM OF STAFF AND VOLUNTEERS, OUR FUNDERS, SUPPORTERS, COMMISSIONERS & PARTNER ORGANISATIONS - THANK YOU SO MUCH FOR HELPING US TO ACHIEVE SO MUCH IN 2024.

PLEASE KEEP IN TOUCH AND FOLLOW US ON SOCIAL MEDIA!

