

Feed the Hill Social Supermarket



Note for referring agencies

This note explains how to refer people to our new social supermarket at 367 New Cross Road. The social supermarket is intended for people on a low income who are, or are at risk of, experiencing food poverty and hunger.

Who we are

Feed the Hill was established in March 2020 as part of the SE14 mutual aid group, with the aim of keeping every resident of Telegraph Hill ward fed through the first covid lockdown. We're particularly adept at rescuing good food that would otherwise go to waste – to date we've received and distributed over twenty tonnes of perfectly good food that was destined for landfill.

We have now built a substantial network of food suppliers to establish a “social supermarket”. We have secured our own premises at 367 New Cross Road. We have set up a social supermarket to support the local community as covid-19 continues to impact us all.

The supermarket

Every Wednesday 10am – 12 noon

367 New Cross Road SE14 6AT

The shop is a welcoming space staffed by our volunteers. Your referred members will be able to pick up a weekly shop for £2 (and the fee can be waived if even this is not affordable), selecting items for themselves and their families. The aim is to avoid the stigma sometimes associated with food bank usage, and to ensure that those on low incomes aren't going without owing to unexpected bills, job losses etc. Over time we hope that the shop will become a gateway for providing a range of support such as mentoring, training and advice schemes.

What is a social supermarket?

The original purpose of a social supermarket is to build strong individuals and confident communities that are resilient to financial pressure – “We want to focus on what’s strong, not what’s wrong”. The following links give useful background to the social supermarket model:

[The UK’s first social supermarket chain](#)

[The rise of social supermarkets \(The Guardian\)](#)

Who is eligible?

While the social supermarket is open to all, we would particularly like to invite members of the community who are on low incomes and who have had their finances adversely affected by the covid-19 pandemic. Eligible postcodes are SE4, SE8, SE14 and SE15, but please get in touch to discuss if you feel someone in another postcode is in need and could benefit.

Where do the products come from?

We will be stocking surplus food donated by supermarkets, food businesses and other retail outlets. This is typically food that is still in date and of good quality but which, for whatever reason, the supermarket hasn’t managed to sell. We “rescue” and freeze perishable food ahead of its use-by date. We also receive food that is not in a saleable condition, for example, tins that have been incorrectly labelled but are still perfectly good inside. We receive and re-distribute approximately a tonne of this so-called surplus food weekly.

How to refer

Please print and share the attached leaflet and note with anyone who you feel may benefit from using the social supermarket. Please then email, call or text Sharon, our project coordinator, to let her know approximate numbers of referrals to allow us to manage stock levels – 079840 44568 / sharondotshamir@gmail.com.