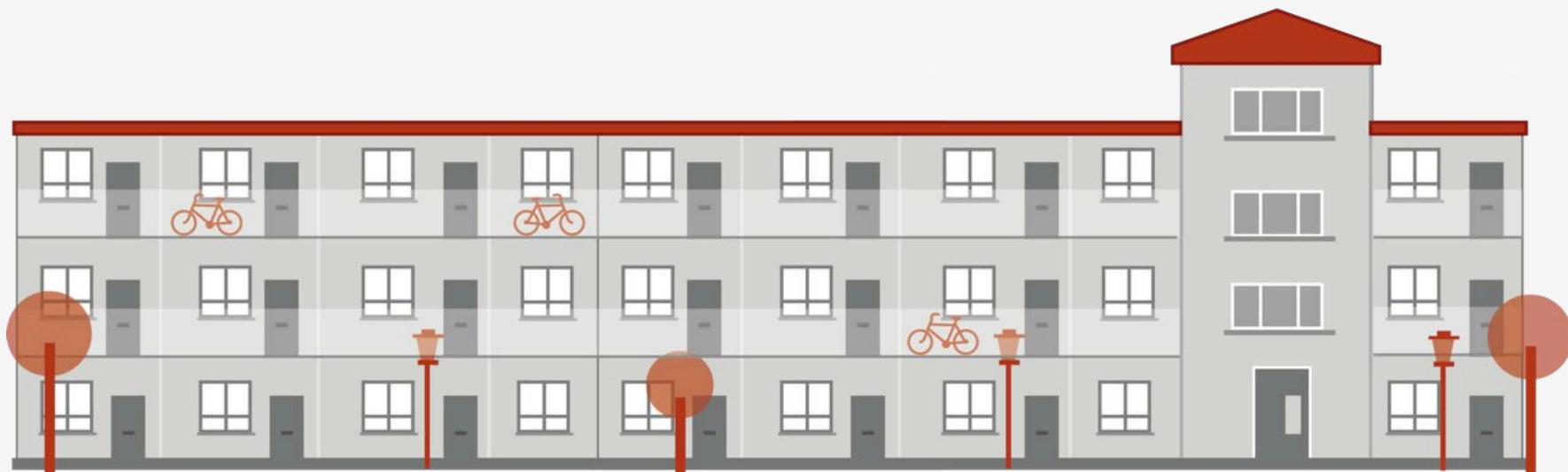




casserole

What is Casserole?

A project that encourages people to cook and share an extra portion of food with an older person living locally to them who could really benefit from a delicious, free home cooked meal.



Long Term Benefits

Reduce social isolation

Tackle malnutrition

Encourages
intergenerational
community cohesion

Helps tackle the digital
divide



How it works: the basics



Cook signs up and completes criminal record check and food hygiene test

sign up

Name

Phone

Postcode

Local Recruiters find Diners and help to sign them up



Cooks search for local Diners, Casserole team help match



Cook and Diner arrange a date and time for meal share



Cook delivers tasty home cooked food to their Diner

What we've learned

Cooks love Casserole and tell their friends

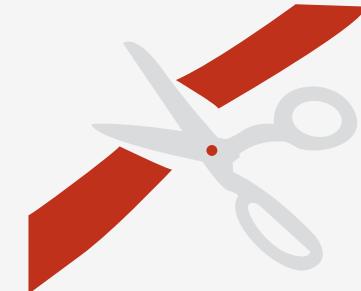
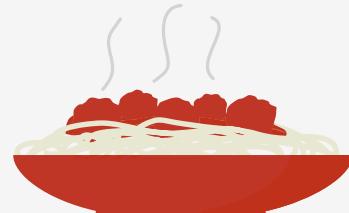
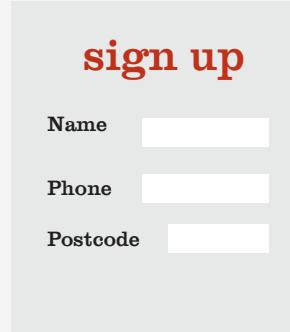
Diners don't sign up using the website but get referred from friends, family and community organisations

Customer service is paramount as Cooks and Diners need supporting through their first meal exchange



Our journey so far

What we've achieved

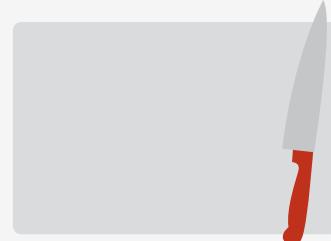


3,444 Cooks
signed up

Over 500 meals
exchanged in 3
areas

Longest running
match 24 months

Now live in 3 areas



Cooks aged
between 20 and
75 years

90% of diners
are aged 75+

Cooks in over
200 local
authority areas

Extensive media coverage

Featured in over 40 top tier pieces in last year including:

Waitrose Magazine

Evening Standard

BBC Breakfast

TimeOut Magazine

Morrisons Magazine

FastCompany

The Times

The Guardian

Sainsbury's Magazine

Big Issue

CASSEROLE CLUB

Food is at the heart of the community experience. It brings people together'

28 NEWS

Is this the loneliest generation?

Malnutrition warning as elderly are fed for €2.27 a day

Extra helpings

Pam Denton (photo and on page 27) is 80 and she is a vibrant, energetic, fit of humour and less than a small but immaculate flat in the picturesque town of Reigate, Surrey. What is less instantly obvious is that for the past ten years, Pam's vision has been steadily deteriorating, leaving her severely visually impaired and unable to manage most of the daily tasks that used to take for granted. "There have very gradually crept around the flat," says Pam. "I've even had to rip up the corner of my bed and dislodge my bin. Now I only go walking now and for the time being am confined to holding around the flat. Most of my friends are elsewhere away and I'm not able to get out all the time. I live in a flat, and the other side is being a neighbour. It can be quite lonely."

Pam is trying to make a rare transition. With ageing older populations and more people now living further away from their families, older people increasingly find themselves alone. A poll conducted for Age UK found that nearly three out of five isolated elderly people say most of all the time. Based on that finding, the charity calculated that most people live within 95 metres.

24 SHOUT WAITROSE.COM APRIL 2012

<http://www.bbc.co.uk/news/uk-breakfast/24092012>

one Breakfast

24/09/2012

The Casserole Club

Mending Broken Hearts

Extra portions?

TIVAL

SHARE THE (FOOD) LOVE

Wouldn't it be nice if, the next time we cooked a meal at home, we made an extra portion for an elderly neighbour? That's the idea behind the Casserole Club. This new food-sharing initiative is now being trialled in Tower Hamlets and Barnet, with a view to being rolled out nationally. Even if you don't live in those parts, if you sign up (either as a cook or a 'diner'), the scheme might come to your neighbourhood ne

Communications and recognised brand

The screenshot shows the official Facebook page for 'Casserole'. The cover photo features a stylized illustration of a row of houses with red roofs and chimneys, decorated with Christmas lights. A small figure is walking in the snow in front. The page's profile picture is a red square with the white 'casserole' logo. The main post on the timeline has the caption '#CasseroleChristmas' and 1,387 likes. Below the post, there's a community message asking people to cook for their neighbors during the holidays, followed by a link to the website <http://www.casseroleclub.com/>. There are also links to 'About', 'Photos', 'Likes', and 'Twitter'.

This section shows two Pinterest boards from the 'Casserole' club. The left board is titled 'Lamb dishes' and features a large image of a roasted lamb leg with a herb crust. It has 5 pins. The right board is titled 'Vegetarian dishes' and features a close-up of several pieces of grilled or baked vegetables. It has 7 pins. Both boards have the 'casserole' logo in the top left corner.

A screenshot of a BBC Radio 5 news article titled 'BBC Radio 5 takes a Look at Social Isolation and Loneliness in Today's Older Generation'. The article was posted on November 13, 2013, by Casey Robinson. The image accompanying the article shows four elderly men sitting together outdoors, possibly at a community event.

A screenshot of the Twitter account for 'Casserole Club' (@Casserole_Club). The header features the same Christmas-themed illustration as the Facebook page. The bio reads: 'Do something great with an extra plate. Food sharing project in Barnet, Tower Hamlets and Rotherhithe & Brixton (more soon) | A @FutureGov project'. The account has 1,971 tweets, 2,364 following, and 2,284 followers. A recent tweet from the account says: 'We've got all the ingredients ready for tomorrow @SisterChristine Can't wait to #cook Neighbours in Poplar the tastiest curry ever!' Another tweet from the account says: 'Everyone should have #Christmas dinner this year! bit.ly/1lsu1c via @LoveFood'. The background of the Twitter interface is a red and white checkered pattern.

Our Cooks & Diners

“I was so nervous when I delivered the first meal to my diner, Edith, in case she didn’t like it. In fact, she has turned out to be an adventurous Diner who likes most of the same things as me despite our 60 year age gap! We have become great friends and we both look forward to our weekly catch-up.”

Nancy - Casserole Cook





“My family don’t live
near me any more and
rarely visit. I am still
recovering from
malaria so it’s hard for
me to cook these days”
Kay - Casserole Diner



“Shared dining experiences have been the fabric of communities since forever, and if we want to “rebuild” communities, food seems like a good place to start.”

Dave –
Casserole Cook

The ins and outs

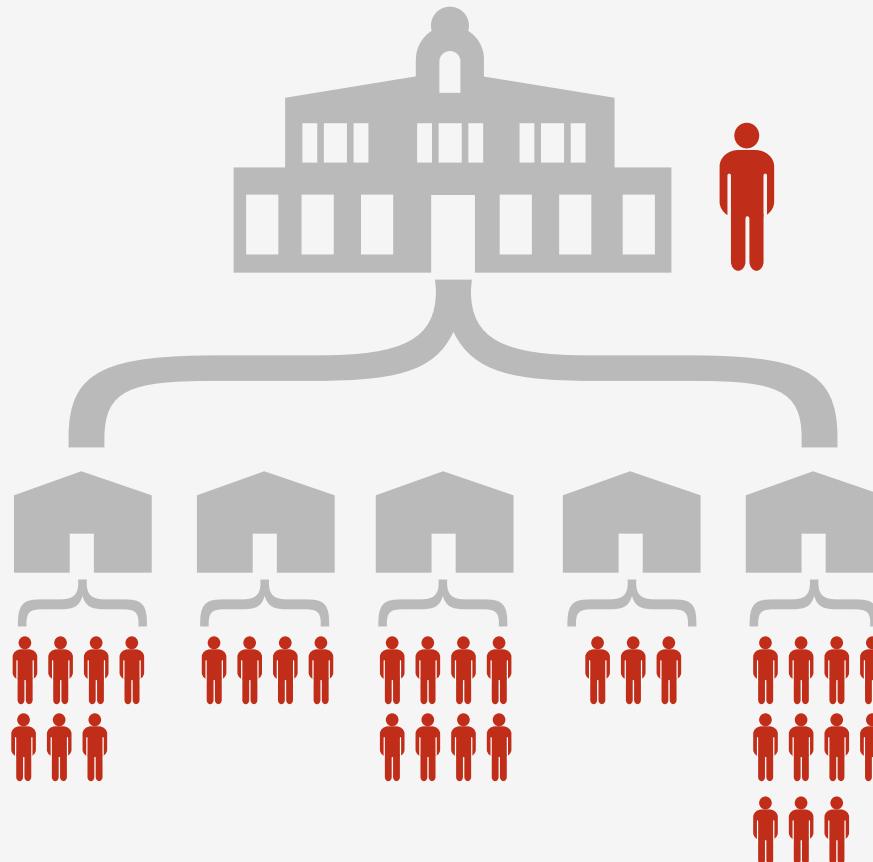
Who's involved?

Casserole Club &
www.casseroleclub.com



Lead Organisation
Lead Organiser

Recruiters/
Partner
Organisations



Customer Service Team



Definition of roles

- **Cooks**
 - Volunteers who sign up to www.casseroleclub.com to cook and share an extra portion of home cooked food with a neighbour
- **Diners**
 - Older people aged 55+ who could really benefit from an extra portion of home cooked food every now and again
- **Lead Organisation**
 - Council or organisation responsible for delivering the local rollout of Casserole

Definition of roles

- **Recruiters**
 - Organisations or friends and family who refer Diners to the project or help to sign them up
- **Matchmaker/ Customer Services**
 - Person or people within the Lead Organisation who help Cooks and Diners to facilitate meal shares using the Casserole Club web app
- **Lead Organiser**
 - Project lead within the Lead Organisation responsible for project management at a day to day level