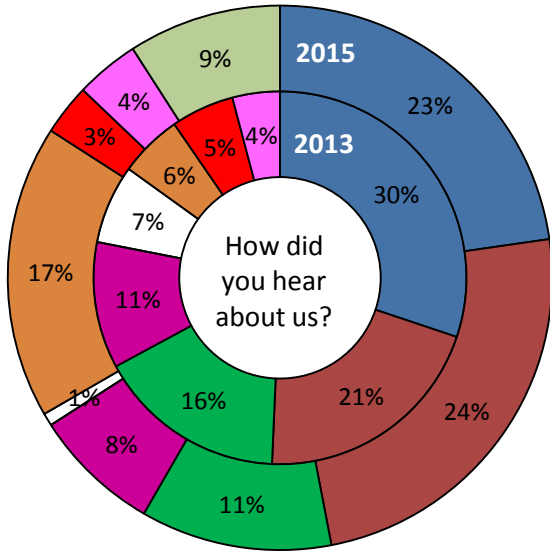


Marketing



- Word of mouth
- Flyer/poster
- Transition Kentish Town
- The Kentish Towner
- Walking by Flapjacks
- Online/Twitter/Facebook
- Event



Fresh organic vegetables direct from the farm to Kentish Town

Vegbox Performance Report

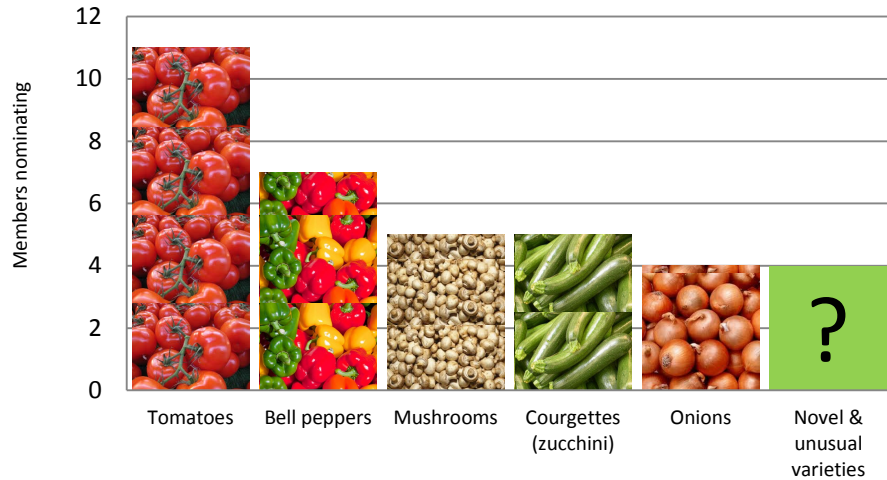


2014

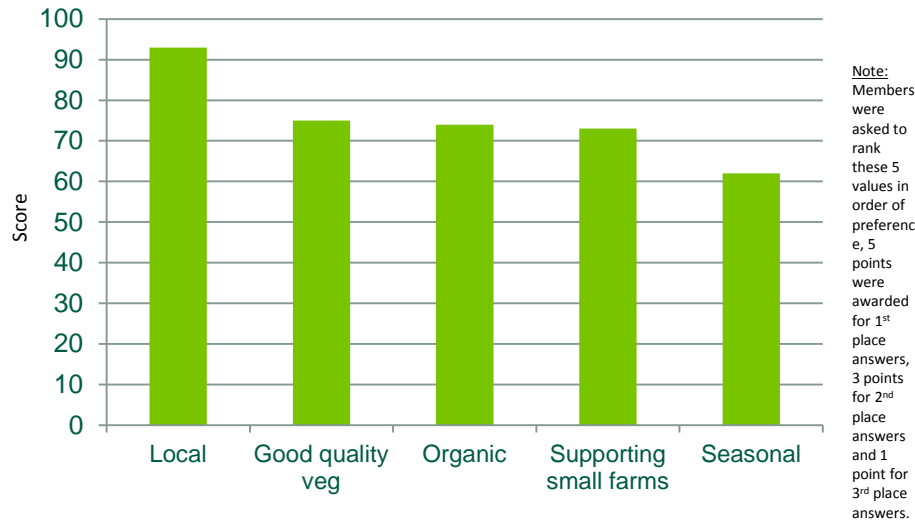


www.vegbox.org.uk

Members' top 6 vegetables



Members' support for Vegbox's 5 core values



Members' quotes

"Happy to be part of a small group of neighbouring people who are conscious about the environment, healthy eating and local and sustainable agriculture."

"My kids can see that veg come in all shapes and sizes with earth on them. They also learn more about the seasons of our food"

"Vegbox has changed the way I cook in a good way, I eat more veg and cook from scratch. I can't eat the veg from the super-market anymore, they don't taste as good. I enjoy this scheme, well done!"

"We love to explore new ways to cook the things we get each week - I like to tell friends about my new discoveries. We also eat more healthily now - all those green things coming into the kitchen"

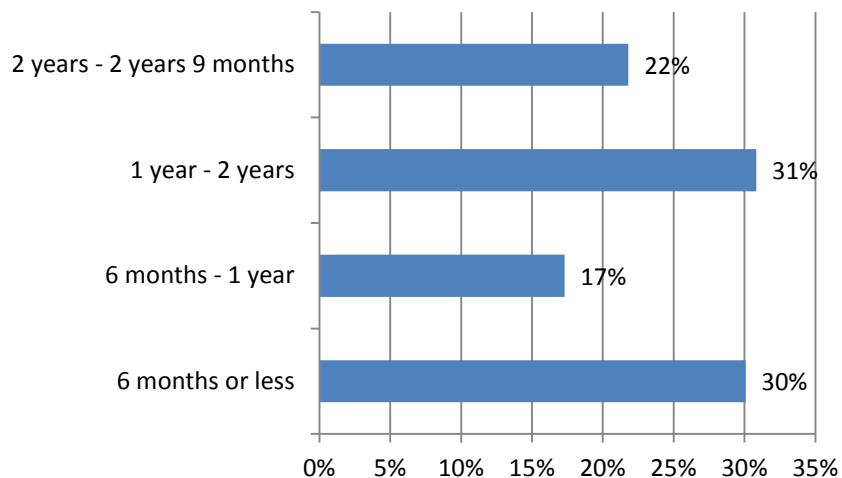
"We eat everything in the box so we cook around what we've got. Sometimes we get things I wouldn't buy, but it is all lovely quality so we cook it up and eat it. Personally I like being forced into being more imaginative"

"Great moments of drama - what will we get this week?"

"We've discovered new flavours, it tests our cooking skills and we love it"

"The red apples we had about 3 weeks ago - I gave one to my friend and she was eating it on the Tube - she turned to me and said that it was the best apple she had ever eaten! High praise as she is very keen on her fruit"

Members' length of membership



Members' reason for leaving

| | |
|---|-----|
| Moving away from area | 37% |
| Chaotic / unpredictable lifestyle | 13% |
| Not getting through the veg | 13% |
| Pick up arrangements too restrictive or distant | 10% |
| Unhappy with quantity / quality / value | 6% |
| Tightening personal budget | 6% |
| Work commitments getting in way | 5% |
| Dietary considerations | 4% |
| Chose another veg supplier | 3% |
| Access to allotment or garden | 3% |

n=101

Quick stats

Organic & English **100%**

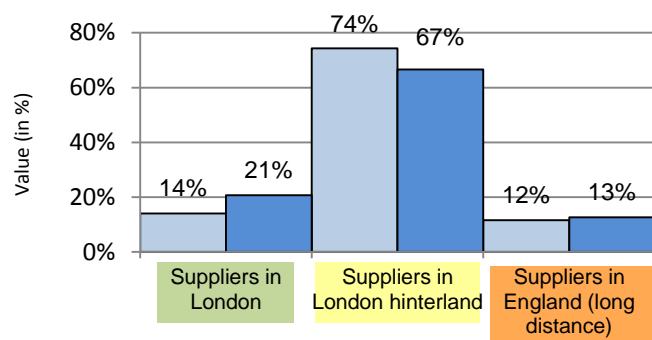
Hourly rate for paid staff **£12**

4&7 Paid part-time staff & Volunteers

83% Spend going direct to local suppliers (fair trade)

Food miles

| | | Suppliers in London | | Suppliers in London hinterland | | | | Suppliers in England - long distance | | | |
|--|-----------|---------------------|----------|--------------------------------|----------|----------|-----------|--------------------------------------|-----------|-----------|-----------|
| | | < 2 miles | 15 miles | 25 - 50 miles | 65 miles | 70 miles | 100 miles | 150 miles | 200 miles | 250 miles | 400 miles |
| Sept 2012 - December 2013 (15 months) | Value (£) | 10 | 2,451 | 2,161 | 540 | 6,071 | 4,195 | 907 | 354 | 495 | 275 |
| | % | 14% | | 74% | | | | 12% | | | |
| January 2014 - December 2014 (12 months) | Value (£) | 78 | 5,086 | 4,585 | 1,803 | 6,086 | 4,158 | 2,220 | 84 | 860 | - |
| | % | 21% | | 67% | | | | 13% | | | |



Financial statement



Kentish Town Vegbox Ltd

An industrial and provident society (IPS), registered in the UK

Registration number 31764 R, regulated by the Financial Conduct Authority

Income and expenditure statement

Comparing calendar year 2014 to the previous 16 months of operations (1 Sep 2012 - 31 Dec 2013)

| | 2014 (12 months) | | 2012-2013 (16 months) | |
|--|------------------|-------------|-----------------------|-------------------------------|
| | £ | % | £ | % |
| Income | | | | |
| Vegbox member income | 35,997 | 100% | 27,746 | 96% |
| Other income (grant + sundry) | - | 0% | 1,051 | 4% |
| Total income | 35,997 | 100% | 28,797 | 100% |
| Expenditure | | | | |
| Vegetables and fruit | 23,829 | 66% | 19,879 | 68% |
| Staff & volunteer costs | 7,338 | 20% | 3,583 | 12% |
| Growing Communities contribution** | 625 | 2% | 362 | 1% |
| Rent | 1,575 | 4% | 1,850 | 6% |
| Marketing | 261 | 1% | 413 | 1% |
| Insurance | 379 | 1% | 405 | 1% |
| Accountancy | 300 | 1% | 300 | 1% |
| Misc (mostly equipment) | 1,290 | 4% | 1,905 | 7% |
| Start-up loan repayment* | 400 | 1% | 400 | 1% |
| Total expenditure | 35,997 | 100% | 29,097 | 100% |
| Surplus (deficit) | - | - | 300 | |
| Liabilities | | | | |
| Start-up loan* | 800 | | 1,200 | (Initial liability of £1,600) |
| Surplus (deficit) after liabilities | - 800 | | -1,500 | |

*0% interest, payable in 4 annual payments of £400, from August 2013 - August 2016

**Vegbox has committed to invest between 2% of its previous year's (Sept-Aug) turnover for a period of 3 years in order to support the creation of community-led vegetable box schemes in other parts of the UK

Member numbers

