



VEG FOR POVERTY: AGAINST CHILD POVERTY

ARC 555 MANAGEMENT AND PRACTICE 1

ASSIGNMENT 1: SOCIAL ENTERPRISE

ROMAIN ARNOUX

TERESA FAJARDO

KRISTANTI PARAMITA

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Social Enterprise VEG FOR POVERTY: Helping the children

Issue: CHILD POVERTY IN SHEFFIELD

(Unit of Research: Sheffield Information Link)

INTRODUCTION

The VEG FOR POVERTY group consists of three people with three different backgrounds, who study in UK for the first time. Teresa and Romain are exchange students, while Kristanti is from the MAAD course. Teresa is originally from Spain and Romain is from France. They had their experience of engaging with community activities in their Wybourn and Sheffield Homes Live Project. While Kristanti is originally from Indonesia, a relatively less wealthy country where people could live with only \$1/ day, so poverty is not a new issue.

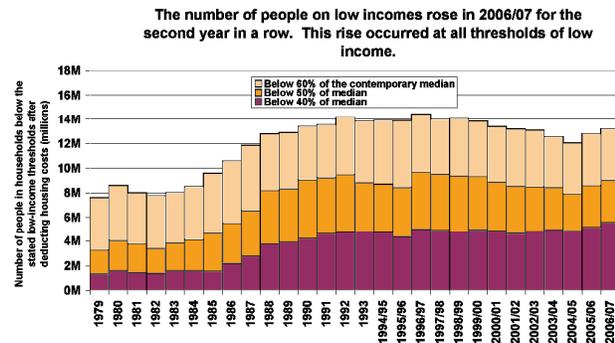
We perceive this project as an opportunity to explore new ways of solving social problems, especially poverty in Sheffield. We aim to discover new creative ways of helping children with poverty in Sheffield in particular and to learn how to set up a self-supporting system that would work. This exercise is sort of a reminiscent for us. Even if we live in a developed country, there would always be people that need help, and that we can always relieve them in many ways possible.

PROJECT DESCRIPTION

Background of research

The amount of people in UK that living with low income is the highest among other EU countries, and the rate is repetitively rising in the last two yearsⁱ.

Figure 1. Poverty rates 1979-2007 (source: <http://www.poverty.org.uk/01/index.shtml>)



Many people who live with low income are entrapped with that situation for long period, and the poverty could even pass on to the generation afterwards (identified as poverty trap). According to the site www.economicshelp.com, the causes of relative poverty in UK are inequality in wages and earnings growth, falling relative value of state benefits, higher levels of structural and long term employment, regressive taxes and inheritanceⁱⁱ. These causes are happening in long periods of time and affect the entire family.

Furthermore, with low earnings a family with two children (as example) couldn't work to the highest extent of hours they have because they couldn't afford the childcare. If they couldn't work for approximately 16 hours per week they wouldn't be able to collect the working tax credit from the governmentⁱⁱⁱ that result in greater obstacle in fighting poverty. Without a working parent, a child has a three in a four chance of being in poverty^{iv}, which is why we decided to focus our objectives to reduce child poverty. Not only because we want to break the poverty trap, but children in low-income families are influenced badly with these situations. Problems in health, achievements in life, education, and death possibilities^v are several reasons why it is essential to reduce child poverty.

Vision

To breakdown the poverty trap and leading to reduction in child poverty.

Mission

Provide equal access of employment for low income families with children by establishing a childcare-system that enable them to work longer without paying an enormous amount of money for the childcare (which would be paid with the coupons we could give them) and by doing that, breaking the poverty trap.

Main Objectives

Creating a business that helps us finance the system (childcare coupons) and at the same time is useful for the community; creating a database to know who is in need and which childcares are collaborating with us. We will need to:

- Set up a database of low income families in the neighborhood and divide those into different levels of poverty depend on their incomes and quantity of children in one family.
- Coordinate with an established childcare in the same neighborhood and create joint venture. This process could be done through the coordination with Sheffield Information Link.
- Set up the business that is appealing to some extent and likely would gain more profit.
- Use the profit to provide childcare coupons (vary from absolutely-free-coupons to only discount coupons) for families comprised in the database. The type of coupons will be given depends to the levels of their poverty for certain amount of time.
- The coupons could be used in the childcare of which we have our joint venture with.

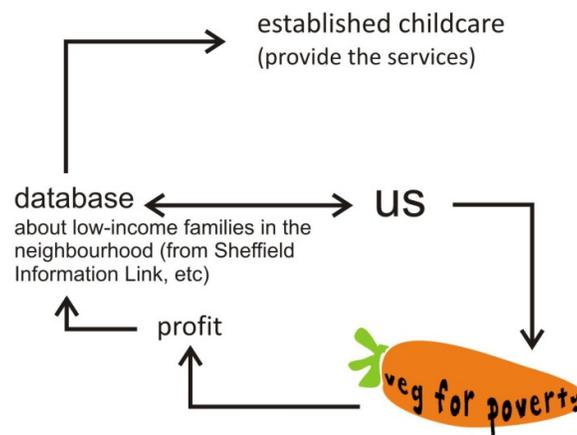


Figure 2. Diagram of the System

Activities: Vegetables Business

VEGETABLES FOR POVERTY is the name of the business that will set up to compensate the services in the childcare for poor families in Sheffield.

The main idea of this business is to sell product that is consumable for everyday life. It does not involve any complicated process to prepare and it does not require high expenses. It has to be easy to set up so as to ensure that there are no special skills needed for the employees. The employees would be mainly people in necessity for a job, possibly some of the parents from the database-childcare system.

The vegetables idea comes from the fact that there is also a nutritional problem in Sheffield and UK in general. People do not eat enough vegetables and there is a lack of 'take away' vegetables shops

in the city. Besides, healthy living is considered fashionable nowadays, and eating healthy is one of the main concerns about it. The business would use this tendency as a starting point.

The menu provided would be hot and cold dishes with vegetables as the base. It will consist of soups, salads and also vegetable-based-cake like carrot cake. In order to be more attractive, the shop could also promote seasonal vegetables. Every week we could provide customers a new vegetable recipe that could be distributed to people to help them make their own healthy dishes.

The shop would be more beneficial in a mobile form. It could reach a broad range of territories in a mobile form. However, it should operate in a business district like city center, where people need to eat healthy but quickly. The student area is also a good place to start. More deprived areas could also be a target to promote healthy food as well as the database-childcare system.

Inputs and Resources

To set up the business and the database as well as promoting it, we will need to prepare resources as follows:

- A vehicle that is suitable for selling vegetable dishes.
- Food supplies requirements
- The equipment inside the vehicle (fridges, microwave, etc)
- Posters/flyers to promote the business in the neighborhood
- Human resources (person who put the posters/promotion, cook the dishes and sell them)
- Additional things like cups, spoons, packaging for soups/salads that are eco-friendly.

ESTIMATED BUDGET

From the list mentioned above, we can deduce the starting budget for the business would comprise as follows:

Basic requirements

Box Van Trailer (10 " x 5 " x 6,6 ")	£ 2.950,00
Equipments	£ 1.000,00
Promotions (brochures and flyers)	£ 105,00

Monthly requirements

Food supplies (to serve 100 people per day)	£ 3.000,00
Additional things	£ 1.044,00
Human resources	£ 1.800,00

Total funds required	£ 9.899,00
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This rough budget is estimated by assumption of comparison between people and the food. The source of comparison is derived from the interview with person in charge at the New Leaf Salad Bar, Student Union University of Sheffield.

IMPACTS

1. Social Impacts

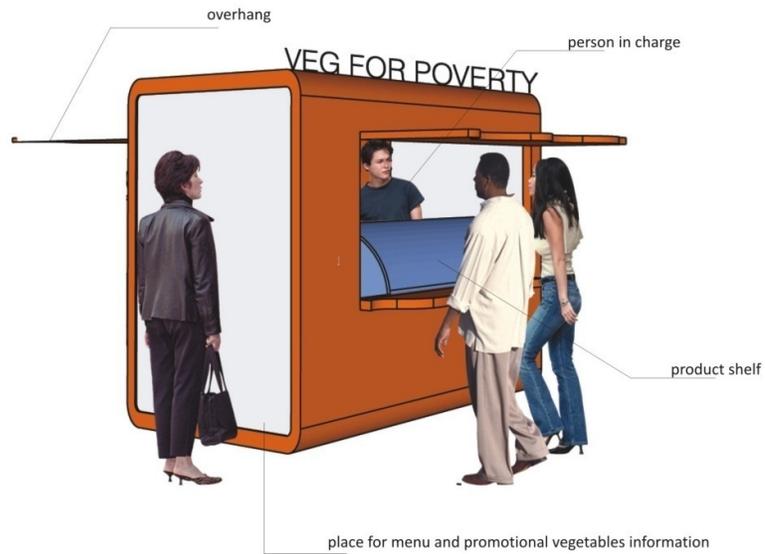
- Make it less difficult for low income families (especially single mothers) to work and by that reduce the tension for their children and cut down the problem about 'children with issues'.
- By staying in the childcare the children would have had good support in nutrition and education which consequently would increase their quality of life.
- By using coupons it would be easier to cope with because it would only secure them for some period. So we sort of challenge them to always improve themselves and work hard so they could move to the next level of the coupons—or might just don't need it anymore!
- Reduces the unemployed population
- Initiate the healthy eating habit for the society, kick off the new concept of 'take away food'
- Integrate children from different economy and social class and fill in the gap.

2. Economical impacts

- Make it reasonably cost-effective for the low incomes families to work themselves out from poverty.
- To a certain level provide more customers for the childcare and might trigger others to create their own childcare business.

TRAILER DESIGN

perspective view: front



perspective view: back

place for our project mission, people donations and other update

background company logo



CONCLUSION

Poverty is a multilayered problem. The causes behind poverty vary differently in a very broad range and distinctive way for each place. Careful analysis on these causes is needed to extract the core part of the problem, and to which accomplice would it highly affects.

Social Enterprise reacts as an attempt to make the world better. In these areas of problem, we try to act responsibly to reduce child poverty, by develop a system that should be beneficial for everyone. The system should help people to shift from their deprivation gradually and in a reliable way. By doing so they could have their own self-respect and in the end will influence their children in a sensible manner.

RECIPE SAMPLE

Ratatouille

(source: www.bbcgoodfood.com)



Ingredients

2 large aubergines
4 small courgettes
2 red or yellow peppers
4 large ripe tomatoes
5 tbsp olive oil
supermarket pack or small bunch basil
1 medium onion , peeled and thinly sliced
3 garlic cloves , peeled and crushed
1 tbsp red wine vinegar
1 tsp sugar (any kind)

Method

1. Cut the aubergines in half lengthways. Place them on the board, cut side down, slice in half lengthways again and then across into 1.5cm chunks. Cut off the courgettes ends, then across into 1.5cm slices. Peel the peppers from stalk to bottom. Hold upright, cut around the stalk, then cut into 3 pieces. Cut away any membrane, then chop into bite-size chunks.
2. Score a small cross on the base of each tomato, then put them into a heatproof bowl. Pour boiling water over the tomatoes, leave for 20 secs, then remove. Pour the water away, replace the tomatoes and cover with cold water. Leave to cool, then peel the skin away. Quarter the tomatoes, scrape away the seeds with a spoon, then roughly chop the flesh.
3. Set a sauté pan over medium heat and when hot, pour in 2 tbsp olive oil. Brown the aubergines for 5 mins on each side until the pieces are soft. Set them aside and fry the courgettes in another tbsp oil for 5 mins, until golden on both sides. Repeat with the peppers. Don't overcook the vegetables at this stage, as they have some more cooking left in the next step.
4. Tear up the basil leaves and set aside. Cook the onion in the pan for 5 mins. Add the garlic and fry for a further min. Stir in the vinegar and sugar, then tip in the tomatoes and half the basil. Return the vegetables to the pan with some salt and pepper and cook for 5 mins. Serve with basil.

ENDNOTES

ⁱ The Poverty Site. *Numbers in Low Income*. Found at www.poverty.org.uk

ⁱⁱ Economics Help. *Helping to Simplify Economics*. Found at www.economicshelp.org

ⁱⁱⁱ HM Revenue and Credits. *What are Tax Credits*. Found at <https://www.taxcredits.inlandrevenue.gov.uk/Qualify/WhatAreTaxCredits.aspx>

^{iv} End Child Poverty. *Poverty in your Area*. Found at www.ecpc.org.uk

^v Ibid.