



FIGHT
POVERTY
LOVE
COMMUNITY

Impact Report
April 2025 – March 2026

Sufra: A definition (Pronounced ‘Sof-rah’)

The word ‘Sufra’ originates from the Persian word meaning “table-setting” or “that on which food is served”. It carries similar connotations in Arabic, Turkish and Urdu. Traditionally, the ‘Sufra’ was made of woven palm leaves, but now denotes any kind of tablecloth that is laid on the floor, whether at home or in community settings, to serve food to invited guests. Unfolding the ‘Sufra’ is a display of hospitality and generosity, where the role of host and guest is often indistinguishable.

Guest: Our definition

At Sufra, beneficiaries or service users are referred to as ‘guests’ – each person is a recipient of our hospitality.

About Sufra NW London

Sufra is a charity in North West London that prevents hunger, fights poverty and builds community.

With the help of our volunteers and partners, we coordinate a network of food banks, kitchens, a community shop and café. These act as a gateway for guests to access more holistic support – including welfare advice, asylum support and our award-winning community garden.

We aim to work with our guests to find solutions to their challenges together, whilst campaigning against the causes of hunger and poverty.

Sufra holds multiple Quality Standard accreditations, including Trusted Charity at Level 2, the Advice Quality Standard (AQS), the Immigration and Advice Authority (IAA), and the Green Care Quality Mark.

Additionally, we maintain active membership in the Independent Food Aid Network (IFAN), Feeding Britain, and the Brent Food Aid Network.

To find out more or support our work, please visit www.sufra-nwlondon.org.uk



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A Message From Our New Chair

It is a great privilege to write my first introduction as Chair of Sufra’s Board of Trustees. I assumed the role in November 2025, having joined the Board in early 2024. I was drawn to Sufra’s distinctive approach: one that combines practical support with a commitment to dignity, human rights and the strength of community.



During 2025/26, the pressures facing many individuals and families across Brent continued to intensify as the cost-of-living crisis deepened. In response, Sufra continued to be an important source of support for local communities, delivering more than 73,000 instances of support throughout the year.

The numbers speak for themselves: We rescued, purchased or redistributed over 306 tonnes of food to our guests. This enabled more than 16,000 individuals to access emergency food support, with over 7,300 food parcels distributed at our Food Bank and more than 25,000 meals served through our Community Kitchens. 545 households, representing more than 2,100 individuals, received ongoing support through our Community Wellbeing Service, while our advice teams assisted over 400 guests with casework matters covering housing, debt, immigration and welfare benefits.

I am very proud of our Community Garden as it continues to flourish, producing over 575kg of fresh food and welcoming nearly 2,800 visitors during the year. Equally inspiring was the contribution of more than 200 volunteers, who collectively gave over 15,600 hours of their time. Their dedication and generosity is at the heart of all our work.

I would like to express my sincere thanks to our staff, volunteers, donors, funders, partners and, of course, fellow trustees. Their commitment, compassion and hard work is inspiring. Together, we remain committed to building stronger, more resilient communities

and ensuring that everyone is treated with dignity, respect and hope.

Ashraf Mohammed
Chair of Trustees at Sufra NW London

A Huge Thank You to Susan Crane!

We want to share a massive, heartfelt thank you to our former Chair, Susan Crane, who officially passed the baton to our new Chair, Ashraf Mohammed, this past November.

Since joining us as a Trustee in 2018 and stepping up to Chair in 2020, Susan has been an absolute rock for Sufra. Bringing over 25 years of global public health experience, she poured her expertise into making a direct, life-changing impact on local poverty.

Through the whirlwind of the pandemic and the cost-of-living crisis, Susan was a constant pillar of strength, championing our mission to tackle extreme poverty with profound humanity and compassion.

We are endlessly grateful for her incredible dedication and leadership, and we warmly welcome Ashraf to the helm as we launch into our next exciting chapter!



Executive Director’s Statement

The latest official poverty data confirms a stark reality: our immediate neighbourhood in Stonebridge has the highest level of income poverty in London – with 82.5% of residents experiencing income deprivation – and is in the top 1% most deprived areas nationally. Furthermore, Brent now ranks worst in England for barriers to housing and services.

For thousands of families, the cost-of-living crisis has deepened into an entrenched daily reality. Yet, despite these immense challenges, the resilience and solidarity of our community have never been stronger.

We know simply handing out food parcels cannot solve systemic poverty. That is why 2025–26 was a defining year for Sufra as we accelerated our 2030 Strategy – ambitiously transitioning toward long-term, dignified solutions that improve access to affordable, healthy food.

We put this into action by expanding our Community Wellbeing Service (CWS) to five days a week, offering nutritious food alongside wrap-around care. Driven by our belief in guest agency, we partnered with the SALIENT research team; their trial proved 98% of guests prefer supermarket cards over pre-packed parcels. This evidence reinforces our commitment to food access models that champion choice and human dignity.

To address poverty’s root causes, we laid the groundwork for tangible systems change. By partnering with Citizens UK – and through our leadership chairing the Food Partnership Steering Group – we ensured our guests’ lived experiences shaped regional policy. We also embedded our frontline expertise into local government by seconding our Advice Manager to a pioneering council pilot.

Looking to 2026/27, as the Brent Food Strategy moves into its implementation phase, we are developing our network of user-led steering groups to ensure community power continues to drive our work. Meanwhile, we are tackling immediate needs through our wrap-around

services, expanding food-growing initiatives, and campaigning to dismantle the policies driving poverty in Brent and beyond.

None of this vital work happens in isolation. It takes the unwavering dedication of our staff, volunteers, partners and donors. Thank you for standing alongside us as we work to tackle poverty at its roots and build a fairer, more resilient community.

Rajesh Makwana BEM
Executive Director, Sufra NW London



Our Vision, Mission & Principles



Vision

A community united to address the causes and consequences of poverty.

Mission

Working with partners, we fight poverty and build community by providing access to food, emergency support and impartial advice, alongside opportunities for volunteering and self-development.

Our Values and Principles

- 1. We take a holistic approach, based on human rights**

 - Food aid is essential – but it is not the solution to food poverty
 - Our approach is holistic and designed to reduce dependency on food aid
 - We recognise that there are different approaches to reducing poverty
- 2. We are embedded in the local community**

 - We are a grassroots charity embedded in local communities, mainly in the London Borough of Brent
 - We are more effective when we collaborate with others and build a stronger community where we operate
 - We serve people of all and no faiths without discrimination
- 3. We respect the dignity of our guests and the needs of the planet**

 - We are committed to upholding and enhancing the dignity of our guests
 - We value the wellbeing and development of our staff, volunteers and trustees
 - We are committed to environmental sustainability. We recognise the importance of caring for our environment

Sufra Theory of Change

Vision: A community united to address the causes and consequences of poverty			
INTERVENTION THEME	ACTIVITY	SHORT-TERM OUTCOMES	LONGER-TERM IMPACT
Improving access to affordable health food and essentials	- Emergency provisions (food parcels/cooked meals/vouchers) - Community cafe and kitchens - Community shop	Guests experience improved financial security, wellbeing, access to essential and specialist support, community connection, and personal dignity and choice.	Guests have improved access to nutritious food and are more financially resilient Guests develop the skills, confidence and agency to achieve greater independence and employability Guests and volunteers experience improved physical and mental wellbeing, with reduced isolation People experiencing disadvantage are better supported through stronger community networks
Building social and financial resilience	- Signposting - Welfare Advice, information and guidance - Immigration advice - Conversational English sessions - Coffee mornings - Workshops, trips and cultural activities	Guests develop a better understanding of their rights, entitlements and available support, improving access to financial assistance and building greater financial resilience. They strengthen their life skills, confidence and work readiness, while experiencing improved emotional/social wellbeing. Refugees and migrants also improve their English skills and confidence in navigating life in the UK.	Communities are more inclusive, connected and cohesive, with guests and volunteers shaping decisions More people understand the causes of poverty and are motivated to take action
Growing food in the community	- Food growing and community garden market - Training and workshops (adults) - Learning and engagement opportunities (children and young people) - Community events	Guests benefit from greater access to fresh garden produce, improved wellbeing, confidence and community connections, while developing a greater understanding of nature and food growing. The programme encourages more guests and volunteers to get involved in growing and to connect to nature.	Guests, volunteers and communities have a stronger voice in civic life and influence policy Local and national policies contribute to reducing poverty in Brent Hunger, poverty and homelessness in Brent are reduced
Engaging and empowering the community	- Volunteering opportunities - Guests and residents community engagement - Volunteer training and upskilling	Volunteers develop new skills, and improve their wellbeing and physical health. Volunteering helps reduce isolation, strengthens local networks, and enables people to feel more heard and supported.	VCSE, statutory and corporate partners collaborate more effectively
Changing the systems and policies that drive poverty	- Community organising and guest-led advocacy - Supporting national campaigns - Influencing local policy	People with lived experience are supported to amplify their voices and to influence positive change by harnessing Sufra's strong relationships with decision-makers. Insights and data from communities help shape programmes, policies and campaigns, enabling Sufra to advocate more effectively on the causes and solutions to poverty.	

Food Bank

Sufra provides emergency food as well as toiletries, baby supplies and essentials, via three food bank sessions operating from two hubs. We also deliver a wide range of food support: food parcels for those who cannot attend the food bank; NHS food parcels to GPs and hospital departments; and Fresh Meals or Easy Eat Parcels for those who don't have access to cooking facilities.

It was a lifeline, as I had no income whatsoever. Very grateful.



It's a blessing knowing I can feed the children well.



I am struggling financially at the moment due to medical reasons, the food bank has helped me incredibly, and lightened my financial strain

How we've helped

- **17,136** total food bank recipients (including multiple attendances and household members)
- **3,789** unique guests supported by the food bank
- **679** coats distributed at our Winter Warmer Coat Drive
- **353** school backpacks distributed with our partner charity, Hand on Heart
- **240kg** of qurbani meat distributed to guests for Eid

Feedback from our Guests

- **89%** are satisfied with the service they received
- **92%** guests surveyed said that Sufra Staff and volunteers are friendly
- **57%** feel less stressed about their finances

Fresh Meal Service

Our Fresh Meal Service is there for guests who cannot cook for themselves. This service supports those in financial crisis who may not have access to adequate cooking facilities, or who cannot cook due to mental or physical health impairments.

- **2,758** fresh meals hand-delivered to our most vulnerable guests' houses
- Hundreds of recipes, prepared from quality, rescued produce

Community Kitchens

Our Community Kitchens operate year-round, offering hundreds of meals each week to guests. They welcome everyone to enjoy a free, freshly prepared three-course hot meal in a friendly, communal setting, no referral or booking required. By providing hot, nutritious food, our Community Kitchens also act as social spaces that help nurture community spirit and belonging.

You have been a great support to my life, helping me gain confidence in talking to people and being part of a community

As well as being a core component of the Community Wellbeing Service, we also have partnerships with Laurence's Larder and Ark Elvin Academy to host sessions across the borough. In total we host five weekly Community Kitchen sessions and four daytime Community Café sessions supporting people in need. We also cook and distribute meals directly to people experiencing homelessness, thanks to our partnership with Who is Hussain.

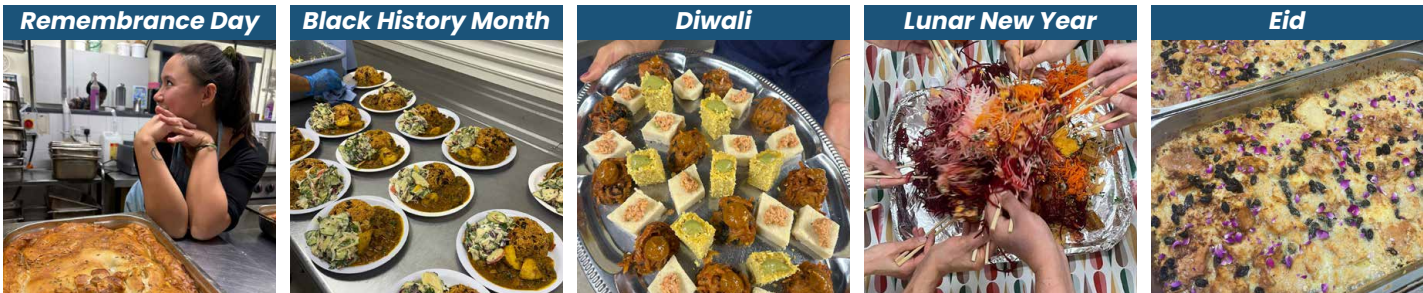
- **25,073** freshly cooked meals distributed via our Community Kitchens
- **3,908** meals distributed via Who is Hussain during street food distributions and during one-off community events
- **9** Community Kitchens and Café sessions operational across Brent

Christmas Dinner

- **198** guests at our Christmas Day feast enjoying all the trimmings
- **53** volunteers and 6 staff on Christmas Day
- **2** festive musicians
- And a partridge in a pear tree!



Throughout the year, we regularly host themed dinner nights to celebrate the community's cultural diversity:



A lovely support system that has helped me develop as person over the years

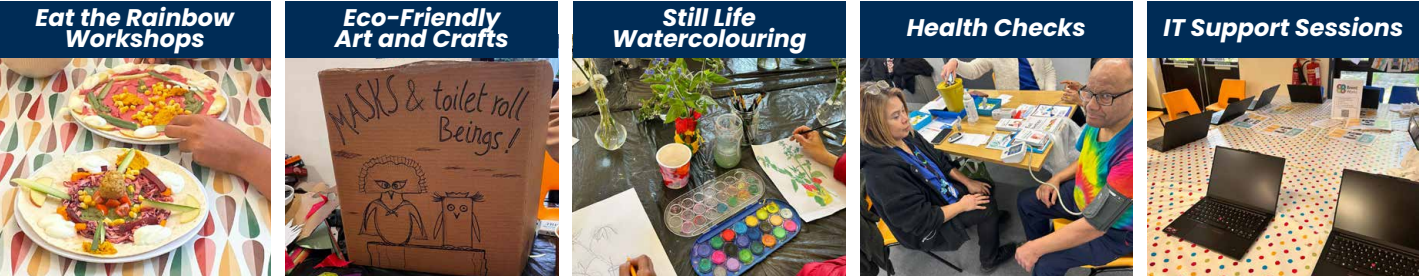
Community Wellbeing Service

The Community Wellbeing Service (CWS) began as a pilot in February 2023. It moved to the New Horizons Centre in January 2025 and soon become a full-time service supporting local families manage the rising cost of living. Open 5 days per week, the CWS is a preventative model, offering a range of holistic wraparound support under one roof to help families build financial and personal resilience.

For just £4 a week, members can access:

Community Shop	Café & Kitchen	Advice and Support	Health and Wellbeing
Members shop once a week, bagging groceries valued at approximately £35 including cupboard staples, fruit, vegetables, hygiene products and cleaning materials.	The daytime Community Café serves lunch and snacks to members and their families. At the evening Community Kitchen a delicious and nutritious 3-course dinner is served, open to all.	Members are signposted to partners or booked appointments with our internal advice team. There are a variety of workshops and drop-in support sessions run by a range of partners.	Mental health services, arts and crafts activities, children's holiday timetables and mindful activities run the in the space, every week.

A Holistic Service



UNLOCKING VITAL SUPPORT FOR FAMILIES

Case Study

The Challenge: Lauren is a single mum to two daughters, one with a significant disability. Unable to work due to her caring responsibilities, she needed help navigating the complex benefits system to access vital financial support. She was overwhelmed with her situation and didn't know where to start.

Our Intervention: At the CWS, Lauren accessed our community shop, café and evening kitchen services. This meant that immediately she benefitted from the financial relief each week; she particularly enjoyed the range of fruit available for her kids that she was previously unable to afford. Meanwhile, working with one of our advisors, we successfully applied for Disability Living Allowance (DLA) and Carer's Allowance.

The Impact: Lauren's family is now £700 a month better off, and Lauren feels supported as part of a community where she has developed new friendships. Beyond alleviating financial stress, this regular income empowers Lauren to secure the additional developmental support her daughter needs, giving the whole family a more stable and hopeful future.

Data from Jan – Nov 2025

Members attend from all **22 WARDS IN BRENT**



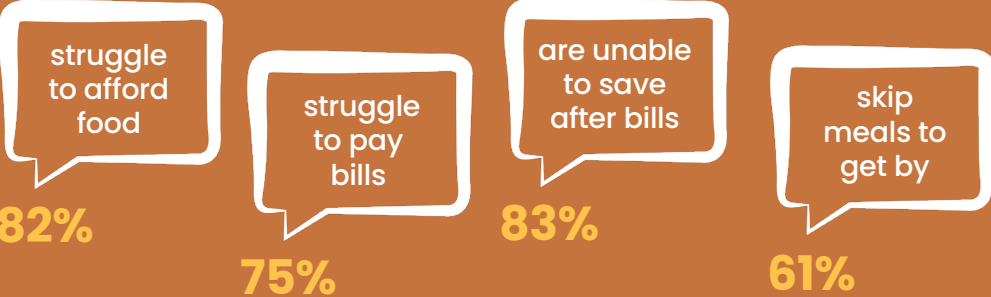
21 LANGUAGES spoken amongst members



Average household size of **4 people**



545 households supported, representing **2,195** people in total



Financial Resilience: **181%** increase in members able to regularly save money.

Food Security: **105%** increase in members able to afford their household's food needs.

Wider Support: **29%** increase in members knowing how to access local support.

Mental Health: **41%** of members report improved mental wellbeing.

Career Progression: **21%** of members achieved a better employment position.

£115,920

worth of food rescued and redistributed

19,534

meals served through the daytime café and evening kitchen

6,248

grocery shops

1,906

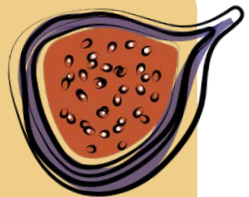
interactions with welfare and wellbeing partners

Quotes from CWS guests

"Being able to save money using the membership means that I am able to purchase other essential things for my kids."

"I didn't go anywhere before, I was depressed and stuck in my room. I made this place my home."

"I became very scared to open my letters. Coming here, seeing people, having a meal or a tea helped a lot. She understood that I needed help right away."



Welfare Advice

Advice

Our Advice Team help guests address the problems that lead them to the Food Bank or our Community Wellbeing Service – such as benefit disruptions, housing problems, and other financial difficulties.

Our Advice Service is accredited with the Immigration Advice Authority (IAA) and in 2025-26, we maintained our Level 2 Advice Quality Standard (AQS) accreditation. We also joined the Northwest London Refugee Network (NWLNRN), increasing our capacity to support guests with complex immigration cases.

This year, we also added Pathway triage to our service, registering people for the Community Wellbeing Service and providing triage into advice. We ended the year with seven committed and passionate pathway volunteers.

The advice service would also not be possible without our telephone triage and signposting volunteers, who work in the community and create access to our advice service.

Many guests have experienced trauma or abuse, many have had to flee their homes and many struggle with language barriers or digital exclusion. The work that we do with our guests is high-intensity, meaning that we might support someone over numerous appointments and many months.

Advice at CWS		Advice at Food Bank	
Guests supported through casework	298	Guests supported through casework	108
Guests signposted	255	Guests signposted	39
Family members impacted	1,670	Family members impacted	265

Directory of Services

The directory is a comprehensive resource designed to support Sufra guests and Brent residents with information on services that may be useful to people in need of advice, support and guidance on a wide range of issues and concerns.

You can collect a copy from our food bank or visit the online webpage here:

www.sufra-nwlondon.org.uk/get-help/directory-of-services/



OpenARMs

Our **OpenARMs** programme offers specialised services for asylum seekers, refugees, and migrants with no access to public funds. This year we had 194 attendances at our conversational English (ESOL) classes, 206 attendances at our coffee morning sessions and hosted a screening of the film 'Limbo' at the Kiln Theatre for Refugee Week.

- A - Asylum Seekers
- R - Refugees
- M - Migrants



FROM IMMEDIATE CRISIS TO LONG-TERM INDEPENDENCE

Case Study

The Challenge: When Mr V first came to Sufra in 2022 as an asylum seeker, he accessed our service through the OpenARMS programme. He needed an Oyster card top-up to attend evening English classes. While he successfully gained refugee status in 2023, he faced the daunting challenge of navigating life in the UK. Compounding these hurdles, the severe trauma of war in his home country had left him with lasting impairments that restricted his mobility and daily life.

Our Intervention: We provided wrap-around, person-centred support over several years. After initially helping him secure temporary accommodation, our team stepped in to help him apply for a Personal Independence Payment (PIP) and a Freedom Pass. Crucially, we adopted a trauma-informed approach, ensuring Mr V was given the time, space, and sensitivity required to tackle these complex applications at a pace he could manage.

The Impact: In July 2025, Mr V was awarded the highest rate of PIP, enabling him to access a vehicle through the Motability scheme. A man who was once unable to afford a simple bus fare now has complete autonomy and mobility. By addressing both his immediate crises and his more complex long-term challenges over an extended period of 3 years, we supported Mr V in taking profound, meaningful steps towards permanent stability, dignity, and self-sufficiency.



St. Raphael's Edible Garden

Our community food growing project, St. Raphael's Edible Garden, achieved the Green Care Quality Mark showing that we run a safe, professional organisation and look after the people and animals in our care.

The garden supports environmental sustainability, improves local food security, promotes wellbeing and offers access to learning opportunities – all whilst bringing together one of Brent's most marginalised communities. From our pay-as-you-feel Garden Market to our youth volunteering opportunities, we grew over **575kg** of produce and captured **732kg** of CO2 from the atmosphere.

Adult learning with 58 participants

Introduction to Food Growing

Nature Wellbeing Course

Metal Leaf Workshop

Glass Painting

Wreath Making

Propagation

Fruit Tree Care

Woodwork

“Absolutely loved the experience. I felt connected to the local community and learnt a lot. Improved my mental and physical well-being.” – Garden Market attendee

Children and Young People

In addition to running weekly Nature Kids Club sessions for children under 5, and Saturday Youth Volunteering for young people aged 12–24, we hosted a multitude of Holiday Camps and Urban Garden School sessions throughout the year with over 354 attendees.

Events

Our Annual Summer Party attracted over 160 people, celebrating community, food and wellbeing. Our Winter Garden Party hosted 151 guests and local residents – the party was a vibrant mix of delicious hot food, lively music workshops, wreath making and children's arts and crafts.

We held a new Winter Play Day with a surprise turnout of 155 people. Many biscuits were smeared in icing, wreaths bedazzled and a lot of hearty soup was slurped by the campfire! Participants reported that the event helped their child relax (**100%**), feel connected to nature (**100%**) and their local community (**88%**) and build confidence in outdoor settings (**100%**) and in interacting with their peers (**100%**). Participant feedback highlighted the importance of educational events where 'we learn so much about nature, especially as we live in the city.'



Volunteering

Our volunteers are the heartbeat of Sufra. Week after week, they show up with energy, compassion, and a determination to make a difference – whether welcoming guests at the food bank, answering calls, or delivering food to doorsteps. They’re often the first friendly face our guests see, and the reason so many feel at home here.

This year, 204 volunteers gave over 15,600 hours of their time, supported by more than 31 corporate groups. At the Community Wellbeing Service alone, we hosted 33 work experience students. Their dedication is what turns our vision into reality.

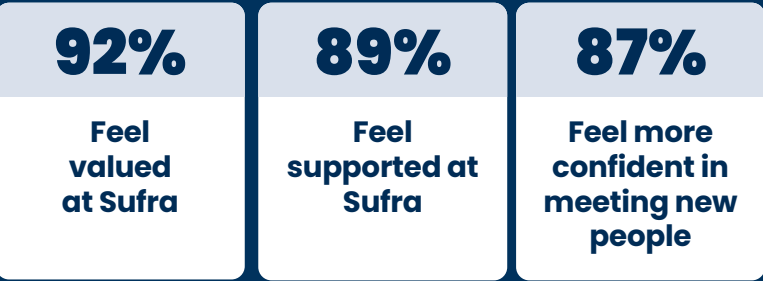
Our volunteer roles include:

- Advice Triage
- Community Café
- Community Food Champions
- Community Kitchen
- Community Shop
- Driver Support
- Food Delivery
- Food Host
- Fresh Food Packing
- Garden Education
- General Gardening
- Pathway Volunteer
- Stock Management and Facilities
- Storeroom Packing
- Telephone



www.sufra-nwondon.org.uk/get-involved/volunteer/

Annual Volunteer Survey results:



“You come in thinking you have something to give, and you leave realising how much you have received.” – Belinda, Pathway Triage Volunteer

“Sufra supported me greatly during a very difficult time in my life when I had just arrived in the UK alone, without my family, and was experiencing homelessness and depression. The staff were incredibly kind, supportive, and welcoming, and I have a great deal of appreciation for the whole team.” – Eiman, Garden Volunteer

Community Engagement and Advocacy

Over the past year, our advocacy work has expanded significantly. Driven by our 2030 Strategy, we are moving beyond crisis response to actively challenge the systems driving poverty, ensuring our advocacy is led by those with lived experience.

Elevating Guest Voices to Decision-Makers We are committed to ensuring our community’s experiences reach the corridors of power. As a capstone for the GLA’s Food Roots programme, we hosted Dr Debbie Weekes-Bernard (Deputy Mayor of London) and Cllr Muhammed Butt at our Community Wellbeing Service for a powerful roundtable, empowering our guests to speak directly to these decision-makers about their realities of navigating the cost-of-living crisis. We also briefed Georgia Gould MP on the specific challenges affecting people seeking asylum in Brent, highlighting Sufra’s expanding role as a key regional partner advocating for systemic collaboration.

Campaigning for Transport Equity We continued our vital work alongside Citizens UK to secure free and discounted bus travel for people seeking asylum. Sufra played a key role in delivering a rally outside City Hall, where one of Sufra’s guests, Sadat, delivered a powerful speech to 200 people and cross-party London Assembly members. We continue to lobby the Mayor’s team to fund our budgeted policy for discounted passes.

Shaping Local and National Food Policy To tackle the root causes of food insecurity, we took a leading role in local policy reform by chairing the Brent Food Strategy partnership, which has now been approved by Brent Council’s Health and Wellbeing Board. On a broader scale, we collaborated with the SALIENT research team on a pioneering supermarket voucher pilot, presenting our findings at Nesta to actively influence the national transition toward dignified, cash-first food aid models.

Embedding Community Power True systemic change requires shifting power to the community. This year, we expanded our community steering groups to ensure individuals with lived experience directly shape our services. We also hosted listening circles with over 60 community members, co-chaired a North London listening circle, and helped develop Citizens UK’s North London campaigning priorities. Furthermore, we partnered with Brent Council on their ‘radical leadership’ initiative, working together to challenge traditional power dynamics and ensure community-led design sits at the heart of local decision-making.

Sufra’s Community Shop featured in an OMAZE advertisement with James May
August 2025



Sufra’s Community Wellbeing Service featured on BBC Radio London
November 2025





SALIENT Cash Voucher Trial

We know that distributing food parcels is not the most effective way to support people in poverty. Food parcels don't tend to provide what our guests prefer to eat; we cannot always cater for religious and dietary needs; the volunteer capacity needed to run the food bank is extraordinary; and the service offers little dignity or choice.

From September 2024 to July 2025, Sufra participated in a pioneering trial to evaluate a new approach to alleviating hunger. Led by University of Liverpool researchers as part of the wider SALIENT project, this was the first Randomised Controlled Trial researching giving people the option to choose between receiving food parcels or supermarket vouchers to buy their own food.

Over 200 households enrolled – some of whom were randomised to the control group and received food parcels as normal; others to the intervention group and provided with the choice between parcels or supermarket vouchers of the same value.



- While we wait for full results to be published, here are some preliminary findings:
- 98.1% chose supermarket vouchers over food parcels.
 - In the middle of the trial, those who chose supermarket vouchers, had significantly lower food insecurity than the control group.
 - By the trial's end, both groups showed similar improvements, though roughly 60% of all participants remained food insecure.
 - The group offered supermarket vouchers showed improvements in other food-related outcomes: ability to meet their food preferences, more frequent vegetable consumption, and more fruit consumption.

SALIENT's preliminary findings were recently presented to policymakers and others in the food sector at Nesta, sparking vital conversations about the future of food aid. The data indicates that transitioning toward 'cash-first' models of support, such as distributing supermarket vouchers, not only restores agency and dignity to our guests but also supports healthier, autonomous dietary choices.

Moving forward, this evidence will be instrumental in driving our 2030 Strategy as we actively shift toward more empowering, long-term solutions to reducing poverty.



Living Without Choice – Stories from our guests seeking asylum

Asylum seekers were ineligible for the main Voucher Trial as receiving supermarket vouchers could jeopardise their government support. However, recognising that immigration status is a major driver of food insecurity, we partnered with the University of Hertfordshire and SALIENT for a dedicated qualitative study into their specific needs.

The Context

They interviewed 5 Sufra team members and 22 asylum-seeking guests. These guests typically face 'impossible situations': they are usually subject to No Recourse to Public Funds (NRPF), survive on minimal financial support without the right to work, and live in contingency accommodation ('asylum hotels').

Key Takeaway

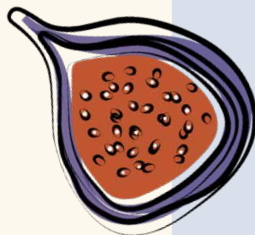
The current model of asylum seeker food provision – built on inadequate catering, surplus food, and a total lack of agency – is an active driver of poor nutrition and declining wellbeing.

Beyond the Parcel

Food parcels provide vital immediate relief, but systemic issues demand a broader response. Through our **OpenARMS** programme (see page 12), we integrate emergency food aid with targeted welfare advice, advocacy, and social inclusion – offering asylum seekers, refugees, and vulnerable migrants a genuine pathway to stability, dignity, and community connection.

Key Findings

- **The Hotel Food Crisis:** While a few found their accommodation adequate, most experiences were overwhelmingly negative. Hotel catering was characterised by rigid mealtimes, zero choice and inadequate, highly processed meals that ignored dietary, medical or children's needs.
- **Severe Health Impacts:** The inability to access fresh, safe or appropriate food has led to severe reported health consequences – ranging from gastric issues, high cholesterol, and malnutrition to depression and early menopause.
- **Sufra's Intervention:** To mitigate this, our food bank provides wrap-around support and culturally appropriate parcels. Crucially, because hotel residents lack cooking or cold storage facilities, we tailor these parcels to include items requiring minimal or no preparation.





Driving Systemic Change: The Brent Food Strategy

Recognising that systemic change must be driven by those embedded within the community, our Executive Director has taken a leading role Chairing the Brent Food Strategy Steering Group. This position ensures that our experience in the sector, and the lived experiences of our guests, remain at the forefront of the borough’s decision-making.

Recently approved by the Brent Council Health and Wellbeing Board, the Brent Food Strategy (2026–2029) represents a fundamental shift in how the borough addresses food insecurity, public health, and sustainability. Rather than treating hunger as an isolated emergency, it brings together local government, the NHS, businesses, and community organisations to tackle the root causes of diet-related inequalities.

The strategy is built around six core ‘Food Missions’ that set a comprehensive vision for a fairer, more resilient local food system:

Mission 1:	Improve access to healthy, affordable food and tackle diet-related inequalities.	Mission 4:	Promote good food jobs, training, and opportunities within the local economy.
Mission 2:	Reduce food insecurity and ensure dignified access to nutritious food.	Mission 5:	Encourage and support food growing in the community and at home.
Mission 3:	Develop food literacy and practical skills across schools and communities.	Mission 6:	Reduce food waste, cut carbon emissions, and promote sustainable choices.

With the strategy now formally approved, we are moving into the crucial next phase: developing a borough-wide food partnership that can coordinate activity across the local food system and drive the on-the-ground implementation of these missions.

By moving beyond emergency provision and actively co-designing these structural solutions, Sufra is helping to build a framework that addresses both immediate hardship and the deeper inequalities driving poverty across Brent.

Get Involved

Donate Money

You can make a regular or one-off contribution via our website:

www.sufra-nwlondon.org.uk/get-involved/donate-money/



If you’d like to donate via bank transfer, our bank details are:

Name of Bank: **HSBC**
Name on Account: **Sufra NW London**
Account Number: **01537873**
Sort Code: **40-46-10**

Make sure to tick the Gift Aid box when donating to allow us to claim an extra 25p of tax for every £1 you donate.

Donate Food

Food donations can be dropped off to our main premises at **160 Pitfield Way, Stonebridge, London, NW10 0PW** on **Mondays to Fridays between 10am to 5pm**. Outside of these hours, food donations can be left in our yellow collection bins outside of the building. Please note, we can only accept non-perishable food.

For those unable to drop-off their donations, you can purchase your donation via online retailers such as Amazon, Tesco, Asda, Sainsbury’s and Ocado by setting Sufra’s address as the delivery address.

You can also contact us to become a Community Food Champion and have one of our yellow collection bins at your workplace, community centre or place of worship.





Thank You!



During this year of immense growth and development, we were privileged to have the support of some amazing organisations. So, we wanted to say a huge THANK YOU to the funders, donors, companies and partners who have supported us, including (but not limited to)

- | | | |
|-------------------------------|-------------------------------|-------------------------------|
| Accenture | GP Pathfinder Clinics | Propel |
| AFME | Greater London Authority | Ridge and Partners |
| Amadeus Investments | Greenwood Place | SALIENT |
| Amazon Web Services | Groundwork | SAR London |
| Arcus Infrastructure | Gulab Jamun Charitable Trust | Skipton Building Society |
| Ark Elvin Academy | Harlesden Mutual Aid | Charitable Foundation |
| Arnold Clark | Headley Trust | Society of the Holy |
| Attic Storage | Henry Smith Charity | Child Jesus |
| BPINN Foundation | H.Y.M.H Solutions | Sovereign Network Group |
| Beta Charitable Trust | Independent Food | St. Margaret’s School |
| Betty Messenger Foundation | Aid Network | St. Raphael’s Voice |
| Brent Council | Islamic Relief | Stratton Chase Foundation |
| Cadent Gas | John Lyon’s Charity | Swire Charitable Trust |
| Cedarway Pharmacy | Julia Rausing Trust | The Access Foundation |
| Charity Aid Foundation (CAF) | Jungels-Winkler Foundation | The Adil Group |
| Chartwell’s | La Crosta Sottile | The Dewan Foundation |
| Cibo Diroma Ltd | Laurence’s Larder | The Football Association (FA) |
| Citibank | Lesley Hynes Fundraising | The Kiln |
| Citizens UK | London Churches Refugee Fund | The Lady Fatemah Trust |
| City Harvest | Marks & Spencers | The Neighbourly Foundation |
| Clothworkers Foundation | Mercers Charitable Foundation | The Royal Nawaab |
| CMS Law | McConnell | University of Liverpool |
| COSARAF Charitable Foundation | Mercers Charitable Trust | University of Hertfordshire |
| Digital Island | Mutual Aid Food Willesden | UK E-Cig Store |
| Enterprise Rent a Car | Nando’s Wembley | Volunteers on Wheels |
| Fairview Healthcare | Nathoo Family Trust | Vyspa Ltd |
| Felix | National Lottery Communities | Wates Group |
| Feeding Britain | Fund | Waitrose Brent Cross |
| Food Bank Aid | NHS Property Services | We Are Gravity |
| Garfield Weston Foundation | New Horizons Centre | Wessex Jamat |
| George and Annette Bell | Northwich Partners | West London Peace Project |
| Foundation | Pakistan Community Centre | Who is Hussain |

Meet Team Sufra 2025–26

While just 7% of UK charity CEOs and 8% of trustees are from minoritised backgrounds, Sufra’s leadership truly reflects Brent’s diversity. Our entire Board and Senior Leadership Team is female, gender diverse, or from an ethnic minority background. This ‘proximate leadership’ ensures culturally competent, trusted decision-making. We also operate a fluid, community-led support model where 13% of our volunteers are former service users, and 31% of our staff were once volunteers.

Featuring staff employed between April 2025 – March 2026

Staff:

- [Abdelmalik Amtouti](#) – CWS Facilities Assistant
- [Aiysha Briscoe](#) – Advice Officer
- [Alice Shearstone](#) – Volunteer Officer
- [Amina Fiaz](#) – Advice Officer
- [Anaam Hussein](#) – Administrative Officer
- [Ariane Gory](#) – CWS Coordinator
- [Becky Beale](#) – Garden Manager
- [Ben Witcombe](#) – Community Engagement Manager
- [Billie Beckley](#) – Garden Manager
- [Chloe Payne](#) – Community Chef
- [Dee Miller](#) – Advice Officer
- [Elalia Kireche](#) – Pilot Project Lead
- [Ella Marshall](#) – Learning and Outreach Officer
- [Fahim Dahya](#) – Logistics and Partnerships Manager
- [Gill Carter](#) – Deputy Director
- [Haydar Al Dabagh](#) – Driver
- [Idoia Reams](#) – Advice Officer
- [Jasvinder Singh](#) – Community Chef
- [Jo Kay](#) – Programmes Manager
- [Malika Alibhai](#) – Advice Officer
- [Mohamed Osman](#) – Facilities Assistant
- [Nashad Mahamoud](#) – CWS Project Officer
- [Nicholas Smith](#) – Community Food Grower
- [Nina Parmar](#) – Head of Food Aid
- [Rajesh Makwana BEM](#) – Executive Director

- [Sabina Lichacz](#) – Fundraising and Communications Officer
- [Sarah Mirazay](#) – Interim Community Kitchen Session Lead
- [Samiullah Amiri](#) – CWS Facilities Assistant
- [Shai Jacobs](#) – Head of Advice
- [Shakira Henry](#) – Community Programmes Manager
- [Sidrah Iqbal](#) – Finance Manager
- [Siham El Berjaoui](#) – Community Kitchen Session Lead
- [Vivian Lam](#) – Digital Fundraising Manager
- [Wael Mahmoud](#) – CWS Facilities Assistant
- [Zehn Mohammed](#) – Food Bank Officer
- [Zena Kazeme](#) – Advice Manager

Board of Trustees:

- [Susan Crane](#) – Chair of Trustees: February 2020 – December 2025
- [Ashraf Mohammed](#) – General Trustee: March 2024 – December 2025
- Chair of Trustees: January 2026 – ongoing
- [Asad Bhojani](#) – Treasurer
- [Helena Krawitz](#) – Deputy Chair
- [Lucy Bannister](#)
- [Rozia Hussain](#)
- [Sanya Syed](#)





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Sufra NW London, 160 Pitfield Way, Stonebridge, London, NW10 0PW
020 3441 1335
admin@sufra-nwlondon.org.uk

 [instagram.com/sufranwlondon/](https://www.instagram.com/sufranwlondon/)
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