

AIRFIELD ESTATE

ANNUAL REVIEW 2020

For the year ending December 31 2020



2020 – AN UNPRECEDENTED YEAR

2020 was a unique and challenging year for organisations big and small, creating overnight obstacles at a scale that disrupted plans, people and budgets. It also raised important questions around the long-term implications for organisations across the globe and the changes to the way people now think, act, work, socialise and go about their lives.

We were forced to focus on the things we really value at Airfield, like community, education, collaboration, food, and the environment – driving conversations around everything from sustainability to consumers and planet that we hope will continue long into the future.



MAKING PROGRESS

With the help and support of our team, we implemented a host of new initiatives that support our mission: *To inspire and enable consumers to make better food choices that benefit people, planet and pocket.*

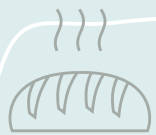
Community Meals Initiative

Launched soon after the pandemic began impacting our local community, we prepared, cooked and delivered more than 14,000 nutritious meals throughout our locality in 2020.

“We’re thrilled with this wonderful service and appreciate every healthy meal that’s been delivered to our Father with the help of Aoife, his carer, Airfield and the HSE. For a 91-year old to feel his immune system is getting a boost and give him some comfort that he’s protecting himself from COVID, is just incredible.

The thoughtfulness and community spirit you’ve shown have made a huge difference to his physical and mental well-being and given all of us such a welcome lift. Your kindness has reminded him of happier times when he would visit Airfield with my Mother, and for that and everything else, we are forever grateful.”





COMMUNITY FOOD HUB

With many households now eating every meal at home, we saw an opportunity to help build confidence and knowledge around food preparation. We focused on family mealtimes, by creating “live” cooking classes, developed a seasonal food guide and menu planner, sharing tips and ideas about how to plan, shop and prepare healthy meals in a cost-efficient way.



EDUCATION & RESEARCH

Virtual Farm Visits

This provided people of all ages and abilities the opportunity to experience the food growing cycle and the excitement of life on the farm during lambing and calving season.

Corporate Cook-Alongs

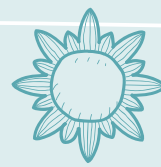
These online workshops brought people together that were cooking remotely, in a fun, safe and educational environment.

Food Waste Fighters

This pilot project surveyed more than 800 people in a bid to measure the awareness and behaviour towards food waste in Ireland. An intervention programme followed where practical resources were shared to help increase people’s understanding of food waste, its impact on the environment and how it could be reduced.

By the end of the programme, 11% of participants reported a reduction in the weight of their brown bin after the pilot period.





LOOKING AHEAD

 airfield estate

Finding new and innovative ways to deliver our mission remains key for 2021 and 2022. Here are some of the programmes we're currently working on.

The Story of Food

This dynamic, sensory and inclusive experience will engage people of all ages and abilities. 'Chapters' of the story of food will unfold in interactive ways at key locations across the estate, educating people about food production, sustainability and animal welfare.

Sustainable Food Production Hub

Aimed at helping people understand the difference between conventional and organic/bio farming, Airfield's Food Production Hub will be a trusted source of information for both producers and consumers. With the implementation of bio farming practices across the estate, we will be sharing information on soil, seed and food production so that others can learn from our experiences.

Carbon Footprint

As an advocate of reversing climate change, we're constantly looking at new ways to reduce the estate's carbon footprint. That means sustainable food production, waste, transport, recycling, gas, fuel, water and electricity use are under continuous review and are being improved wherever possible.

Digital Transformation

This project is central to the ongoing success of Airfield, ensuring we use digital to remain relevant, engaging and above all, an impactful charitable organisation.

Farmer's Market

Our outdoor food market footfall grew steadily during 2020 and we also increased the number of local farmers and artisan food producers at the market.

Farmer Time

We piloted the concept of Farmer Time in 2020 – a unique connection with school children and farmers via bi-weekly video calls.

Aimed at bringing the food production journey to life, children will have an opportunity to learn more about the processes that allow some of their favourite meals to be served up at the kitchen table. It also aims to highlight the benefits of making better food choices.

Gather & Gather Collaboration

We welcomed Gather & Gather onboard as a collaborative partner to deliver a range of diverse food and beverage experiences on the estate under our GLAS food ethos.

FINANCIAL SUMMARY 2020

For the year ended 31 December 2020

TOTAL INCOME
€2,419,632

**TOTAL
EXPENDITURE**
€3,754,574

Airfield
activities
100.0%

Staffing
cost
53.8%

Education
and
Recreation
cost
45.1%

Investment
Management
Cost 0.9%

Audit Cost
0.2%

Investment Fund:

The total value of the Investment Fund on 31st December 2020 was €22.6 million (2019 – €22.6 million).



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