



SUMMER HOLIDAY ACTIVITY AND FOOD PROGRAMME

FOOD HAMPERS



EAST RIDING

OF YORKSHIRE COUNCIL

Contents

| | |
|-----------------------------|---|
| Introduction..... | 2 |
| Project Delivery | 3 |
| Project start-up | 3 |
| Promotion | 4 |
| Delivery | 5 |
| Feedback from parents | 7 |
| What has worked | 9 |
| Conclusion..... | 9 |

Introduction

The East Riding Food Poverty Alliance (ERFPA) and East Riding Voluntary Action Services (ERVAS) Ltd worked in partnership with East Riding of Yorkshire Council in the provision of a summer holiday food pack as part of the Holiday Activities and Food Programme.

Those members of ERFPA identified to take part in the delivery of the food hamper aspect of the programme are:

- Beverley Cherry Tree Community Pantry
- East Yorkshire Food Bank
- Hedon Community Food Bank
- Hessle and Anlaby Food Bank
- People's Pantry (Market Weighton, Pocklington and Holme on Spalding Moor)
- ShoRes Centre (Withernsea)
- The Hinge (Bridlington)
- Two Rivers Community Pantry (Goole)

This joint up approach for delivery has provided full coverage of the East Riding of Yorkshire in delivery of this programme.

You can view the map of distribution via the following link/url address:

https://www.google.com/maps/d/u/0/edit?mid=151sGrTRguqFWX9Lz4woZIRd2CoSPUGtO&usp=s_haring

The food hamper project was scheduled to take place over the first 4 weeks of the Summer Holidays.

Distribution Timeline

ERFPA members delivered Food Hampers to schools from Monday 12th July – Friday 16th July.

The Click and Collect system went live for parents/carers on Monday 19th July - Saturday 21st August.

We also offered parents/carers who had missed these dates' additional delivery/collection slots for an additional week which was from the 23rd August – 27th August.

Project Delivery

Project start-up

Prior to the commencement date of the project, all food banks that were involved with delivery were consulted with to identify the amount of food hampers they would need to have prepared, a recipe booklet was developed and contents of the food hampers were discussed to ensure consistency across the area and appropriate contents and nutritional requirements.

We engaged with East Riding of Yorkshire Council to identify the volumes of children in receipt of free school meals across the area who could potentially access the provision.

Based on this information, each food bank was consulted and allocated the number of food hampers based on their capacity, the children in their geographical footprint and any potential outreach provision to enable accessibility across the area.

| Name | Allocated Children |
|----------------------------------|---------------------------|
| Beverley Cherry Community Pantry | 700 |
| East Yorkshire Foodbank | 500 |
| Hedon Community Foodbank | 350 |
| Hessle and Anlaby Food Bank | 504 |
| People's Pantry | 500 |
| SHoRes Centre | 650 |
| The Hinge | 600 |
| Two Rivers Community Pantry | 1150 |
| Total children | 4,954 |

In relation to the outputs for the project we anticipated that not all hampers we had the capacity to provide would be picked up by families and anticipated a reach of 3,486, which equated to 50% of children in receipt of free school meals across the East Riding of Yorkshire as our benchmark for collection.

To ensure the maximum amount of children were reached during the delivery of the programme, contact was made with the schools to arrange collection points and dates for the first delivery of the food hampers. For the second delivery the click and collect system was used, which during the Easter Programme showed to be a suitable method to book orders, this was used again for the delivery of the Summer Programme. The click and collect system provided appointment times at 25 pick-up points across the East Riding.

Promotion

The programme was promoted as outlined below to ensure the information reached as many beneficiaries as possible. Working with the schools in the initial stages has really helped with the delivery of the project and ensured maximum delivery of food hampers.

The HAF project was promoted via the following channels:

- Posters sent to all parish councils
- Web link on Active East Riding Website
- Shared Poster to all ERVAS employees to share with their groups
- Called all schools and shared poster/details about Click and Collect/organising school deliveries
- Submitted article to be published in the Head teacher Bulletin
- Multiple social media posts on Facebook and Twitter
- Article published in Bridlington Today
- Article published in Bridlington Echo
- The Hinge distributed posters in Morrison's, Co-op and Tesco
- The Hinge posted newsletters posted to 800 houses in Bridlington on Havenfield Estate and New Pasture Lane Estate
- Article published in Pocklington Today
- Interviews with Great Yorkshire Radio
- Interviews with Great Driffield Radio
- Interview with BBC Radio Humberside
- Article published in the Holderness Gazette

We also promoted within each food bank to previous beneficiaries.

Delivery

All food banks prepared their allocation of food hampers ensuring there were hampers of different sizes suitable for various sized families – to avoid duplication of food items.

The click and collect system went live at 00:01am on Sunday 18th July 2021, bookings could be made using a computer, laptop or smart phone.

We also provided the facility for individuals to call if they needed support with making a booking or if there were specific needs which would make the collection difficult so we could arrange delivery.

The number of children accessing food hampers across the Summer holidays was 4,133 (primary school children 3,534, secondary school children 576, children from the travelling community 23), this is broken down as follows:

Food Hampers delivered to Primary and Secondary Schools:

In the majority of cases food hampers delivered to schools were a combination of both food package 1 and food package 2 to avoid families having to pick up a second package.

| | Totals | | | |
|--|----------------|------------------|---------------|--|
| Food Bank | Primary | Secondary | Totals | |
| Beverley Cherry Tree Community Pantry | 265 | 0 | 265 | |
| East Yorkshire Food Bank | 582 | 0 | 582 | |
| Hedon Community Foodbank | 165 | 0 | 165 | |
| Hessle and Anlaby Food Bank | 275 | 0 | 275 | |
| Peoples Pantry - Market Weighton/Pocklington | 297 | 0 | 297 | |
| Shores | 429 | 0 | 429 | |
| The Hinge | 6 | 0 | 6 | |
| Two Rivers Community Pantry | 1061 | 95 | 1156 | |
| TOTALS | 3080 | 95 | 3175 | |

Click and Collect Totals for the collection of Second Hampers

| | Totals | | |
|--|----------------|------------------|---------------|
| Food Bank | Primary | Secondary | Totals |
| Beverley Cherry Tree Community Pantry | 103 | 0 | 103 |
| East Yorkshire Food Bank | 14 | 0 | 14 |
| Hedon Community Foodbank | 32 | 0 | 32 |
| Hessle and Anlaby Food Bank | 68 | 0 | 68 |
| Peoples Pantry - Market Weighton/Pocklington | 77 | 0 | 77 |
| Shores | 30 | 0 | 30 |
| The Hinge | 0 | 0 | 0 |
| Two Rivers Community Pantry | 74 | 48 | 122 |
| TOTALS | 398 | 48 | 446 |

Click and Collect totals for additional families who did not receive a School Delivery

| | Totals | | |
|--|----------------|------------------|---------------|
| Food Bank | Primary | Secondary | Totals |
| Beverley Cherry Tree Community Pantry | 64 | 109 | 173 |
| East Yorkshire Food Bank | 11 | 13 | 24 |
| Hedon Community Foodbank | 12 | 34 | 46 |
| Hessle and Anlaby Food Bank | 64 | 53 | 117 |
| Peoples Pantry - Market Weighton/Pocklington | 0 | 27 | 27 |
| Shores | 1 | 17 | 18 |
| The Hinge | 268 | 203 | 471 |
| Great Driffield Radio | 34 | 25 | 59 |
| Two Rivers Community Pantry | 0 | 0 | 0 |
| TOTALS | 454 | 481 | 935 |

Traveller Community Deliveries

| | | |
|------------------------------------|--------------------------|-----------|
| Woldgate Traveller Community | The Hinge | 6 |
| Woodhill Way - Traveller Community | East Yorkshire Food Bank | 7 |
| Epplsworth Traveller Community | East Yorkshire Food Bank | 10 |
| | TOTAL | 23 |

Zero Waste

In line with the funding contract, the food hampers not collected have been utilised within general food bank provision to support individuals in need within communities. No food has gone to waste.



Feedback from parents

The feedback received from parents across the HAF project has been very positive, children and their families have been extremely grateful for this additional support over the Summer Holiday period. Many families were overwhelmed with the food hampers received.

"I am very pleased with the service and the food you gave out. I will be using you again and I hope you will be doing it again."

"Thank you thank you thank you kindly the lady whom brought the parcel was so very nice professional and helpful I'm so grateful and the activities my children have been accessing learning allsorts it's been most invaluable to us thank you greatly I hope next year you will highly consider the same."

"Kids had fun making the tuna and sweetcorn fritters for lunch today, thanks so much."



"I did a click and collect from Hesse. The website to book a slot was very easy to use. The lady at the collection point was very friendly and polite. The range of items and quality was amazing. Thank you so much for the greatly appreciated assistance through the Summer Holidays."

"I would like to say a massive thank you to each and every one who was involved in the food parcels I received the last 2 weeks. I cannot tell you enough how much it has helped my 11 year old son and I over this really stressful period. I have been on furlough for a year now, and it has really taken its toll. I received my food parcels from the Cherry Tree centre in Beverley. They are always so friendly and always ask how I am. Thank you so much."

"Hi thank you so very much for the hampers it has helped my family so much. Much appreciated especially in the school holidays."

"I would just like to say what a beautiful thing you are doing, it has really helped me and my family it's supported us through our tricky times, I think this is a really lovely thing what you all do. I want to thank you all for putting in the hard work and putting smiles on people's faces. Thank you all again :)"

"I collected food hampers twice over the school holidays for my 2 children. The children thoroughly enjoyed and got excited about the cereal, crisps and biscuits! I was extremely grateful for all of it, especially the pasta, milk and canned tomatoes as we use these items a lot. Thank you very much for the opportunity to collect the hampers, they really made a difference for my family and the staff at the door were lovely."

"Thank you for your wonderful food hampers. I unfortunately suffered a brain and spinal injury last year so I have been retired early on I'll health. My elderly parents are helping out with child care so it has been very beneficial to have the food hamper for my 2 boys over the summer. They have had great fun making meals, especially the jelly 😊"

"Found this service excellent."

"Hi both the foodbanks was so helpful couldn't be anymore grateful it has helped myself and my children and the support I received as was struggling to access I had 100% help with that."

"Was lovely to receive a hamper kids thought Christmas had come early and there was plenty of different things to make more than a week's worth of different meals thank you."

What has worked

Working in partnership with the foodbanks to deliver this project has been very rewarding for all concerned. The ERFPA Network have been able to communicate with each other at such speed it has ensured the project was delivered within the time frame given.

The volunteers that have dedicated their time to this project to ensure all the food hampers were prepared and ready for delivery with really tight timescales. It was fantastic how all the foodbanks and their volunteers pulled together.

The click and collect system worked very well and made it easy for people to book collection slots at the most convenient venue to themselves.

Conclusion

The food banks thoroughly enjoyed the delivery of this programme and rose to the challenge of ensuring that the food hampers were ready for collection and to ensure that families could collect the hampers. The staff at ERVAS were all ready to receive phone calls and direct those families to the click and collect system and if necessary talk them through the process. The click and collect system worked really well and many parents booked their slots using this facility.

Working with the schools to deliver the first package worked really well and ensured that as many parents as possible received the food hampers. The click and collect worked equally well with the delivery of the second food package. The preparation time to ensure early liaison with the schools worked really well and collection from the schools was easier for the parents. If the project is to commence again during the Christmas holidays, early preparation would be required to ensure parents are made aware of the scheme and working with the schools would need to be a priority as many of the food banks close over the two weeks of Christmas.

The HAF project reached 4,133 children from low income families and provided them with additional healthy food, a recipe booklet to engage and inspire people to make different meals for their children. The families accessing this provision were all very happy with the food hampers received.

In addition, any food package that was still available after the project ceased has been used within general food bank provision to support those individuals and families across the East Riding who are struggling with issues around food poverty thus avoiding food wastage specifically at a time when many individuals and families are struggling due to job losses, reduced income due to the furlough scheme, Covid lockdowns and socially isolating in line with Government guidelines.