



CHRISTMAS HOLIDAY ACTIVITY AND FOOD PROGRAMME 2021

FOOD HAMPERS



EAST RIDING
OF YORKSHIRE COUNCIL

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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 Christmas 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
- Love Driffield
- People's Pantry (Market Weighton, Pocklington and Holme on Spalding Moor)
- ShoRes Centre (Withernsea)
- The Hinge (Bridlington)
- Two Rivers Community Pantry (Goole)

A decision was made to focus activities around primary school children as parents usually pick up those children which allows for food to be distributed efficiently as many of the food banks have limited volunteers over the Christmas period.

This joined up approach for delivery has provided full coverage of the primary schools across the East Riding of Yorkshire in delivery of this programme.

The food hamper project was scheduled to take place in the two weeks prior to the Christmas Holidays.

Distribution Timeline

ERFPA members delivered Food Hampers to primary schools from Monday 6th December 2021 until Friday 17th December 2021.

Project Delivery

Project start-up

Prior to the commencement date of the project, we had already engaged with East Riding of Yorkshire Council for the Easter and Summer projects to understand the number of free school meal children in primary schools across the area, although there may have been some changes due to new students accessing free school meals or moving into/out of the area.

A recipe booklet was developed and contents of the food hampers were discussed with the food banks to ensure consistency across the area and appropriate contents and nutritional requirements.

Name	Allocated Children
Beverley Cherry Community Pantry	462
East Yorkshire Foodbank	500
Hedon Community Foodbank	322
Hessle and Anlaby Food Bank	423
Love Driffield	454
People's Pantry	297
SHoRes Centre	429
The Hinge	600
Two Rivers Community Pantry	1,159
Total children	4,646

In relation to the outputs for the project we anticipated that not all schools hampers would be picked up by families and anticipated a reach of 2,323 children, which equated to 50% of children in receipt of free school meals across the East Riding of Yorkshire as our benchmark for collection.

We engaged with all the primary schools in East Riding of Yorkshire regarding the provision, the actual number of free School meals children within each school and to get the schools consent for the distribution of the food hampers through the school.

Based on this information, each food bank was allocated actual numbers of food hampers that they would need to provide to each primary school based on their capacity and the children in their geographical footprint in receipt of Free School Meals.

Based on the discussions with the schools – numbers were reallocated as follows:

Name	Allocated Children
Beverley Cherry Community Pantry	405
East Yorkshire Foodbank	500
Hedon Community Foodbank	289
Hessle and Anlaby Food Bank	563
Love Driffield	457
People's Pantry	291
SHoRes Centre	402
The Hinge	600
Two Rivers Community Pantry	778
Total children	4,285

Although we did not target or aim to distribute food hampers within this project to children in secondary school, where families with secondary school age children presented to us, we provided food hampers for them too.

Promotion

As the project was aimed at Primary School children in schools, we used less promotion sources than previously used when we were trying to engage people in receipt of free school meals through the community.

The programme was promoted as outlined below to ensure the information reached as many beneficiaries as possible.

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 Christmas project was promoted via the following channels:



- Shared Poster to all ERVAS employees to share with their groups
- Called all schools and shared poster/details about school distributions
- Multiple social media posts on Facebook and Twitter
- Goole Times Article
- 700 Newsletter delivered in the Bridlington area

We also promoted within each food bank to previous beneficiaries.

Delivery

All food banks prepared their allocation of food hampers and liaised with their allocated schools to ensure food hampers were delivered at a suitable time.

The number of children accessing food hampers across the Christmas holidays was 4,090 (3,794 primary school children (including 11 children from the gypsy and traveller community), 136 secondary school children, 160 children from Special Schools).



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

We did not have direct contact with the children or parents at the primary school. The feedback received from the school, which they received from parents across the HAF Christmas project has been very positive, children and their families have been extremely grateful for this additional support over the Christmas period, especially at a time where finances are significantly stretched. Many families were overwhelmed with the food hampers received.

"Thank you very much, I know the families appreciate them!"

"The two parents I spoke to said how valuable the provision was and really helps. Thank you"

"We found that many of our FSM parents were very grateful and accepted the food parcels."

"Thank you for your email, it was a privilege to be able to help our local families. Whilst we have not received any written feedback they were all very grateful when collecting their food hampers."

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.

In addition the support from local businesses providing staff to volunteer in the preparation of food hampers as part of their Corporate Social Responsibility has been greatly appreciated.

Working directly with the schools has meant that a wider reach of children in receipt of free School meals has been achieved.

Although, this project was targeted at children in receipt of free school meals in primary school we were also able to support any children from a secondary school that came forward requiring a food hamper.

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 distribution to each of the schools for collection by the families in receipt of free school meals.

The staff at ERVAS were all ready to receive phone calls from those outside of primary school settings to ensure that children in receipt of free school meals who required food hamper provision at Christmas could be referred to a local food bank to collect.

The HAF Christmas project reached 4,090 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.