

Communications provided over the October half-term

Press release issued, quoting Leader of Wirral Council and listing the community, voluntary and faith organisations are working with the Council to provide practical support and food to families in need this week.

<https://www.wirralglobe.co.uk/news/18821839.scheme-supporting-families-food-half-term/>

Also posted on social media:

- FACEBOOK: 435 Likes & 150 shares
- TWITTER: 79 Likes & 38 retweets (Also retweeted by Marcus Rashford – 3.7m followers)

Each day during half-term a focus on 1 or 2 of our community providers was provided each day as described below:

DAY	FOCUS	OFFER	MEDIA
Monday	The Oak Community Project	providing lunch bags and activity packs for children in Birkenhead	Video on social media
Tuesday	Charlotte’s Brightside	Delivering ingredients and activity packs around New Brighton.	Video on social media
Wednesday	CYPD	Providing 66 free packed lunches each day. They have teamed up with Sandwich Express Cheshire Ltd, who will be making the packed lunches and these will be available for collection from 11am to 10pm. Also offering free delivery of meals to families.	Video on Social Media / media release (possibly joint release with Youth & Play service below)
Thursday	Neo Community	Hot food deliveries around Rock Ferry (PS, Ema tells me they’re on NW tonight later)	Video on social media
Friday	The Positivtree	Grab bags and craft workshops for young carers	Video on social media
Friday	Wirral Youth & Play Service	The Youth Hubs and Clubs staff half term offer is: - Delivering Halloween themed activity packs - Delivering food packs to families in need - Virtual Halloween Parties and activities	Video on Social media / media release
Round up and personal thank you from Leader			

Additional Social Media Messages provided:

(From Cllr Williamson)

I want to personally thank all the business and community groups who have come together, and are working with the Council this week, to support families during half term. I am so proud of our Wirral community -your compassion never ceases to amaze me.

#EndChildFoodPoverty

During this half-term, a range of local community, voluntary and faith organisations are pulling together again alongside Wirral Council to provide practical support to families.

#EndChildFoodPoverty <https://wirralview.com/covid-19-news/supporting-families-food-over-half-term>

Anyone requiring crisis food support and who cannot pay for the food they need can apply for an emergency food parcel by calling the Coronavirus helpline on 0151 666 5050.

#EndChildFoodPoverty

Financial help is available for those most in need and who have a specific food requirement due to a medical or health condition and/or religious or cultural requirement. Apply online at www.wirral.gov.uk/welfaresupport or by calling the Coronavirus Helpline on 0151 666 5050. **#EndChildFoodPoverty**

Families who are struggling to feed their children this half term may be surprised to learn how much community support there is out there. **#EndChildFoodPoverty**

<https://wirralview.com/covid-19-news/supporting-families-food-over-half-term>

WIRRAL GLOBE ARTICLE:

COMMUNITY, voluntary and faith organisations are working with the Council to provide practical support and food to families in need this week.

The aim is to build on the strong foundations established at the end of March when individuals and groups came together with the shared aim of providing emergency food to those everyone that needed it as the impact of the 'lockdown' was hitting.

The help being provided this week will see breakfasts, hot meals, lunch boxes, activity packs and other practical support given the local families in need.

Some of this activity is the result of groups bidding for grants from the Wirral COVID-19 Food and Essential Supplies Fund, administered by the council. Groups were able to bid for up to £3,000 out of the £75,000 made available under the fund to run specific projects.

A number of groups are using their grant to provide support over October half-term, which is in addition to any help that individual schools may be providing and services that operate year-round, such as Wirral Foodbank and social supermarkets.

As well as the help being offered throughout the half term break, a wide range of food support is available to people during the health emergency, including:

Wirral Infobank: A great online resource for local support and services, including help with shopping, social supermarkets (offering cut price food) and hot food deliveries – visit www.wirralinfobank.co.uk.

Priority supermarket delivery slots From Iceland or Tesco are available for people who are vulnerable or self-isolating. Residents can apply by calling Wirral's Coronavirus helpline on 0151 666 5050. The helpline can also advise on assistance that may be available from Age UK Wirral for anyone digitally excluded.

Help with shopping Several local charities provide a shopping service for vulnerable people and for those self-isolating. To be referred, call Wirral Coronavirus Helpline on 0151 666 5050 or complete a form online www.wirral.gov.uk/welfaresupport.

Food for people in crisis Anyone requiring crisis food support and who cannot pay for the food they need can apply for an emergency food parcel by calling the Coronavirus helpline on 0151 666 5050. Applicants will be asked a few questions to determine their eligibility and, if successful, will be given a unique code that can be exchanged for a food parcel from Wirral Foodbank. Help is also available for people unable to collect food.

Financial help with food. Financial help is available for those most in need and who have a specific food requirement due to a medical or health condition and/or religious or cultural requirement. Apply online at www.wirral.gov.uk/welfaresupport or by calling the Coronavirus Helpline on 0151 666 5050.

Wirral Council leader, Cllr Janette Williamson, said:

"It is widely acknowledged that many families in poverty and in need of support are working families.

"This has been worsened by Covid where we have seen businesses close and people lose their jobs.

"We must not allow our parents to feel that they are alone in this.

"We remain committed to supporting people in need and we are committed to making every effort to ensure that every child on free school meals has access to food this half-term.

"The Food and Essential Supplies Fund we set up when the emergency food hub stood down is helping us ensure Wirral's dedicated community-based organisations and groups are supported to do what they best – serve their local community.