

Meeting	Community Development
Date	4 th February 2025
Report Title	Christmas Parcel Audit
Agenda Reference	7
Author	Jackie Fawcett – Community and Office Administrator

Overview

153 applications were received for Christmas parcels in 2024. Of these, 137 were standard parcels, 15 were vegetarian, and one was gluten free. The total costs of parcels were £968.79 and through generous donations and discounts, the total cost per head to the Parish Council was £6.33. There were 18 products in each parcel.

Donations

Donations of corned beef, jam, biscuits and cup a soup was received from the RCCG Christ Love Assembly Church. The estimated total cost of this was £700, approximately £4.66 per head. Aldi donated 160 boxes of mince pies, at an approximate cost of £176. We also received vouchers and discounts from Asda, Farm Foods, Morrisons and donations from the Sea Scouts, Juniper Stores, Rialtas and Bargain Foods Cheney Manor.

Volunteers

12 volunteers helped with packing the parcels and 17 volunteers helped with delivering the parcels. External volunteers have been added to our volunteers list and invited to our Cream Tea.

Feedback

50 feedback forms have been received, the responses are shown in the tables below. The feedback was extremely positive:

- *"What a fantastic effort you all make - well done. As my mobility is restricted your parcel was welcome. Thank you all so much".*
- *"I thought the parcel this year covered more than last year and included all the basics that you need. Thank you".*
- *"I lived in Haydon Wick - grew up here as a child. I worked all my life. Thank you very much I do appreciate it as on my own. I live on pension credit guarantee".*
- *"I think you do a great job - it is the first time for me and I will definitely be applying again. I think you covered everything".*
- *"The lady who delivered the parcel with her two boys was so kind and took time to chat with me".*

Audit

Upon return to the office in the new year, the staff met to discuss findings on what went particularly well and what could be improved for future years. The points are in categories as below.

Produce

- Produce was well received. Some new suggestions were long life milk, Christmas cake and pet food.



- The main supermarkets will not allow you to bulk purchase online (maximum 10 – 30 items). Aldi supermarket and Morrisons were extremely helpful in adding out requirements to their stock deliveries.
- Due to the amount of tinned goods, the parcels were quite heavy this year. However, we did not receive any complaints regarding this from the residents, only from the volunteers.
- The RCCG Church came in and packed their items on the Friday – however their bags were large so we did end up repacking their items with ours the next day so that we could utilize their bags as they were more festive.
- One resident has complained that the Jam was out of date (Aug 24) – this was an item donated and packed separately so a message to all donators to double check dates will be needed next year.

Admin

- We received 25 online registrations / 128 physically completed the form. All applications were added to the spreadsheet so that we could analyse the demographic (see chart below).
- We included a GDPR statement on the feedback form so that we can keep residents who have expressed an interest informed about future events. This should also be an option on the application form so that we can reach out to certain cohorts in the future.

Packing

- We followed a tried and tested packing approach from last year, which worked very well.

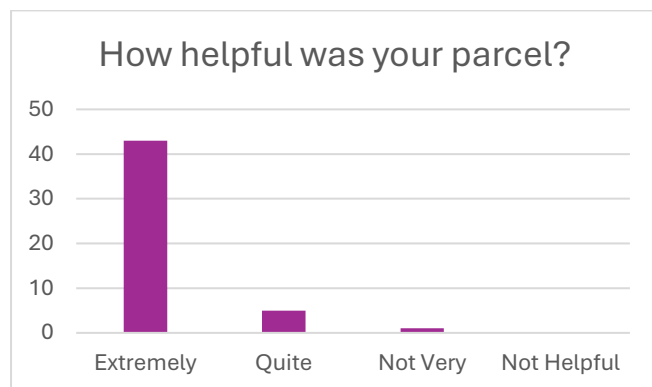
Delivery

- Providing a Parish map to delivery volunteers would be helpful.
- Some of the parcels were not able to be delivered despite several attempts, so these were donated to the foodbank on the last working day before Christmas.

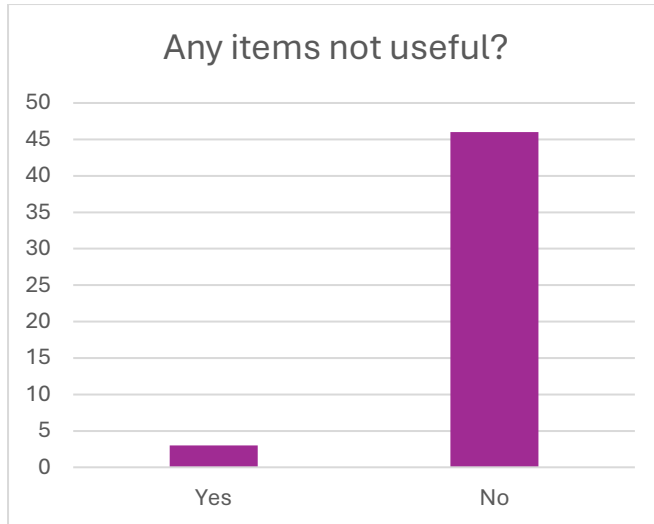
2025

- **Proposed dates for 2025:**
Packing and Delivery – Saturday 13th December 9.30 – 1.30

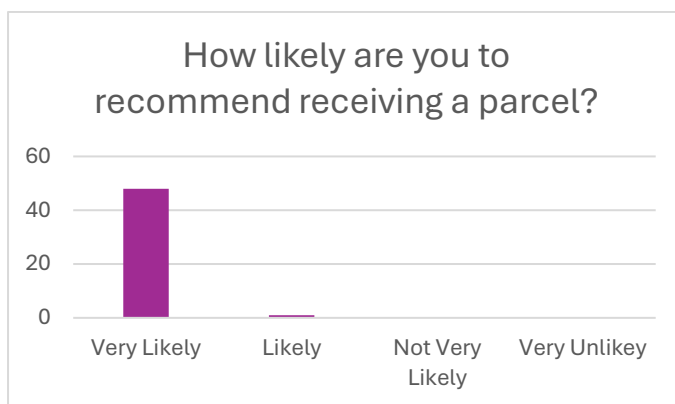
Analysis of feedback:



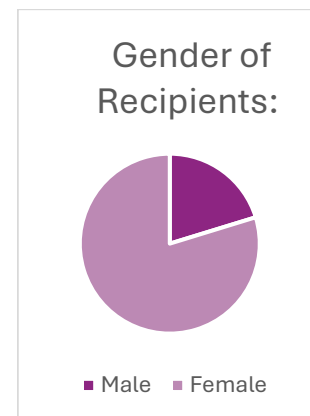
There was an extra Gluten Free parcel, so we made it up on the day, hence why the selection of items was not very good.



*The only items specified were
Cream Crackers x 1 resident;
tinned potatoes x 1 resident;
custard mix x 1 resident.
0.65%*



Parcel demographics:



It is interesting to see which areas of the parcels are receiving the most parcels which could be influenced by many factors such as the age of the population / returning applicants (as it may be deemed more of a tradition for these areas?). Every household receives our magazine, so the application form was available to all parishioners, as well as the online version.

It would be useful to obtain a 'permission to contact' statement on the form so that we can then engage with the male applicants for future events to extend our offer.