

# Trowbridge Future

Community Report – July 2020

## Support for Trowbridge Community

### Food Pick Ups

Since the Hub closed we have been collecting food that would usually be distributed from the Community Fridge donated by M&S, and Lidl and more recently Greggs, and delivering to the local homeless hostel and other vulnerable members of the community.

### Shopping & Prescriptions

During the COVID-19 we were successful in applying for a variety of funding to support the local community. We have been busy buying and delivering food essentials for vulnerable members of the community and also collecting and delivering prescriptions.

### Arval Car Hire

Zoe took part in an online campaign with the National Emergencies Trust to heighten awareness of their cause, which resulted in her being featured in a YouTube video. Arval found the video on social media and contacted us to offer a free charity car for three months to help with food deliveries, we are in possession of the car until the end of August, which has helped greatly.

### Website & Social Media

Zoe has been reaching out to local service providers to obtain guest blogs for the website, and social media, helping to keep the content current and diverse.

She has also been researching putting together a social media plan for the next year.

We ran successful social media campaigns around the Arval and supermarket donations tagging Neighbourly to increase traction.

During volunteers week we purchased and delivered gifts to our volunteers, and ran a social media campaign around this. One of the social media posts reached over £20,000 people!

Off the back of all of this activity KFR donated a fridge for us to store the supermarket food donations in.

## **Virtual Training**

Staff and Volunteers will be attending Mental Health First Aid training delivered by Tracy Sullivan, which begins on the 14<sup>th</sup> July. All course materials have already been provided and everyone should have had these delivered to their homes

## **Meetings**

We had a meeting with the Town Hall where we were given the opportunity to view some of the office and event spaces they have. We are planning to run the ladies group from one of the rooms from the beginning of August once the necessary risk assessments are in place. The group will run from the Town Hall until we can fully open the Hub

## **Team meeting**

The TF team had a really useful meeting at the Hub where we discussed a post COVID return to work action plan, future projects and staff planning

## **Fundraising**

Zoe continues to support Meg by sending out fundraising letters and applying for grants on a regular basis.

## **Volunteer communication**

During lockdown we have been in regular contact with the volunteers, and we will continue to do so until the Hub reopens.

## **Volunteer Engagement**

We have researched and designed a new volunteer application form, volunteer promise, flowchart and leaflet to support volunteer recruitment moving forward

We are also in the process of ordering and supplying TF branded uniform for the staff and volunteers which consists of a polo shirt and fleece/hoody, there is also a beanie hat on offer. The feedback from all has been very positive.

## **Recruitment**

We have been screening applicants for the Community Projects Coordinator & Administrator role, for which we are interviewing on 14<sup>th</sup> July.

## **Projects**

We have been disseminating and collating a presentation of the results from the community survey that we held earlier this year.

We are currently preparing a brand perception survey which will be sent out as a digital communication before the end of July. The results will be used as intelligence for our forthcoming brand values project, so please do take part.

Report written by Zoe Meaden

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