

## **Community Fridge & Community Drop-in Data Analysis**

**August 2022**

### **Community Fridge:**

It is clear that a key engagement for the Centre comes via the Community Fridge, in terms of people coming into the building to access some form of activity. 72% of service users\* have said that they do not use any other Hale Community Centre services.

However, during the recent registration process, we have been able to have conversations with visitors. As a result of the Community Fridge launch in June, conversations that took place between volunteers/Emma and visitors to the Fridge which encouraged wider engagement in Centre activities. As a result of this launch and subsequent registrations the number of people registering for the monthly newsletter has increased from 145 to 161 people. (The large majority of these have come via the Community Fridge)

Recommendations: Assign an engagement volunteer whose role is to inform visitors to the Fridge of other activities happening at the Centre. Also, to invite people to sign up for the newsletter. To some extent this has started to happen at the Wednesday Community Drop-in, where we have a welcome volunteer who signposts visitors upon arrival to what's on offer. Initial observations are that we are capturing the interest of people who usually just attend for the Fridge and are choosing to stay on for lunch, the activity on offer or to seek information/support.

### **Case study:**

A Ukrainian lady visited the Fridge during our launch week. While waiting to collect her food Emma had a conversation with the lady, displaced from the Ukraine, who was looking for work using her profession as a photographer. This engagement led to the lady taking photographs as a volunteer at a recent Hale Community Centre BBQ. As a result, she was able to help at another event and this has opened opportunities for her to begin her freelancing work here in the UK. This all began from a brief, friendly conversation at the Community Fridge. We mustn't underestimate the value of a simple friendly conversation even when someone is queuing for food with us.

### **Community Drop-in Feedback: Weeks 1 and 2.**

Results indicate that people have enjoyed attending. The reason for attending was to access the Fridge and take part in family activities. One person said, also to access information and support with benefits, finances etc. Each person has said attending the drop-in has improved their wellbeing.

The large majority of attendees at the drop-in which is on average ..... people each week, have come firstly to access the Community Fridge but have then stayed on to have lunch, participate in the family activity or are seeking information from Sharon our information and support volunteer.\*\*

### **We held a review meeting on 08.08.22 to discuss the initial impact of the drop-in.**

The key areas of focus going forward:

- Team will have defined roles (practical / emotional support) and check-in with each other before opening the doors and support each other where needed.

- We will all ensure there's a warm welcome by everyone and supporting each other in making this happen.
- Visitor feedback should be periodic – termly?
- There will be a termly programme, offering a highlight activity each week – ie: Warmth matters visit, Benefit check week, Big Soup share, wellbeing week etc.
- Feedback – evaluation forms and capturing footfall at busiest point in session will measure impact.

**Plan going forward:**

The importance of a warm welcome will be emphasised as a team, to reinforce the Centre's ethos. – we recognised that this starts with the team. We need to ensure the team feel welcomed, listened to and understood first before we open the doors to visitors – we will ensure there's a team social/review meeting periodically. The team is made up of a number of experienced people with excellent communication skills. We agreed the welcome and having a welcome host was the priority before people access the Café/activities/Information and support /Fridge services.

Our team lunch will be held on Tuesday 6<sup>th</sup> Sept as a way of capturing views so far and shaping the drop-in offer going forward.

\*Taken from the Help Force data analysis capturing 118 people's views from the Fridge Registration.

\*\*<https://docs.google.com/spreadsheets/d/1SzX174INcHTIizT5d4Za3i6GwZ5IU7R5LqYkFLHBtu8/edit?usp=sharing>