

Winter Campaign impact 2023 | 24

Plus Dane's 2023|24 Winter Campaign was really successful, it was aimed at customers and households in need, those who were most affected by the cost-of-living crisis as well as the added pressures of winter and the festive period.

We used our data insight to make sure we focused our resources in the right areas and more importantly, for the right customers. We targeted two customer cohorts.

- 1 customers living in homes at risk of been cold with low EPC ratings along with vulnerabilities.
- 2 customers with long term health conditions who were identified as part of the damp and mould task force group.

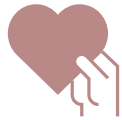
1505 texts were sent to these customers, asking them to get in touch if they were worried about the winter and festive period.

Customer facing teams from across the organisation were briefed on the Winter Campaign objectives and were asked to identify vulnerable customers in need and to refer them via the One Referral route.



294

households supported across Merseyside, Halton & Cheshire



2,807

customers benefited from support



138

children received toys



41

customers received winter warmth items




68

referrals made to Pocket Power



17 
referrals made to **mental health support**


More than **70%** of customers supported had a **vulnerability**


21% of customers supported were impacted by **damp & mould**


32 staff volunteered **127** hours to assist with **deliveries of essential items**


33 customers living in temporary accommodation received **food, gifts & Christmas meals**

St Columba's Pantry


Set up in April the St Columba's Pantry has over 140 members - over half of which are Plus Dane customers. Funded by an anonymous benefactor via LFC and staffed by volunteers, the project has been a great example of partnership working between St Andrews Community Network, Plus Dane, LFC and St Columba's Church. Members can select their own food including fresh fruit and vegetables for £3.50 fee each week.


Other partners attend to offer support on a rota basis including Plus Dane Housing Officer, repairs and welfare staff, BNENC Welfare Rights Advisor, Transform Lives, NHS - health advice and support and Liverpool in Work. Plus Dane also works with Brick by Brick who provide household items every month such as toiletries, blankets, toys, and other items that make a home. These are supplied free via Amazon and would usually go to landfill rather than be re-shelved.


70 festive **food parcels** from New Life Church delivered


23 **Dinner hampers** from Liverpool Football Club to L8, Anfield & Everton families



8 **Christmas trees and decorations** given to families in need in Merseyside


500 essential **household items** gifted from Brick-by-Brick Charity, through Amazon


£11,630 worth of **energy vouchers** provided


£11,775 worth of **food vouchers** provided


£13,500 grant contributions from 8 contractors


14 contractors donated raffle prizes which raised **£2,000** for our **Emergency Fund**


330 customers attended **13** wellbeing activities delivered in our Sheltered Schemes

Funded 26 community partner organisations & groups who supported **2,243** customers in our communities across Cheshire & Merseyside with festive & winter activities and projects.



What our customers said...

“The vouchers for food and gas really helped. The toys and gifts for my children were brilliant. Thank you”

KL, single mum of 4

“The support really helped me out the items were great, suitable for the children and really appreciated”

DD, mum of 2

“The toys helped a lot they were brilliant the boys were so made up, I also received vouchers and I was able to do a shop and top my gas and electric up. Thank you.”

VF, mum of 2



Want to know more?

If you want to know more, please get in touch

online



portal



live chat



customer
@plusdane.co.uk

face to face



phone



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