

**From:** Rebecca Bird <[Rebecca.Bird@wokingham.gov.uk](mailto:Rebecca.Bird@wokingham.gov.uk)>

**Date:** 21 April 2020 at 11:50:53 BST

**To:** CEM <[CEM@wokingham.gov.uk](mailto:CEM@wokingham.gov.uk)>

**Subject:** Wokingham Borough Community Response - help us reach further into the borough  
~[UNCLASSIFIED]~

Dear community leaders,

As you are hopefully aware, Wokingham Borough Council has been working with the voluntary sector and town and parish councils to coordinate a community response to the Coronavirus crisis.

We have been using a range of communication methods to publicise the borough-wide community response - in particular the vital contact details for those needing support for shopping, prescription collection or other essentials (see attached flyer for details).

Our communications have included:

- Facebook posts reaching more than 30,000 views (please note this is only for the posts specifically relating to the community response – the total reach of Covid-19-related posts is more than 200,000 views). This social media effort has been replicated on Twitter
- Local newspaper coverage including front page article in Wokingham Paper, a four page wrap advertisement and weekly advertisements
- BBC Berkshire radio interviews
- Leaflet delivery by volunteers in some areas and across borough (with inevitable gaps) by delivery company

However, we know there may be people that have not received this information and **we are appealing to you to help reach them.**

If you know of neighbourhoods where you feel people are not aware of the support available, could you please let us know what methods could be used to reach them and, if possible, what support you could offer. We want to work **with you** to get these message to everybody.

### **Wokingham Borough Connect**

We have recently launched an email newsletter to send our residents important information about how to access support and updates on our services during the Covid-19 pandemic and beyond.

[Sign up here.](#)

We are currently sending alerts to nearly 40,000 residents across the borough. If you aren't already receiving them, sign up now and encourage your friends and neighbours to as well.

### **Wokingham Borough Community Response -- Donations**

If you can, please donate to our borough wide community response. We need food and other essentials, as well as items for wellbeing and goodybags. See attached for more details about what items we need.

*Donation drop off times and locations:*

- **Lower Earley, Twyford and Woodley Libraries**, Monday, Wednesday, Friday, 10am – 12pm  
\*\*Please note: No library services will be available, this is a drop off point only
- **St Crispins Leisure Centre**, Monday to Saturday from 8.30am to 4.30pm

Kind regards,

*Rebecca*

**Rebecca Bird**

Senior Specialist, Communications Engagement & Marketing

**Wokingham Borough Council**

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**Want the latest on COVID-19 straight to your inbox?**



[SIGN UP HERE!](#)

Think of the environment. Please avoid printing this e-mail unnecessarily.

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# Do you need support during COVID-19?

## WOKINGHAM BOROUGH COMMUNITY RESPONSE

0300 330 1189  
(if prompted enter 0118 978 7258)  
admin@citizensadvicewokingham.org.uk



When you contact us,  
we assess what sort of  
support you need



\*Not automatically registered for ongoing support

## Can you help?

The Wokingham Borough Community Response needs your help!

Food & other essentials

### Drop off locations:

Wokingham Borough Community Hub - Monday to Saturday 8.30 to 1.30  
St Crispin's Leisure Centre, London Rd, Wokingham  
Other locations - Monday, Wednesday & Friday from 10am to 12pm  
Lower Earley Library, Twyford Library, Woodley Library

Financial donations

### Just Giving Fundraiser:

Visit the First Days Children's Charity page for the Wokingham Borough Community Response to Covid-19

WOKINGHAM BOROUGH COMMUNITY RESPONSE

# DONATION DROP OFF POINT



Wokingham Borough Food Distribution Hub  
St Crispin's Leisure Centre  
Monday to Saturday | 8.30am - 4.30pm

Library drop off donation points:

- Twyford
- Lower Earley
- Woodley

Monday, Wednesday, Friday | 10am - 12pm

Libraries only open as drop off points for donations.  
No library services are available.

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## LIST OF DONATIONS NEEDED

Financial donations

[www.justgiving.com/campaign/WokinghamBoroughCV19](http://www.justgiving.com/campaign/WokinghamBoroughCV19)

Food and household items

tinned fruit | tinned vegetables | biscuits | snacks | crisps | pasta | rice |  
washing up liquid | hand soap | pet food

We are also looking for wellbeing pack items for the following types of households:

- Families
- People living alone
- Family with new baby
- Family with teenagers
- Older couple

If you're at home and would like to make up some wellbeing packs and label who they're suitable for, it would be incredibly helpful.

Arts and crafts, board games and puzzles are greatly welcome.

