

Appeal for donations gets fine response

A PROJECT in Rubery has thanked the community response to its festive appeal which has enabled it to put together Christmas hampers for 60 families in need.

More than £4,500 has been raised in total for Trident Reach, based at the Deelands Road Community Centre.

The Cock Hill estate, which surrounds the centre, is ranked as the 13th most deprived in England and the pandemic this year has made life even tougher for those living there.

The hampers, which have been put together, include food, presents, cleaning products and other items.

This week it accepted £500 funding from the Birmingham Harley Davidson Chapter.

The group had planned to demonstrate the famous bikes to accompany a visit from Father Christmas.

Because the area is in Tier 3, that had to be postponed but the group has vowed to come back and put on the display when restrictions allow.

Government figures for the area show an estimated 305 of the 473 children are living in poverty.

They include children in families on income support, jobseeker's allowance, employment and support allowance, pension credit, certain types of universal credit, and some other benefits.

Other issues include mental health, addiction and domestic violence.

As well as the Chapter's donation, families from Bromsgrove donated toys and selection boxes, totalling £400 and Morrisons in Rubery gave the organisation a 15 per cent discount, amounting to £375.



Tina Osborn, Bernie McFall and Tina Walker (ENGIE) with Dan Craddock and Bill Newnes of Harley Davidson Birmingham Chapter. Picture by Marcus Mingins 5120007MMR www.buyphotos247.com

Business and energy regeneration business Engie organised its own appeal alongside Trident's, donating cash as well as cleaning products.

Bernie McFall, Deelands Hall's social and community engagement manager, said: "The whole response has been absolutely overwhelming and we want to thank everyone who

has contributed."

Anyone else wanting to donate can do so via Trident Reach's account - number: 67589944 - sort code: 60-02-35.

For more on Deelands Hall's project email Bernie at berniem@tridentreach.org.uk or call her on 07734 882237.