

IMPLEMENTING LAST-MILE LOGISTICS IN DEVON & CORNWALL

HOW COLLABORATING WITH DISASTER RESPONSE CHARITY RE:ACT ENABLED
FARESHARE SOUTH WEST TO SUPPLY EMERGENCY FOOD DURING COVID-19



ASHTON GATE STADIUM

45,477

MEALS SUPPORTED

EXETER ECP

88,501

MEALS SUPPORTED

Due to increased food poverty and insecurity as a result of Covid-19, food distribution charity FareShare South West experienced a 500% increase in demand amongst its network of Community Food Members. To keep up with demand, three distribution hubs were established in Bristol, and disaster response charity RE:ACT was asked to provide emergency logistical support at the main hub at Ashton Gate Stadium (AGS).

“RE:ACT has provided FareShare South West with invaluable support to our emergency Covid-19 operation. The set-up of the Emergency Collection Point in Exeter has been a game changer for our emergency operation to reach more charities and vulnerable people living in Devon and Cornwall.”

Lucy Bearn, Emergency Logistics Project Manager, FareShare South West

Originally providing two drivers, RE:ACT soon provided further drivers, as well as additional volunteers to help organise pallets into mixed food items ready for distribution. Although the Bristol hubs provided more food to those in need, supply was still an issue for smaller and more remote charities in Devon and Cornwall, who struggled or were unable to travel the distance. Using the same approach in last-mile logistics as when on remote international deployments, RE:ACT quickly established and operated a temporary Emergency Collection Point (ECP) on behalf of FareShare South West, located at the British Red Cross regional office in Exeter, with bulk food distributed out of the AGS hub and organised into smaller collections – halving the travel time, reducing fuel costs and giving vital access to food to local charities and organisations supporting the most vulnerable in their communities.

ASHTON GATE STADIUM

480+

BENEFICIARIES

EXETER ECP

8700+

BENEFICIARIES

