Fenland
CAMBRIDGESHIRE
Fenland District Council

Press Release

4 November 2026

Fenland Christmas gift appeal returns for another year

As Christmas draws closer, generous Fenland residents are being encouraged, once again, to donate gifts to older people across the district.

After two highly successful campaigns and nearly 500 presents gifted to date, Fenland District Council's Golden Age Christmas Appeal is back again to help make sure no one in the community is forgotten this Christmas.

The Council is teaming up with 'How are You Fenland?' (HAY) again to deliver the appeal. 'How Are You Fenland?' is a community engagement project hosted by Cambridgeshire and Peterborough NHS Foundation Trust. The HAY team works with partners to promote wellbeing, lifestyle, and support services across the area.

The appeal has also received support from Wisbech Rotary Club, which has donated £1,000, and REMO Charitable Trust, which is donating Christmas gift bags to support the campaign. Their generosity will help bring even more gifts to local people over the festive season.

Donations to the Christmas appeal will be gifted to attendees of the upcoming Golden Age Fair, on Friday 11 December.

Golden Age fairs are free events, open to anyone looking for services, support and opportunities for over 60s.

Any leftover gifts following the event will be distributed to Fenland healthcare professionals to be given to vulnerable older people.

Cllr Sam Clark, Golden Age team leader, said: "We are delighted to be launching the Golden Age Christmas Appeal for a third year and giving the Fenland community another opportunity to make Christmas that little bit brighter for our older residents.

"The appeal has become a valued part of our December Golden Age Fair, and we are incredibly grateful to everyone who donates and helps make it possible."

Gifts must be new and unwrapped.

Suggested donations are books, chocolates / sweets / biscuits, gloves / hats / scarves, socks, toiletries and small gifts such as diaries and mugs. Perishable goods and alcohol cannot be accepted.

Donations can be made from Tuesday 3 November, and will be accepted until Friday 4 December.

Donations can be made at:

- Wisbech Library, Ely Place; March Library, City Road, and Chatteris Library, Furrowfields Road.
- Tesco Extra, Cromwell Road, Wisbech
- Tesco Superstore, Hostmoor Avenue, March.

The December Golden Age Fair will be held Friday, 11 December, 10am to 1pm, at Hudson Leisure Centre, Harecroft Road, Wisbech, PE13 1RL

Find out more about Golden Age Fairs at: www.fenland.gov.uk/goldenage

Ends

Notes to Editors

For media enquiries, please contact the Fenland District Council press office on 01354 622226 or email: communications@fenland.gov.uk

Photos

Calling for your gift donations for older people in Fenland for the Golden Age Christmas Appeal. From left: District Council officer Hayley Mears; Jack Avison, of How Are You Fenland; Cllr Sam Clark; Cllr Nick Meekins; Cllr Lucie Foice-Beard.