

STOKE-ON-TRENT NORTH FOOD AND FUN PILOT

Evaluation Report Summer 2017

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Research has shown that more than



six out of ten

parents with household incomes of less than £25,000 said they weren't always able to afford to buy food outside of term time.¹

For households with incomes of less than £15,000, that figure rose to



of parents who struggled to afford food in the holidays.¹



A THIRD

of parents have skipped a meal so that their kids could eat during the school holidays.¹

The Food and Fun pilot took place over the extended summer break of 2017 to help reach families in need and provided **free food and activities, Monday to Friday for**



The Greggs Foundation

provided grant funding of

£5,000

which Synectics Solutions match funded.

Twenty three volunteers contributed over 600 hours



to ensure that the pilot was a success with over **4,000 meals**, which included over **500 packed lunches**, provided to children and families.



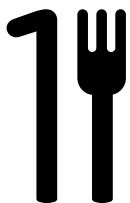
Venues where food was provided included **2 schools**, **1 community church**, **2 community buildings**, and **direct to families' homes**.



Synectics Solutions also worked in collaboration with The YMCA North Staffordshire who delivered a '**Community Meals**' initiative during the extended summer break.

The YMCA provided twelve days of community meals over the six week period.

360 people were fed including mums, dads and children.



Alongside YMCA staff **eleven Burslem residents volunteered** to support the Community Meals project.

They helped to cook and serve meals after completing basic food hygiene training that was provided by the YMCA.



Tesco provided a breakfast in partnership with the Salvation Army over the extended summer break. In total **300 full cooked hot breakfasts** were served, with attendance from **201 children**.



Tesco donated surplus 'in date' food for **six weeks**, alongside other donations received which included **240 oatcakes**, from J B Oatcakes and High Lane Oatcakes, **90 tins of beans** from Stoke-on-Trent Foodbank, **65 loaves of bread** from Warburton's and over **250 apples** from Freshview.

¹Kellogg's Isolation and Hunger: the reality of the school holidays for struggling families
https://www.makelunch.org.uk/downloads/Isolation_and_Hunger.pdf (Accessed 18.09.17). [Online]



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Acknowledgements



“We would like to thank each and every partner, organisation and volunteer that contributed to the Food & Fun Pilot”

This evaluation report presents information that has been gathered from various organisations, together with data and feedback from staff, volunteers, children and their families during the course of the 2017 pilot.

We would like to thank each and every partner, organisation and volunteer that contributed to the Food and Fun Pilot and evaluation during the 2017 summer holiday.

Particular thanks are given to Alan Christian, David Feldman, Sarah Minshall, Tom Sherratt, David Lloyd, Jane Ashworth, Ashley Cooper, Ali Johnson, James Adams, Suzanne Hackett, Keighley Holliday, Adrian Roberts, Phillip Ferns, Councillor Alan Dutton, Peta Curno, Sue Marshall, Katrina Hull, Richard Stephenson-Evans and Nicky Twemlow and of course the volunteers that gave their time and experience to ensure the pilot was a success.



1. Executive summary

We served



4,323
meals

to 150 individual children and their family members.

The 'Food and Fun' pilot took place over the extended summer break of 2017 to help reach our most vulnerable low income families and their children, and provided free food and fun activities, Monday to Friday for six weeks which tested six methods of combatting food insufficiency in Stoke-on-Trent North with:

- Direct delivery of food alongside multisport and craft activities for primary school children in their own school.
- Direct delivery of food alongside multisport and craft activities in a community church with attendance from primary school children.
- A 'meals on wheels' type method delivering food parcels to primary school children to feed the whole family.
- Direct delivery of food alongside multisport at a secondary school, which was a public offering.
- Adding packed lunches to an existing holiday activity for predominantly primary school children.
- Serving community meals at a public venue.

The pilot was supported by City Learning Trust, Port Vale Foundation Trust, Swan Bank Church, North Staffordshire Allotment Network, Root 'n' Fruit, The Greggs Foundation, City Catering, Public Health, Co-operative Working, The City Council, Staffordshire Police, Tesco, YMCA, and Stoke-on-Trent Foodbank alongside 23 volunteers, who together contributed over 600 hours of their time, so that we could serve 4,323 meals to 150 individual children and their family members.

Donations of food included 240 oatcakes, from J B Oatcakes and High Lane Oatcakes, 90 tins of beans from Stoke-on-Trent Foodbank, 65 loaves of bread from Warburton's 250 apples from Freshview, and surplus 'in date' food that Tesco kindly donated for six weeks.

Our key findings are:

Choose your environment carefully, as we found that it didn't work as well having primary school children in a primary school setting.


- Map out what's already on offer both from the voluntary and private sector.
- Recruit more volunteers that you think you need to provide cover.
- Keep safeguarding of your children as a priority throughout.
- Consider the methods of data collection carefully.
- Consider a comprehensive advertising campaign.
- Food was more accessible than we initially thought.
- Be mindful of stigmatisation, whether on your selection criteria and the children being invited, or terms used.

On the basis of this learning the three best options for Stoke-on-Trent are:

- Primary age children attending a secondary school they would next transition to, which will aid with reassurance.
- Secondary age children attending one of the city's football clubs, community foundations or other community building, as engaging secondary school children is challenging in the school environment.
- A community meals option involving whole families, giving the opportunity to upskill parents.



2. Introduction



This report is a review of a 2017 summer holiday pilot that tested what works in Stoke-on-Trent to reduce the issue of Holiday Hunger for disadvantaged children and young people.

Ruth Smeeth, the Member of Parliament for Stoke-on-Trent North, is the Vice Chair of the All Party Parliamentary Group on School Food. Ruth has been campaigning for action against holiday hunger, and in 2016 approached local business woman, Carol Shanahan, to lead this pilot.

As the report shows, many other organisations and individuals were keen to join with Carol to improve the quality of life for families with limited financial resources and their children during the summer holidays of 2017.



The picture across Stoke-on-Trent

Stoke-on-Trent has Port Vale and Stoke City football clubs, a local delicacy called the oatcake, unique pottery history, and the most wonderful people you will ever meet.

Stoke-on-Trent also consists of six towns with three parliamentary constituencies, but statistics show that the city has high levels of poverty, deprivation and children in low income households. Across the city in 2014, 13,634 households were estimated as being in fuel poverty, 12.5% of the total; 27.5% of children were living in low income families, and in 2016, 64.6% of households were estimated as being 'financially vulnerable'.

The North of the city has the highest number of wards in the 10% most deprived in England, 31.8%,¹ compared to the Central locality at 27%, and the South of the city at 31.3%, Illustrated in Appendix – A, with 31% of children in the North constituency living in poverty.²

The situation is serious enough for Stoke-on-Trent to have been chosen by the Government as one of twelve Opportunity Areas because it is classed as a social mobility cold spot. The main purpose of Opportunity Areas is to focus both local and national resources on the common goal: to increase social mobility.

An ever increasing social problem, linked to child poverty is 'Holiday Hunger'. This is where children and young people suffer hunger, food insecurity, and an unhealthy diet when the safety net of breakfast clubs and Free School Meals (FSM) are removed during the school holidays.

'Holiday Hunger' makes up a package with holiday isolation and holiday inactivity: families with children who have limited financial resources need somewhere to go, something to do, something to eat, and this all needs to be affordable.

The national picture – a review of current evidence on the scale and consequences of holiday hunger-further evidence in Appendix – B.

"Across the UK, approx. 1.3 million children access free school meals for around 38 weeks of the year".³ The extended summer break can be grim for these families and for many more low income and vulnerable families. They face the pressure of providing additional food to keep their children fed without the support of term-time breakfast clubs and FSM. There is no adjustment in the benefit system to compensate for this additional cost. Alongside this, the cost of child care during holidays as well as needing to buy school uniform and school essentials is tipping some families into crisis".⁴

"A third of parents have skipped a meal so that their kids could eat during the school holidays and more than six out of ten parents with household incomes of less than £25,000 said they weren't always able to afford to buy food outside of term time, when there's an extra burden on family finances. For households with incomes of less than £15,000, that figure rose to a remarkable 75 per cent, while 41 per cent of parents in those low-income families had skipped meals".⁵



"A third of parents have skipped a meal so that their kids could eat during the school holidays"

¹Compendium of Ward & Locality Statistics – March 2017 Steve Johnston, City-wide Intelligence Manager, Stoke-on-Trent City Council.

²End Child Poverty-Child Poverty Map of the UK 2014

http://www.endchildpoverty.org.uk/images/ecp/Report_on_child_poverty_map_2014.pdf

³Margaret Anne Defeyter, Pamela Louise Graham, Kate Prince. Frontiers of Public Health a Qualitative Evaluation of Holiday Breakfast Clubs in the UK: Views of Adult Attendees, Children, and Staff (accessed 09.05.17). [Online].

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4534775/>

⁴The Trussell Trust-Feeding Britain one Year on: Update from the Trussell Trust (School Holiday Hunger) Press release (accessed 09.05.17). [Online].

<https://www.trusselltrust.org/wp-content/uploads/sites/2/2016/01/Submission-to-Feeding-Britain-1-year-on-Trussell-Trust-final-1.pdf>

⁵Kellogg's Isolation and Hunger: The reality of the school holidays for struggling families (accessed 18.09.17). [Online].

https://www.makelunch.org.uk/downloads/Isolation_and_Hunger.pdf



The picture across Stoke-on-Trent

“A large scale UK based study with teachers and parents reported that an estimated one in eight children may not be getting enough to eat during the school holidays, with reports from teachers of children returning to school after the school holidays having visibly lost weight and/or showing declines in readiness to learn”.⁶

“In addition, research shows that the same children are at risk of isolation and inactivity during the holidays. Activity programmes though are out of the reach for low income parents.”

Developing our pilot

Across Stoke-on-Trent, 22% of school age children were eligible for FSM in 2016. In the reception and Key Stage 1 bracket alone this amounted to 2,350 children.⁷ Research from the Trussell Trust shows food bank usage increases during the holidays as families struggle to cope, and the Stoke-on-Trent foodbank supported 10,330 local residents with emergency food in the 2016-2017 financial year, of whom 3,913 were children.⁸

As FSM are only available to parents who are not in work the head teachers we spoke to emphasised that just using FSM figures underestimates the scale of the problem. It can be difficult to make work pay when low wages must stretch to cover holiday childcare and activity programmes, and families struggle to make ends meet during the holidays.

The partnership

These organisations were keen to work with Carol to build a pilot project partnership:

- **Synectics Solutions Ltd (SSL) – A Burslem based local employer has the local community at their heart and have previously partnered initiatives such as Root ‘n’ Fruit, Our Burslem, and the Burslem Regeneration Trust.**
- **City Learning Trust (CLT) – A Multi Academy Trust operating schools across Stoke-on-Trent. The Trust delivers education and development needs for pupils aged 3-19, whilst increasingly supporting the broader community.**
- **Port Vale Foundation Trust – Port Vale Football Club are the Football League Club based in Burslem. The Foundation offers a range of health and wellbeing sporting activities to the local community.**
- **Swan Bank Church – A community focused church in Burslem, which supports young people and adults through projects across the City, including meals for the elderly, and regular sporting and club activities for young people.**
- **North Staffordshire Allotment Network, who work with ‘Root ‘n’ Fruit’ a CLT community allotment initiative, which accesses and re-distributes surplus fruit and vegetables to people in food crisis.**

As the pilot progressed additional partners added included; The Greggs Foundation, City Catering, Public Health, Co-operative Working, The City Council, Staffordshire Police, Tesco, YMCA, and Stoke-on-Trent Foodbank.



“Research from the Trussell Trust shows food bank usage increases during the holidays as families struggle to cope”

⁶Louise Harvey-Golding, Lynn Margaret Donkin, John Blackledge, Margaret Anne Defeyter Frontiers of Public Health Universal Free School Breakfast: A Qualitative Model for Breakfast Behaviours (accessed 09.05.17). [Online].

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4463865/>

⁷Stoke-on-Trent Children, Young People and Families Plan 2016-2020

⁸<https://stokeontrent.foodbank.org.uk/wp-content/uploads/sites/98/2017/06/Annual-Report-and-Statement-of-Accounts-2016-to-2017.pdf>



3. Methodology

Five local schools, in areas of high deprivation and food poverty in Stoke North were identified as the best route to reaching the most disadvantaged children:

- **Mill Hill Primary, Tunstall (170 children receiving free school meals)**
- **Smallthorne Primary, Smallthorne (83 children receiving free school meals)**
- **St Nathaniels Academy (Primary), Middleport**
- **Holden Lane Primary, Sneyd Green, (60 children receiving free school meals)**
- **Haywood Academy & Haywood Sixth Form Academy (ages 11-19), Stanfields & Burslem (225 children receiving free school meals).**

Due to the significant amount of children who were in receipt of free school meals, it was decided that the pilot should be aimed at those pupils. However, to ensure there was suitable provision for those in need that did not qualify for Free School Meals but may still be food insecure and to avoid stigma, it was decided that the scheme would be open access, and nobody would be turned away.

Each school sent home a letter (in book bags, parent mail, and followed up with reminder texts) to their pupil's parents announcing the new summer scheme. This contained a reply slip for parents to complete and return enrolling their child/children in the offer, dates their child/children couldn't attend, emergency contact details, medical and/or special requirements and any food or drink allergies. The schools identified pupils who would most benefit from the pilot, and made a point of bringing the offer to parent's attention

To avoid stigma, there was no mention of 'Holiday Hunger'. Instead the language stressed fun and healthy eating, and after consideration was known locally as 'Food and Fun'.

Additionally a 'control' school - Sandon Primary - with a similar FSM profile were also engaged purely for report data by families completing a needs assessment questionnaire both pre and post pilot. Sandon Primary were not involved in the pilot other than to provide this data.

To fund the pilot, CLT put in a successful grant application to The Greggs Foundation, which provided grant funding of £5,000. SSL match funded this with an additional £5,000. Donations were also received from third parties.

“It was decided that the scheme would be open access, and nobody would be turned away”



Organising the activities

Various activity providers and community groups were interviewed to identify a delivery partner for sport themed activities and/or craft activities within disadvantaged communities. StreetGames were chosen by the group as best fitting this criterion.

A robust volunteering policy, and application process was developed with advice from partners. This included the provision of an independent referee, interviews, gaining DBS checks for volunteers, and signing a volunteer code of conduct. Online level one safeguarding training was provided free of charge by Stoke-on-Trent Safeguarding Children Board, with each volunteer required to complete and pass the training.

Following completion of a risk register, visits to schools and venues were arranged, and risk assessments completed. Documentation such as safeguarding policies, child protection policies, public liability insurance, first aid, emergency procedures (child not collected by parent, fire emergency procedures) and staff DBS numbers were provided.

Different models of delivery

The aim of the pilot was to test a range of delivery options for holiday hunger interventions, and on the basis of this learning, a number of approaches were evaluated, and the following delivery models adopted:

- **Direct delivery of food with multisport and craft activities in a primary school at Mill Hill Primary.**
- **Direct delivery of food with multisport at a secondary school, Haywood Academy, in partnership with Port Vale Foundation Trust who funded 'Fit and Fed' sessions.**
- **Direct delivery of food with multisport and craft activities in Wesley Hall, which is a modern church in the middle of Sneyd Green with provision not restricted to members of the church.**
- **A 'meals on wheels' type method of delivering food parcels and meals twice a week to families that had been pre-identified by Smallthorne Primary school.**
- **Adding packed lunches three times a week to an existing holiday activity of music sessions and performances that Middleport Matters had organised.**
- **Community meals facilitated by the YMCA North Staffordshire at a public venue, The 67th Burslem Scout Group Hut.**

With the exception of Haywood Academy all sessions delivered from 11am to 2pm, and all ran five days a week (excluding Bank Holidays) for six weeks during the summer holidays of 2017.

It was agreed that the schools in the pilot would remain open during this time for which there was no charge.

23 
volunteers gave an enormous amount of time – 608 hours in total to support the pilot

Organising the food

Pilot partner CLT alongside City Catering, agreed to the opening and use of the school kitchens and catering equipment during the six-week holiday. City Catering staff volunteered their time to prepare and cook food for the pilot. All catering staff were already DBS checked and trained in at least Food Hygiene Level 2, with some staff trained in Food Hygiene Level 3. Haywood Academy was used as a main hub to prep and cook food, as we could ensure that all facilities were suitable and the right policies, procedures, risk assessments and practice were put in place. All City Catering volunteers were scheduled onto a six week rota and worked in partnership together to ensure a consistent approach.

Twenty three volunteers gave an enormous amount of time – 608 hours in total to support the pilot, from prepping and cooking meals, to supporting planned activities.

Food was secured for the pilot from a range of sources:

- **Tesco played a key part in the pilot through their role in FareShare and their commitment to redistribute surplus 'in date' food.**
- **Stoke-on-Trent Foodbank.**
- **Freshview.**
- **Warburton's.**
- **JB Oatcakes.**
- **High Lane Oatcakes.**
- **Stoke-on-Trent Foodbank.**
- **Synectics Solutions.**
- **North Staffordshire Allotment Network, and North Staffordshire Community Food Network.**
- **Generous donations of foodstuffs were also received from SSL staff and volunteers.**
- **Despite these generous donations we had to purchase some basic food to a value of £1,416.19.**

As FareShare were unable to guarantee the food which would be delivered we purchased basic foodstuffs such as cheese, margarine/butter, pre-packed meats, tinned tuna and tomatoes, rice, and low sugar juice etc.

Swan Bank Church provided us with insulated food delivery bags to enable food to remain hot at the point of delivery.

For the Smallthorne Primary pilot, food was delivered by car twice a week at a pre-arranged time to avoid the stigmatisation of a delivery van or carrier bags being left at the doorstep. Each delivery contained enough food provision to feed the whole family two meals a day for five days.

A six-week food plan below was created for the 'meals on wheels' type method, and included a selection of foodstuffs such as bread, cereal, milk, ketchup, jam, cheese, butter, assorted cakes, as well as hot foodstuffs such as soup, jacket potato with beans, and cottage pie with vegetables, as illustrated in – Appendix C.





Activities

- Children were engaged in a variety of free activities provided by StreetGames, which included crafts and multisport that encouraged participation supported by volunteers. Multisport sessions included a variety of both indoor and outdoor games at both sites, such as dodgeball, football, rounders, ultimate frisbee, table tennis and fun board games to name a few.
- The Port Vale Foundation Trust also provided a variety of activities at Haywood Academy, such as dodgeball, football and table tennis.
- Craft sessions at Mill Hill Primary included activities such as a nature walk whereby children collected small items found in the vicinity, such as a variety of leaves and twigs which they created pictures. Summer Holiday booklets and a puppet theatre, as well as cards and sand pictures were also created.
- Craft sessions at Wesley Hall included a selection of the above, as well as drawing a large picture of a tree that all the children decorated with their hand prints, a solar system, and a castle crafted from cardboard with craft materials.

Promotion

The primary route to reaching our target young people was through the schools. However, we took advantage of other communication opportunities to reach more children and to recruit volunteers.

A 'Food Festival', which was part of the wider 'Burslem Festival', took place on 1 May 2017, and provided the perfect platform to launch the pilot due to the festival's promotion of healthy eating. Leaflets were designed and distributed at the event to recruit volunteers. A number of people came forward to express their interest in volunteering, and although initial interest was high, only one volunteer on the pilot came through this route.

To further promote the sessions and recruit volunteers, we acquired a website, URL, Facebook site and email address.



4. Outcomes of the pilot



Meals

Over 4,000 meals were served across the six weeks from hot and cold food to packed lunches, and meals delivered direct to families homes. This was done with food donated via FareShare and from food donations.

The experience of the City Catering volunteers enabled us to provide an array of nutritious food each day while catering for any food allergies or intolerances. Typical meals included cheese pie & beans, lasagne & garlic bread, oatcakes & beans, vegetable chilli & rice, vegetable bolognese & noodles, as well as favorites such as pizza and chips, cake, and fruit.

Haywood Academy was used as a main hub to prep and cook food due to the prime location and suitable catering facilities.

At Haywood Academy, food cooked by City Catering volunteers was provided to the children taking part in activities on site.

Children taking part in activities on site at Mill Hill Primary and Wesley Hall had their food delivered in insulated hot food delivery bags by car.

Packed lunches included a sandwich, and a selection of either a slice of cake, crisps and a piece of fruit were delivered to the children that attended Middleport Matters music performance sessions.

Cooked meals and food parcels were delivered by car twice a week to families that had been pre-identified by Smallthorne Primary school.

The YMCA North Staffordshire delivered twelve days of community meals over the six week period. 360 people were fed a host of home cooked delights from Pasta Bake to Pizza to Spicy Nachos & Flapjacks.

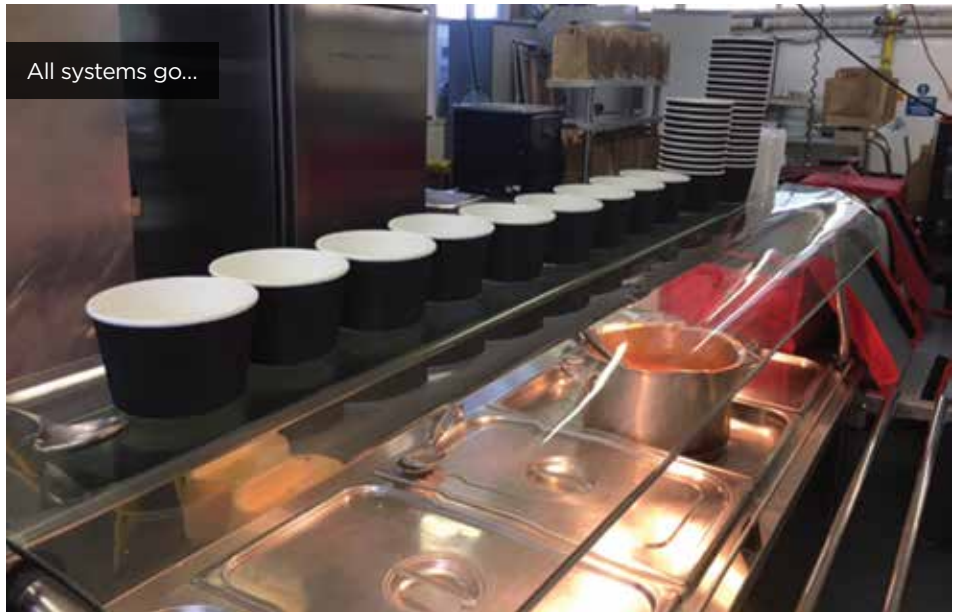
“It was decided that the scheme would be open access, and nobody would be turned away”

Over 4,000 meals were served across the six weeks





Food preparation in action!



All systems go...



Lasagne chips and beans



Fresh vegetables donated by "Root 'n' Fruit" who are part of North Staffordshire Allotment Network - a CLT community allotment initiative, which accesses and re-distributes surplus fruit and vegetables to people in food crisis.





“We had 43 kids attend our summer programme but around 30 each day (due to holidays and sickness etc. not every child came each day), there were a few days that we had less but on average around 30 kids”.

The kids loved it! 27 of them showed great commitment to the project and will be performing in a concert we’re putting on tomorrow night for their families. We’re planning on doing it again at Oct Half Term and hopefully we can obtain more funding to continue the programme on-going!”

Amelia Bilson – Middleport Matters.

Costs

VENUE	TOTAL PARTICIPANTS	COST INCLUDING ACTIVITIES	UNIT COST
*Mill Hill	474	£4,565.33	£9.63
Middleport Matters	510	£393.99	£0.77
Haywood Academy	308	£393.99	£1.27
**Outreach-direct	1356	£278.85	£0.20
Wesley Hall	319	£3517.62	£11.02

*Additional costs incurred due to paying for an additional safeguarding lead at the Head teacher’s request.

**Outreach-food was delivered direct to families’ home twice a week and each delivery contained enough food provision to feed the whole family for five days. There were 12-14 families fed over the six weeks, which was 42-48 people.



Impact measurement

To establish a baseline from which to measure the impact of our summer scheme, a needs assessment questionnaire on eating patterns and food knowledge was sent out by schools to parents before the pilot began. The questionnaire was entitled a 'Healthy Eating Questionnaire' and did not mention 'holiday hunger' to avoid any stigma. Head teachers, and partners were engaged in the questionnaire's design. The questionnaire was sent out with the information about the summer scheme.

An example of the questionnaire is at Appendix – D.

We received 71 responses to the questionnaire, and we learnt that:

- **89% of respondents stated that they eat takeaway foods (such as deep fried foods, hot chips, ready meals, pies, pastries, chocolate, takeaway pizza, and takeaway curries) at least once a week.**
- **34% of respondent's stated that cost alone prevented their family from eating healthy meals, with 21% stating that cooking ability was a contributing factor.**

Results illustrated in Appendix – E.



A second questionnaire was developed to establish changes in eating patterns and knowledge at the end of the pilot. This is Appendix – F.

The questionnaire requested information on the experience of participants and any behavior change it had led to.

The questionnaire was sent to parents in an assortment of methods, which included book bags, parent mail, and reminder texts, with a date given to return by.

41 questionnaires were returned of which results are highlighted in Appendix – G.

- **Eleven respondents stated that there has been no difference to their eating habits as a family, eight stated that they now eat more healthily with seven respondents stating that they have increased how much they ate.**
- **41% stated that they ate a balanced meal (main item e.g. meat or fish with vegetables or salads) followed by 27% who stated that they ate snacks (chocolate, crisps or sweets).**
- **93% of respondents stated that they eat takeaway foods (such as deep fried foods, hot chips, ready meals, pies, pastries, chocolate, takeaway pizza, and takeaway curries) at least once a week.**

Of the 11 responses from the food delivery element of the pilot:

- **46% of respondents stated that they 'agreed' that the pilot had encouraged their family to eat more healthily, followed by 36% who 'strongly agreed' 18% stated neither and 0% strongly disagreed.**



Evaluation

DELIVERY MODEL	PRIMARY/ SECONDARY	PROS	CONS	RECOMMENDATIONS
Packed lunches	Primary	The packed lunches were portable – enabling children to take their lunch outside should they wish. Quick and easy to prepare. Consistent portion size.	Some children may prefer a hot meal. Difficulty in providing a constant variety of packed lunch.	Consider a mixture of hot and cold food provision. Consult with families on what their children would like to eat.
Food delivered direct to families homes	Primary	The whole family were fed. Adaptable-parents could swap meals around within the family. No issues with stigmatisation due to the discreet nature of delivery direct to families homes. No costs incurred to the family for transport.	Children didn't get the opportunity to socialise with other children. Parents didn't receive respite. Children didn't have the opportunity to take part in activities.	Ask families if they would like to attend sessions at other venues to increase social inclusion. Consider transporting families to venues to avoid transport costs.
Community Building	Primary	Children socialised with other children in a safe and supportive setting. Behavior of children was very good partly due to the unfamiliarity of surroundings.	Due to the nature of the building being used by the community sometimes at the same time, visitors needed to be challenged upon entering as to who they were due to safeguarding. Rooms and furniture needed to be re-arranged to accommodate community groups using the building.	Continue to ensure that safeguarding is a priority. Ensure that appropriate time is provided to re-arrange rooms and furniture following sessions.
School	Primary	Children socialised with other children in a safe and supportive setting. Support from leadership team regarding individual risk assessments, safeguarding and site management.	Children didn't experience any difference from their normal school environment. Issues with behavior of children partly due to the familiarity of their own school surroundings. Issues with differentiating between an external programme of events and mainstream school provision. Logistics of operating on a working school site: <ul style="list-style-type: none"> - Key card access, padlocking gates, use of equipment and storage, use of communal areas). - Issues around site development work during holidays. - By using a school site it limited the span of participants to that particular school. 	Consideration needs to be given as to the host venue and whether some issues that were experienced were due to primary age children attending their own school site with familiarity of their own surroundings.
School	Secondary	Primary age children attended the secondary school they would next transition to, which aided with reassurance. Children and young people attended from outside the area.	Secondary school children didn't want to return to their own school during the extended summer break.	Consider alternative methods of engagement to encourage attendance.
Community Initiative – YMCA	Community building	The whole family was fed. Communities engaged with each other. No issues with stigmatisation due to the initiative being called a 'Community Meal'. Volunteers were trained and achieved a qualification on basic food hygiene to help prepare food.	Difficult to engage all members of the community.	Consider alternative methods of engagement to encourage attendance. Work in partnership with schools to ensure that families are aware of other food and activity provision available during the holiday season.



Discussion

PACKED LUNCHES

Providing packed lunches to an existing provision we learnt that:

- The packed lunches were portable – enabling children to take their lunch outside should they wish.
- Quick and easy to prepare.
- Consistent portion size.
- Some children may prefer a hot meal.
- Difficulty in providing a constant variety of packed lunch.

OUTREACH – FOOD DELIVERED TO FAMILIES HOMES

With outreach, we learnt that:

- The whole family were fed.
- Adaptable-parents could swap meals around within the family.
- No issues with stigma due to the discreet nature of delivery direct to families homes.
- No costs incurred to the family for transport.
- Children didn't get the opportunity to socialise with other children.
- Parents didn't receive respite, which can give a much needed break to families.
- Children didn't have the opportunity to take part in activities.

COMMUNITY BUILDING – WESLEY HALL

Using a community building, we learnt that:

- Behavior of children was very good due to not being in their own school environment.
- Children socialised with other children in a safe and supportive setting.
- Visitors needed to be challenged upon entering a community building to ensure safeguarding of children.
- Rooms and furniture needed to be re-arranged to accommodate community groups using the building.

“Children socialised with other children in a safe and supportive setting”

SCHOOL – PRIMARY

Using a Primary School, we learnt that:

- Children socialised with other children in a safe and supportive setting.
- Support from leadership team regarding individual risk assessments, safeguarding and site management.
- Children didn't experience any difference from their normal school environment.
- Issues with behavior of children partly due to the familiarity of their own school surroundings.
- Issues with differentiating between an external programme of events and mainstream school provision.
- Logistics of operating on a working school site – (Key card access, padlocking gates, use of equipment and storage, use of communal areas).
- Additional costs incurred due to having to pay for additional safeguarding lead at the Head teacher's request.

SCHOOL – SECONDARY

Using a Secondary School, we learnt that:

- Primary age children attended the secondary school they would next transition to, which aided with reassurance.
- Children and young people attended from outside the area.
- Secondary school children didn't want to return to their own school during the extended summer break.



Discussion



COMMUNITY INITIATIVE – YMCA

- The whole family was fed.
- Communities engaged with each other.
- No issues with stigma due to the initiative being called a 'Community Meal.'
- Volunteers were trained and achieved a qualification on basic food hygiene to help prepare food.
- Difficult to engage all members of the community.



A community meals option involving whole families gives the opportunity to

upskill parents

And on the basis of this learning the best options for Stoke-on-Trent are:

- **Primary age children attending a secondary school they would next transition to, which will aid with reassurance.**
- **Secondary age children attending a football club or other community building.**
- **A community meals option involving whole families, giving the opportunity to upskill parents.**

Additionally, there were a range of successes:

- **Children received a nutritious meal Monday to Friday for six weeks.**
- **Without this programme some children informed us that they would have normally eaten a chocolate bar and crisps instead of a meal at lunchtime.**
- **There was a great collaboration between partner agencies with a sharing of knowledge and experience.**
- **With regard to the sessions and activities, the interaction and involvement of the children/young people who attended was very high.**
- **Tesco's generous commitment to redistribute surplus 'in date' food and eradicate waste. That meant we were able to provide a variety of foods for no cost to the project.**
- **Children were able to learn new skills, socialise with other children, make friends, experience new interests and most importantly have fun in a safe and supportive setting.**
- **Increased physical activity during the pilot amongst the children via activities provided by StreetGames and Port Vale Foundation Trust.**
- **Volunteers gained an enormous amount of experience, support and social interaction.**
- **Families were highly appreciative of food delivered directly to their homes.**



Key learnings

PLANNING

- The pilot planning process took longer than expected due to being out of the project group's expertise and experience.
- Was necessary to change focus when it was realised Safeguarding was the major issue.
- Difficulties were faced identifying vulnerable families that aren't entitled to FSM.
- As we targeted children that were in receipt of FSM there was a concern that by applying this approach families would still feel stigmatised.
- The methods that we used to advertise the pilot did not entice the numbers of children we originally anticipated.
- Some children still did not attend even having returned attendance slips.
- School sites limited the span of participants to that school.
- Difficulties differentiating between an external programme of events and mainstream school provision.

VOLUNTEERS

- Under anticipated how many volunteers would actually be needed to cover sickness, etc.
- Ensuring that volunteers were DBS checked and completed appropriate Safeguarding training prior to the pilot.
- Ensuring that volunteers and staff ratios were appropriate.
- Ensuring that the correct Safeguarding procedures were in place.

FOOD

- Ensuring that there was a constant supply of food Monday to Friday for six weeks, and that food waste was very minimal.

MISCELLANEOUS

- Gathering completed questionnaires was very difficult.
- Levels of integration between children of different cultural backgrounds was challenging.
- It was hard to maintain differing types of activities and materials Monday to Friday for six weeks to keep children entertained.
- Uncertainty as to whether we did actually reach the most vulnerable children.
- Avoiding stigmatisation.



5. References



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<http://onlinelibrary.wiley.com/doi/10.1111/j.1746-1561.2008.00288.x/full>

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https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/216159/dh_132362.pdf

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Available at www.marmotreview.org

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<https://www.gov.uk/government/statistics/english-indices-of-deprivation-2015>



6. Appendices

APPENDIX A – POVERTY & DEPRIVATION DATA. DEPRIVATION PROFILE – DCLG 2015

WARD NAME	2015 INDICES OF DEPRIVATION WARD PROFILE – % OF ALL PROPERTIES				
	0-10% MOST DEPRIVED	10-20% MOST DEPRIVED	20-40% MOST DEPRIVED	40-60% MOST DEPRIVED	0-40% LEAST DEPRIVED
Bentilee and Ubbertley	92.0%	7.9%	0.1%	0.0%	0.0%
Meir North	80.3%	0.0%	5.4%	14.4%	0.0%
Abbey Hulton and Townsend	77.0%	0.0%	7.3%	15.6%	0.0%
Moorcroft	73.2%	0.0%	0.0%	26.8%	0.0%
Burslem Central	69.9%	30.1%	0.0%	0.0%	0.0%
Etruria and Hanley	61.2%	38.8%	0.0%	0.0%	0.0%
Joiner's Square	55.7%	40.4%	3.9%	0.0%	0.0%
Meir South	54.4%	0.0%	22.5%	14.1%	8.9%
Blurton West and Newstead	52.2%	47.8%	0.0%	0.0%	0.0%
Lightwood North and Normacot	48.6%	0.0%	4.3%	0.0%	47.0%
Little Chell and Stanfield	47.7%	32.2%	0.0%	20.1%	0.0%
Tunstall	46.2%	53.8%	0.0%	0.0%	0.0%
Goldenhill and Sandyford	35.3%	3.2%	28.3%	33.2%	0.0%
Birches Head and Central Forest Park	33.5%	14.9%	26.2%	4.1%	21.2%
Hollybush and Longton West	33.0%	15.9%	19.6%	31.5%	0.0%
Sneyd Green	30.6%	0.0%	26.9%	42.2%	0.4%
Fenton East	28.9%	51.2%	0.0%	19.9%	0.0%
Burslem Park	27.6%	27.6%	41.2%	3.6%	0.0%
Dresden and Florence	27.3%	35.4%	29.5%	0.0%	7.8%
Ford Green and Smallthorne	23.0%	21.4%	38.6%	17.0%	0.0%
Fenton West and Mount Pleasant	19.9%	54.8%	25.2%	0.0%	0.0%
Baddeley, Milton and Norton	18.7%	9.7%	0.3%	37.3%	34.1%
Sandford Hill	16.3%	42.4%	21.9%	0.0%	19.3%
Bradeley and Chell Heath	14.4%	38.3%	20.8%	26.5%	0.0%
Meir Hay	10.4%	0.0%	2.5%	20.4%	66.7%
Great Chell and Packmoor	6.7%	32.4%	29.9%	18.7%	12.2%
Hanley Park and Shelton	3.1%	12.3%	84.5%	0.0%	0.0%
Eaton Park	0.4%	26.3%	46.8%	26.5%	0.0%
Broadway and Longton East	0.3%	23.5%	28.4%	32.3%	15.5%
Blurton East	0.0%	47.0%	4.9%	48.1%	0.0%
Booths and Oakhill	0.0%	80.6%	1.8%	17.5%	0.0%
Hanford and Trentham	0.0%	0.0%	14.1%	11.3%	74.6%
Hartshill and Basford	0.0%	14.3%	21.8%	46.3%	17.7%
Meir Park	0.0%	0.0%	0.0%	14.0%	86.0%
Penkhull and Stoke	0.0%	45.9%	2.1%	47.7%	4.3%
Springfields and Trent Vale	0.0%	21.7%	74.7%	3.6%	0.0%
Weston Coyney	0.0%	0.0%	20.4%	75.2%	4.4%
North – Locality	31.8%	21.9%	14.7%	22.4%	9.2%
Central – Locality	27.0%	27.2%	24.4%	15.7%	5.7%
South – Locality	31.3%	20.2%	12.0%	15.8%	20.8%
City Total	30.3%	22.6%	16.7%	17.7%	12.6%

Sources: Compendium of Ward & Locality Statistics-March 2017 Steve Johnston, City-wide Intelligence Manager, Stoke-on-Trent City Council.
Please see the document link for further detail on Indices of Deprivation should it be required:

Department for Communities and Local Government Official Statistics-English Indices of Deprivation 2015. Statistical Release Main findings 2015.
<https://www.gov.uk/government/statistics/english-indices-of-deprivation-2015>



HOUSEHOLDS IN FUEL POVERTY 2014, CHILD POVERTY 2014, FINANCIAL VULNERABILITY 2016

WARD NAME	ESTIMATED NUMBER OF FUEL POOR HOUSEHOLDS 2014	ESTIMATED % OF FUEL POOR HOUSEHOLDS 2014	FINANCIAL VULNERABILITY (HIGHER THE %, THE MORE VULNERABLE THE AREA) 2016	% OF CHILDREN IN LOW-INCOME FAMILIES 2014
Bentilee and Ubbertley	705	14.9%	90.1%	40.2%
Blurton West and Newstead	372	13.9%	83.8%	35.6%
Meir North	395	14.5%	80.6%	35.4%
Hanley Park and Shelton	595	27.3%	79.4%	32.3%
Moorcroft	369	15.7%	78.8%	33.8%
Tunstall	417	15.5%	77.6%	29.2%
Joiner's Square	352	13.9%	76.9%	31.5%
Abbey Hulton and Townsend	595	13.9%	75.2%	34.3%
Burslem Central	380	13.6%	75.1%	37.2%
Meir South	329	13.8%	74.1%	37.2%
Springfields and Trent Vale	393	13.9%	73.6%	26.7%
Fenton West and Mount Pleasant	400	14.5%	73.3%	27.6%
Fenton East	355	12.0%	73.1%	27.6%
Goldenhill and Sandyford	300	12.2%	72.8%	27.6%
Ford Green and Smallthorne	301	10.6%	71.1%	22.1%
Bradeley and Chell Heath	260	11.6%	69.9%	35.9%
Little Chell and Stanfield	331	13.2%	69.0%	36.6%
Sandford Hill	280	11.1%	68.7%	27.1%
Etruria and Hanley	519	17.6%	67.6%	33.8%
Birches Head and Central Forest Park	624	12.4%	67.4%	25.2%
Hollybush and Longton West	289	11.2%	67.4%	25.1%
Bootham and Oakhill	442	16.0%	66.6%	25.6%
Dresden and Florence	250	12.7%	63.0%	28.5%
Burslem Park	344	14.2%	61.5%	25.1%
Penkhull and Stoke	439	14.0%	59.4%	17.3%
Broadway and Longton East	212	8.5%	58.9%	15.1%
Great Chell and Packmoor	426	9.9%	58.0%	28.2%
Sneyd Green	259	11.7%	57.4%	24.5%
Meir Hay	132	6.2%	56.9%	12.5%
Hartshill and Basford	446	14.9%	56.0%	19.5%
Lightwood North and Normacot	244	11.8%	55.8%	23.8%
Blurton East	269	10.6%	53.4%	24.3%
Eaton Park	190	9.4%	52.1%	18.9%
Weston Coyney	175	9.1%	50.9%	18.7%
Baddeley, Milton and Norton	763	9.9%	50.7%	20.5%
Hanford and Trentham	372	7.4%	28.4%	7.1%
Meir Park	112	5.7%	24.1%	7.4%
North - Locality	4149	12.0%	64.9%	28.3%
Central - Locality	4595	15.0%	67.8%	27.5%
South - Locality	4890	11.3%	63.4%	26.2%
City Total	13634	12.5%	64.6%	27.5%

Sources: Department for Energy and Climate Change. Experian MOSAIC 2016 (Financial Vulnerability) Steve Johnston, City-wide Intelligence Manager, Stoke-on-Trent City Council. Please see the document link for further detail on Indices of Deprivation should it be required:

Department for Communities and Local Government Official Statistics-English Indices of Deprivation 2015. Statistical Release Main findings 2015. <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2015>



APPENDIX B – THE NATIONAL PICTURE – A REVIEW OF CURRENT EVIDENCE ON THE SCALE AND CONSEQUENCES OF HOLIDAY HUNGER (FURTHER EVIDENCE)

A good diet and adequate food supply are key to promoting health and well-being. “A shortage of food and lack of variety causes malnutrition and deficiency diseases. Food poverty exists side by side with food plenty. Access to good, affordable food makes more difference to what people eat than health education.”⁹

“Children from socioeconomically disadvantaged backgrounds are more likely to have poor diets and poor academic performance resulting in lower levels of educational attainment and poorer health outcomes. Over time, the cyclical and compounded effects of socioeconomic factors and diet quality on academic performance may contribute to future increases in socioeconomic disparities in health.”¹⁰

“Sufficient access to food is recognised as a basic human right. Article 25 of the Universal Declaration of Human Rights states that **“Everyone has the right to a standard of living adequate for the health and wellbeing of himself, and of his family”**, which includes adequate food. Additionally, the United Nations Committee on Economic, Social, and Cultural Rights have since proposed that an adequate supply of food is critical to the fulfillment of other human rights and is intrinsic to human dignity.”¹¹

“It is clear from the work of Sir Michael Marmot’s independent review that health is not experienced equally across our society. For example, data from 2008-2010 shows that, in England, the gap between local authorities with the highest and lowest life expectancy is around 11 years for both males and females.”¹²

“A large scale UK study with teachers and parents reported that an estimated one in eight children may not be getting enough to eat during the school holidays, with reports from teachers of children returning to school after the school holidays having visibly lost weight and/or showing declines in readiness to learn.”¹³

The APPG on Hunger commented in their 2017 report ‘hungry holidays’ “[a]ll we know, from our observations gathered throughout this Inquiry, is that there are too many people in this group. We also know that even if families have enough, just enough money to prevent hunger, this most basic of objectives is made that much more difficult if a family has only a very limited range of food on offer, little or no ability to prepare and cook food, and no facilities to cook that food, or if there are other fundamental crises afflicting their lives.”¹⁴

One option tested to alleviate this issue is breakfast clubs in the school holidays. “If holiday breakfast clubs offer an environment that encourages the development of positive relationships then this could result in greater support networks within local communities. Holiday breakfast clubs were thought to bring communities together and offer a place where people can receive additional support and information beyond breakfast provision thus highlighting the potential wider reaching benefits of holiday breakfast clubs that could be maintained beyond the life of the clubs.”¹⁵

“More than a quarter of teachers (27 per cent) believe that offering holiday clubs at their school would ensure that children get fed properly in the school holidays and 42 per cent believe they would provide children with extra learning and enrichment opportunities over the summer.”¹⁶

“Furthermore, the utilization of skills of local community members (e.g. sports leadership, crafts) was recognised as a useful way of offering a variety of activities to children and families through the breakfast clubs thus demonstrating further potential for drawing on community support that could continue beyond the summer months, and would empower communities to realise their own potential.”¹⁷

In some schools, staff have also reported that they had organised food assistance, via local food banks, for some families in the past. These findings lend support that there is a rise in food banks during school holidays”.¹⁸

⁹World Health Organisation Europe, Social Determinates of Health-The Solid Facts Second Edition (accessed 09.05.17). [Online]. http://www.euro.who.int/__data/assets/pdf_file/0005/98438/e81384.pdf

¹⁰Michelle D. Florence MSc, PDT, Mark Asbridge PhD, Paul J. Veugelaers PhD. Diet Quality and Academic Performance. Journal of School Health (accessed 09.05.17). [Online]. <http://onlinelibrary.wiley.com/doi/10.1111/j.1746-1561.2008.00288.x/full>

¹¹Margaret Anne Defeyter, Pamela Louise Graham, Kate Prince. Frontiers of Public Health a Qualitative Evaluation of Holiday Breakfast Clubs in the UK: Views of Adult Attendees, Children, and Staff (accessed 09.05.17). [Online]. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4534775/>

¹²Department of Health-Improving Outcomes and Supporting Transparency-Part 1: A Public Health Outcomes Framework for England 2013-2016-3 The Marmot Review Team (2010) Fair Society, Healthy Lives: The Marmot Review. Strategic Review of Health Inequalities post-2010. Available at www.marmotreview.org

¹³Louise Harvey-Golding, Lynn Margaret Donkin, John Blackledge, Margaret Anne Defeyter Frontiers of Public Health Universal Free School Breakfast: A Qualitative Model for Breakfast Behaviours (accessed 09.05.17). [Online]. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4463865/>

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¹⁵Margaret Anne Defeyter, Pamela Louise Graham, Kate Prince. Frontiers of Public Health a Qualitative Evaluation of Holiday Breakfast Clubs in the UK: Views of Adult Attendees, Children, and Staff. (accessed 09.05.17). [Online]. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4534775/>

¹⁶Kellogg’s Isolation and Hunger: the reality of the school holidays for struggling families (accessed 18.09.17). [Online]. https://www.makelunch.org.uk/downloads/Isolation_and_Hunger.pdf

¹⁷Margaret Anne Defeyter, Pamela Louise Graham, Kate Prince. Frontiers of Public Health a Qualitative Evaluation of Holiday Breakfast Clubs in the UK: Views of Adult Attendees, Children, and Staff (accessed 09.05.17). [Online]. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4534775/>

¹⁸Louise Harvey-Golding, Lynn Margaret Donkin, John Blackledge, Margaret Anne Defeyter Frontiers of Public Health Universal Free School Breakfast: A Qualitative Model for Breakfast Behaviours (accessed 09.05.17). [Online]. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4463865/>



APPENDIX C – SIX WEEK MENU FOR SMALLTHORNE PRIMARY SCHOOL

Food was delivered direct to participating families homes that had been pre-identified by Smallthorne Primary. Each delivery was given directly to the parents and over all contained enough food provision to feed the whole family two meals a day for 5 week days.

The six week outreach food menu is illustrated below:

WEEK ONE	
MON 24/07/2017	THURS 27/07/2017
Bread	Tinned soup
Butter	Chicken noodles
Milk	Fruit
Cereal	Haribo mini bag of sweets
Ketchup	
Jam	
Cheese	
Assorted cakes	

WEEK TWO	
MON 31/07/2017	THURS 03/08/2017
Bread	Cottage pie with vegetables
Crisps	Homemade soup
Tinned beans	Fruit
Packet noodles	
Tuna/Chicken paste	

WEEK THREE	
MON 07/08/2017	THURS 10/08/2017
Bread	Lasagne with garlic bread
Cheese	Homemade soup
Packet pasta & sauce	Fruit
Tinned spaghetti hoops	
Tinned fruit	

WEEK FOUR	
MON 14/08/2017	THURS 17/08/2017
Bread	Lobby
Cereal	Homemade soup
Milk	Fruit
Tinned ravioli	
Tinned tuna	
Sweets	

WEEK FIVE	
MON 21/08/2017	THURS 24/08/2017
Bread	Jacket potato with beans
Crisps	Homemade soup
Tinned beans	Fruit
Packet noodles	
Tuna/Chicken paste	

WEEK SIX	
MON 28/08/2017	THURS 31/08/2017
Bread	Spaghetti bolognaise
Cheese	Homemade soup
Packet pasta & sauce	Fruit
Tinned spaghetti hoops	
Tinned Fruit	



APPENDIX D – HEALTHY EATING QUESTIONNAIRE

A needs assessment questionnaire illustrated below was developed as a baseline, to establish eating patterns and food knowledge prior to the pilot.

HEALTHY EATING QUESTIONNAIRE

Thank you for participating in the healthy eating questionnaire. This questionnaire asks you about your eating habits as a family during **holiday time**.

All we need to know about **you** is your postcode, number of family members and ages of children.

Your data won't be shared but we may use anonymous quotes.

How many days per week DURING HOLIDAY TIME do the whole family eat 3 meals a day? Please tick ONE box only below.

☐ Once a week ☐ 2-3 times a week ☐ 4-5 times a week ☐ 6-7 times a week ☐ Never

Typically, what types of meals do your family eat?

☐ Take-away (E.g. Deep fried foods, curries etc.) ☐ Healthy options (Salads, fruits & vegetables) ☐ Snacks (Chocolate, crisps or sweets) ☐ Balanced Meal (Main item e.g. meat or fish with vegetables or salads) ☐ Other; please state below

1 SERVING OF FRUIT = MEDIUM SIZED APPLE/ORANGE/BANANA OR 2 APRICOTS/KIWI FRUIT OR ½ CUP TINNED FRUIT
1 SERVING OF VEGETABLES = ½ CUP COOKED VEGETABLES OR 1 CUP SALAD VEGETABLES

How many servings of vegetables (including fresh, frozen and tinned vegetables) do you usually eat each week?

Please tick ONE box only below.

☐ One serving a week ☐ 2-3 servings a week ☐ 4-5 servings a week ☐ 6-7 servings a week

How many servings of fruit (including fresh, frozen and tinned fruit) do you usually eat each week?

Please tick ONE box only below.

☐ One serving a week ☐ 2-3 servings a week ☐ 4-5 servings a week ☐ 6-7 servings a week

How many times per week do you usually eat takeaway foods? (Such as deep fried foods, hot chips, ready meals, pies, pastries, chocolate, takeaway pizza, takeaway curries). Please tick ONE box only below.

☐ Once a week ☐ 2-3 times a week ☐ 4-5 times a week ☐ 6-7 times a week ☐ Never

On a scale of 1-10, please rate how confident you are cooking healthy meals? (Number 10 being very confident).

1 2 3 4 5 6 7 8 9 10

Are there any changes that you would like to make to your diet?

☐ More fruit ☐ More vegetables ☐ Less takeaway food ☐ More variety

What barriers prevent your family from eating healthy food?

☐ Cost £ ☐ Cooking ability ☐ Time to prepare ☐ Knowledge ☐ Taste ☐ Convenience
☐ Other; please provide further detail below

Would you like to see more free fun activities with food during the school holidays? Please provide comments below.

What support could be offer to you as a parent?

Training courses / More info to help you to eat healthier food / Volunteering / Other; please provide comments below.

Postcode How many children in household? Age(s) of children

THANK YOU FOR TAKING THE TIME TO COMPLETE THIS QUESTIONNAIRE

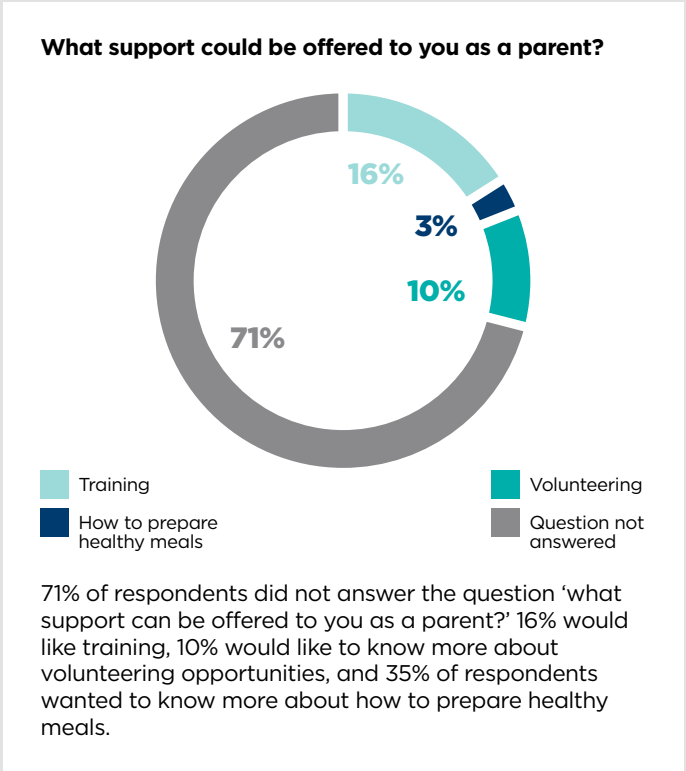
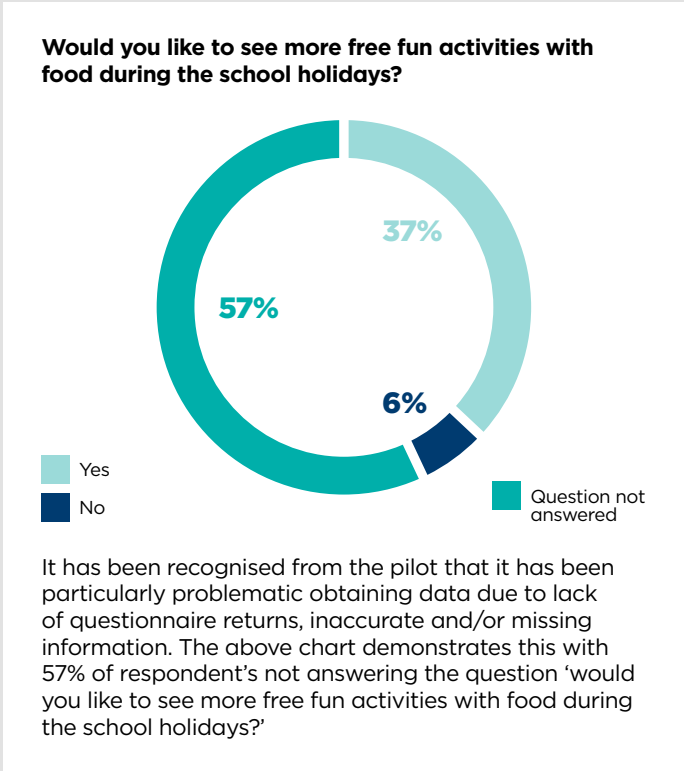
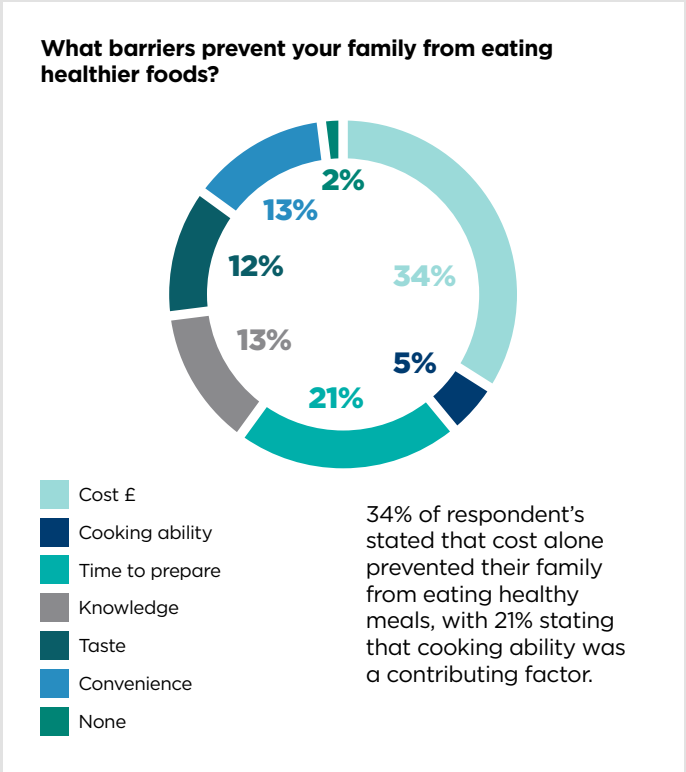
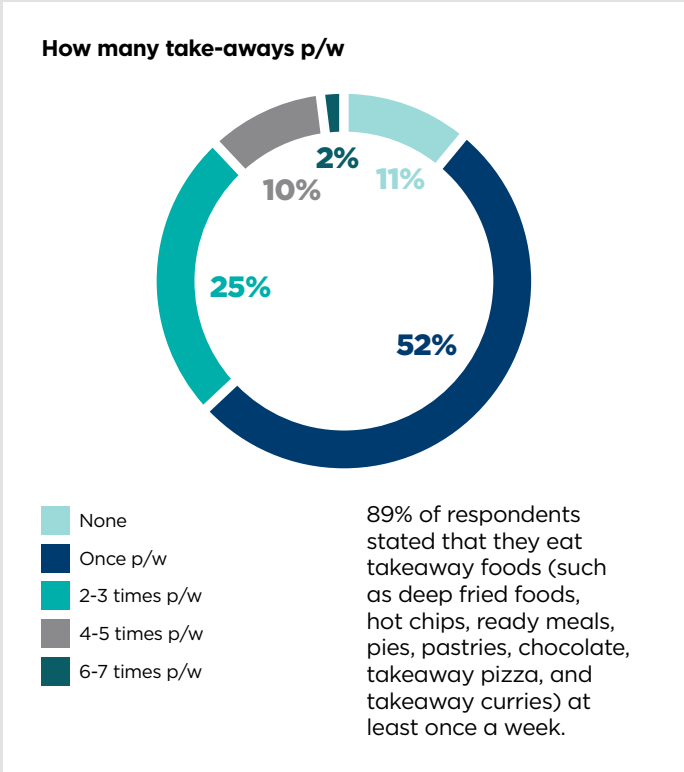


APPENDIX E – PRE-PILOT QUESTIONNAIRE RESULTS

It has been recognised from the pilot that it has been particularly problematic obtaining data due to lack of questionnaire returns, inaccurate and/or missing information.

Anecdotal evidence was far easier to obtain.

We received 71 completed questionnaires in total from Mill Hill Primary, Holden Lane Primary, Haywood Academy, and Sandon Primary (control school).



APPENDIX F – POST-PILOT QUESTIONNAIRE

A second questionnaire illustrated below was developed to establish eating patterns following the pilot and tried to ascertain what difference 'Food and Fun' made to families following the pilot.

HEALTHY EATING QUESTIONNAIRE

Thank you for participating in the healthy eating questionnaire. This questionnaire asks you about your eating habits as a family **now** compared to **other holiday periods**.

All we need to know about **you** is your postcode, number of family members and ages of children.

Your data won't be shared but we may use anonymous quotes.

Compared to other HOLIDAY PERIODS how have your eating habits as a family now changed? Please tick any that apply.

- ☐ We eat more healthily ☐ We eat less healthily ☐ We have increased how much we eat ☐ We have decreased how much we eat ☐ No difference

Attending Food and Fun has encouraged my family to eat more healthily (please circle ONE answer).

Strongly agree Agree Neither Disagree Strongly disagree

How many days per week DURING HOLIDAY TIME did the whole family eat 3 meals a day? Please tick ONE box only below.

- ☐ Once a week ☐ 2-3 times a week ☐ 4-5 times a week ☐ 6-7 times a week ☐ Never

Typically, what types of meals did your family eat over the HOLIDAY PERIOD?

- ☐ Take-away (E.g. Deep fried foods, curries etc.) ☐ Healthy options (Salads, fruits & vegetables) ☐ Snacks (Chocolate, crisps or sweets) ☐ Balanced Meal (Main item e.g. meat or fish with vegetables or salads) ☐ Other; please state below

1 SERVING OF FRUIT = MEDIUM SIZED APPLE/ORANGE/BANANA OR 2 APRICOTS/KIWI FRUIT OR ½ CUP TINNED FRUIT
1 SERVING OF VEGETABLES = ½ CUP COOKED VEGETABLES OR 1 CUP SALAD VEGETABLES

How many servings of vegetables (including fresh, frozen and tinned vegetables) did you as a family eat each week over the HOLIDAY PERIOD? Please tick ONE box only below.

- ☐ One serving a week ☐ 2-3 servings a week ☐ 4-5 servings a week ☐ 6-7 servings a week

How many servings of fruit (including fresh, frozen and tinned fruit) did you as a family eat each week over the HOLIDAY PERIOD? Please tick ONE box only below.

- ☐ One serving a week ☐ 2-3 servings a week ☐ 4-5 servings a week ☐ 6-7 servings a week

Across the holiday period, how many days per week did you as a family eat takeaway foods? (Such as deep fried foods, hot chips, ready meals, pies, pastries, chocolate, takeaway pizza, takeaway curries). Please tick ONE box only below.

- ☐ Once a week ☐ 2-3 times a week ☐ 4-5 times a week ☐ 6-7 times a week ☐ Never

What difference has the Food and Fun Holiday Programme made to you as a family? Please comment below.

What do you think was successful about the Food and Fun Holiday Programme this year? Please comment below.

What could we do to improve? Please comment below.

What further support would you find helpful with planning for healthy eating, both generally and during school holiday periods? Please comment below.

Postcode How many children in household? Age(s) of children

THANK YOU FOR TAKING THE TIME TO COMPLETE THIS QUESTIONNAIRE



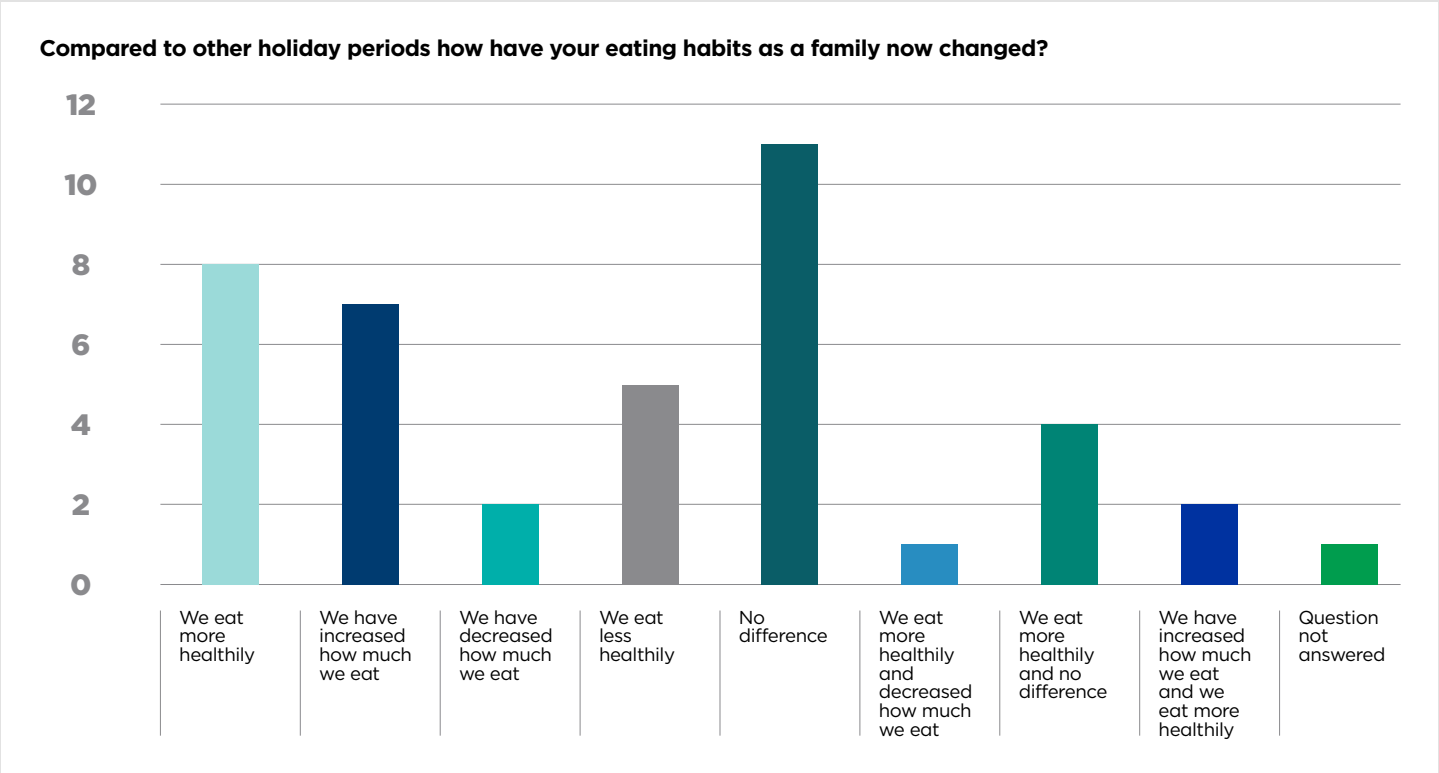
APPENDIX G – POST PILOT QUESTIONNAIRE RESULTS

We received 41 completed questionnaires in total from Mill Hill Primary, Holden Lane Primary, Haywood Academy, and Sandon Primary (control school).

Comments from children on what food they particularly liked or didn't like are noted below:

FOOD THAT CHILDREN COMMENTED THEY PARTICULARLY LIKED
Ham, cheese and chicken sandwiches
Oatcakes
Hot pasta pots
Sweet potato and papaya curry and rice
Pizza and chips and chicken and chips
Noodles – chicken flavored
Jacket potatoes with various fillings
Spaghetti bolognaise
Tuna pasta bake
Apple crumble and custard
Pancakes and chocolate sauce
Cake – chocolate and vanilla sponge

FOOD THAT CHILDREN COMMENTED THEY PARTICULARLY DISLIKED
Sandwiches on brown bread
Vegetable chilli and rice
Courgette soup
Vegetable curry and rice
Lasagne
Sausage and beans
Beans
Green beans
Trifle
Cheesecake
Apples



From the 41 questionnaires received eleven respondents stated that there has been no difference to their eating habits as a family, eight stated that they now eat more healthily with seven respondents stating that they have increased how much they ate.



APPENDIX G – POST PILOT QUESTIONNAIRE RESULTS

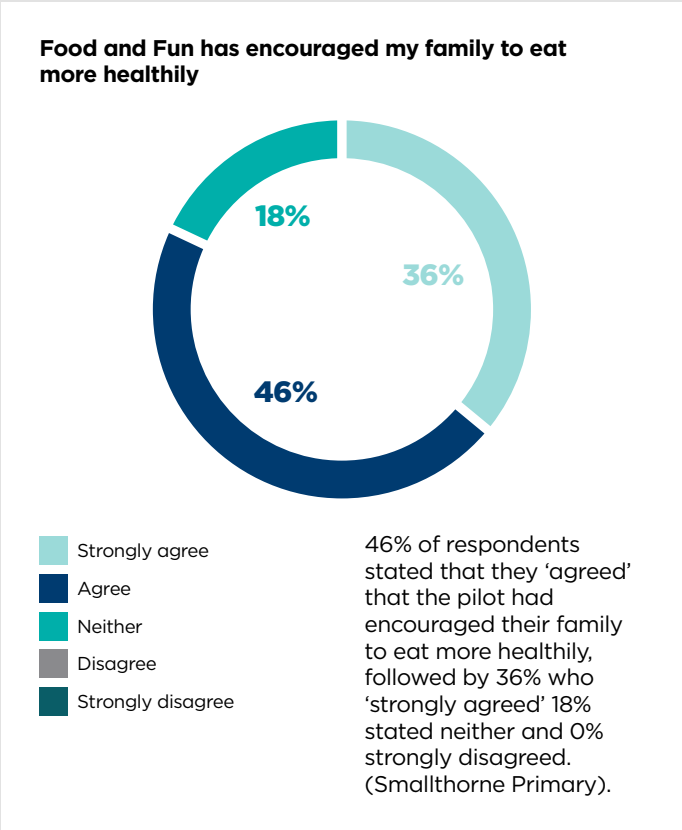
Comments from questionnaires post pilot regarding the question ‘What difference has the Food and Fun Holiday Programme made to you as a family?’ included:

- “It helped us eat healthier and eat altogether.”
- “Encouraged me to cook more from scratch.”
- “We had something extra to eat.”
- “It has helped us cut down on portion size.”
- “It’s made us understand that healthy meals are important.”
- “It made it easier over the summer holidays.”
- “It helped the kids stay active and meet friends.”

The outreach delivery method of food to participating families that had been pre-identified by Smallthorne Primary contained enough food provision to feed the whole family two meals a day for 5 week days.

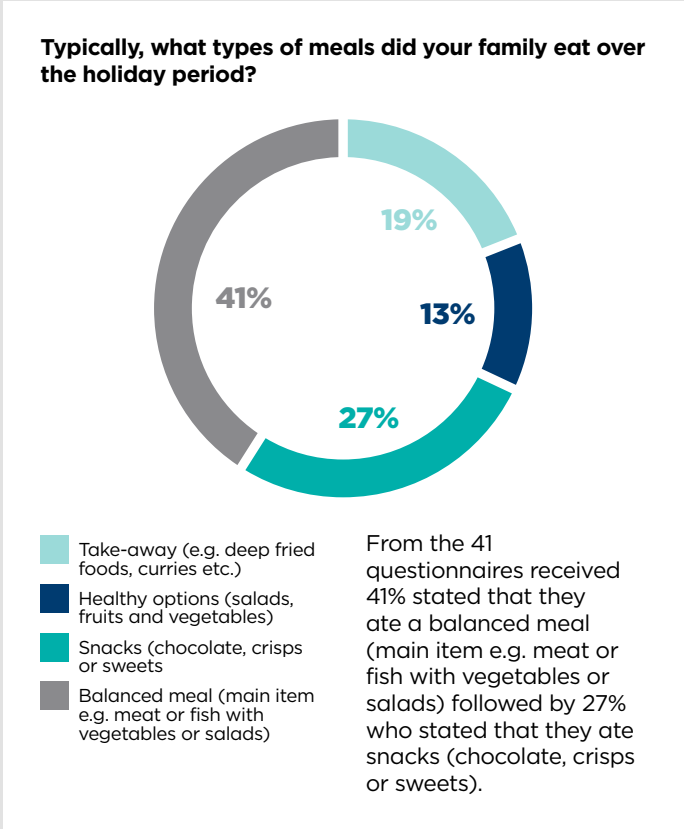
Eleven questionnaires were returned from a total of fourteen families.

Impact on family life was good – this was shown by the number of families that the pilot had encouraged to eat more healthily (Smallthorne Primary) with anecdotal evidence also shown below the pie chart.

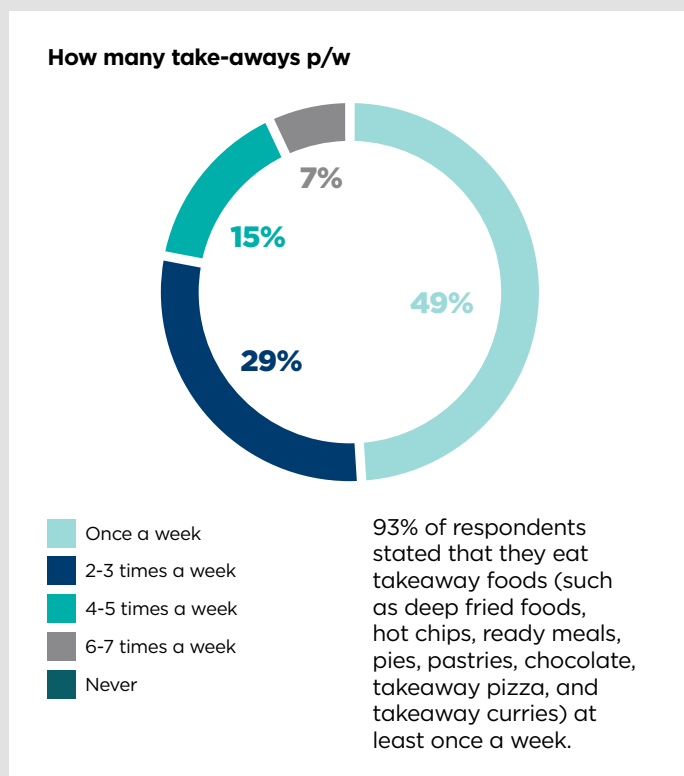


Comments from families that had experienced food parcels delivered directly to their homes twice a week as an outreach facility included:

- “It has made me re-think meal times. Your continued support would be fantastic!”
- “The kids loved the meals provided.”
- “Encouraged me to cook more from scratch.”
- “Really good help financial wise.”
- “It’s helped us to eat healthier and eat altogether.”
- “Families got to eat.”



APPENDIX G – POST PILOT QUESTIONNAIRE RESULTS



Comments from questionnaires post pilot regarding the question 'What do you think was successful about the Food and Fun Holiday Programme this year?' included:

- **"Fantastic programme for children" "The children really enjoyed going to school, staff were fantastic."**
- **"Different variety of healthy food with good exercise and games" "Food, art and craft, staff lovely, friends."**

Comments from questionnaires post pilot regarding the question 'What could we do to improve?' included:

- **"To have it every year of the holidays."**
- **"Show the children healthy meals and how to cook, also show them what happens if they don't eat healthily and eat less."**
- **"Nothing-I found it ideal".**

Comments from schools involved in the pilot on what they thought was successful about the Food and Fun pilot included:

- **"The simple fact that our most vulnerable families were guaranteed a good meal every day. It also sends a message to these families that we care and are prepared to support them. It has brought schools and businesses together, which I hope will grow in the future."**
- **"The knowledge that children attending this programme were assured of a healthy meal each day."**
- **"The opportunity for children and young people to work with different practitioners and experience different holiday activities."**
- **"The opportunity for parents/carers to feel supported during the long summer break."**
- **"The opportunity for business/community partners to work alongside school and education professionals to gain an insight into issues facing schools and families."**

Other comments included:

- **"I was proud to be a very small part of this event. I am very grateful that my families were able to benefit from it and that my children were fed over the holidays."**
- **"It also makes me proud to be a 'Stokie' working with businesses to improve the quality of life for our most vulnerable children."**
- **"I hope that this continues this year and grows."**
- **"Well done to everyone who organised it and gave their time to make it successful".**



APPENDIX H – TOP TIPS FOR FUTURE DELIVERY

- Ensure that there is sufficient time to plan.
- Early engagement with all stakeholders is imperative.
- Consider a mapping exercise to ensure key people are involved from the outset.
- Consider how parents are engaged in the planning process.
- Be aware that your pilot doesn't grow 'too large too soon.'
- Avoid the term 'Holiday Hunger' and ensure the focus is on free fun activities.
- Utilise partners that have volunteers already in place that might be able to give further time to your pilot.
- Alternative food suppliers need to be identified as early as possible to ensure consistency.
- Applications for grant funding from various streams need to be considered as early as possible.
- Ensure a variety of food options are provided.
- Send participants home with food to cover the remaining days of the week to minimise food gaps between sessions
- Be mindful and plan for religious festivals and or celebrations that may affect attendance.
- Pre-holiday visits to the school (if a school is chosen as a venue) to allow for familiarisation of coaches and children.
- Ensure there is a wide range of different activities.
- Ensure that consideration is given to children with specific needs.
- Consider sharing healthy menus and recipes.
- Consider the methods of data collection carefully, as upon final delivery of outreach, families that were asked to complete the questionnaire in person resulted in a higher return rate.
- Be mindful of other activity sessions taking place over the extended summer break to ensure a good balance between activities that are paid for and free activities.
- Create a master file at each venue that incorporates important emergency information.
- Ensure that your pilot is well advertised and fully inclusive.
- Ensure that all schools in the locality have an events pack that details various food and activity provision taking place over the extended summer break.
- Don't restrict your pilot to children just on FSM.
- More consistent data was received from the outreach delivery model with data demonstrating that there is a need to support the whole family to ensure better outcomes.
- Be mindful that there is always a balance between giving families a much needed break and helping to upskill and engage with them.
- Consider cook and eat sessions to help educate families on the importance of healthy eating and the positive changes that can be gained.



APPENDIX I – TESCO – HOLIDAY BREAKFAST

Tesco provided a breakfast in partnership with the Salvation Army over the extended summer break, and were also careful to avoid using terminology that might be deemed as stigmatising so rather than using the term Holiday Hunger, called the initiative 'Holiday Breakfast.'

A variety of individuals and families attended the initiative from varying backgrounds, all with their own story to tell, such as:

- **A family from who saw the advertisement on Facebook had a one month old child and were really struggling and couldn't afford to eat. Just a simple breakfast made so much difference to their day. The family also received foodstuffs to take home and advice from the Salvation Army on what support they could receive.**
- **A parent walked with her children from Longton to Kidsgrove just so the family could eat a free breakfast.**

Another heartbreaking story was about two girls who all together had seven children who walked a long distance, after seeing the advertisement for breakfast, and explained that, **"If it wasn't for this breakfast on a Saturday, it would have made it really hard throughout the kid's holiday to even to be able to afford a proper meal."**

In total 300 full cooked hot breakfasts were served, with attendance from 201 children.

The support received from Tesco FareShare helped with surplus food, alongside Newcastle Foodbank who donated beans.

The initiative was a huge success with the Salvation Army who provided Foodbank vouchers, advice and support to families in need.

"I certainly think there is a desperate need for this initiative in the future, and I would like to run this again, as it brings a massive benefit to the community". Richard Stephenson-Evans, Tesco.

