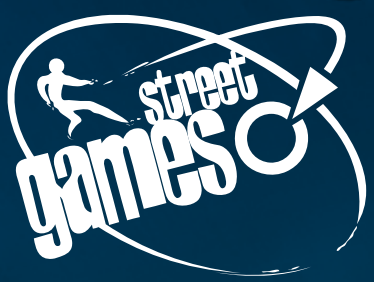




Fit and Fed

Fit and Fed

**LONDON AND
THE SOUTH EAST
Summer 2019**





HOLIDAY HUNGER IN LONDON & THE SOUTH EAST

Over 600,000 children and young people are now living in poverty in London¹, with 1 in every 4 young Londoners at risk of experiencing 'holiday hunger'.²

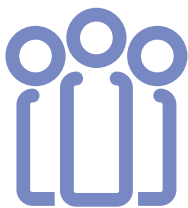
School holidays can put severe pressure on low-income families. Research indicates that young people from poorer backgrounds - many of whom also receive free school meals (FSM) - tend to face a 'triple threat' of holiday-related issues, including hunger, social isolation, and physical inactivity.

Losing access to free school meals, coupled with the rising costs of food, childcare and assorted holiday treats leaves many young families struggling to cope. So much so in fact, that 70% of the UK's poorest families cannot always afford to feed everyone. In addition, while more affluent parents can afford to send their children away on trips, or off to activity camps, those from low-income families must make do with much more limited opportunities.

In 2018, the Trussell Trust's food bank network distributed a record 1.6m emergency food parcels to struggling UK families - a 19% increase in year-on-

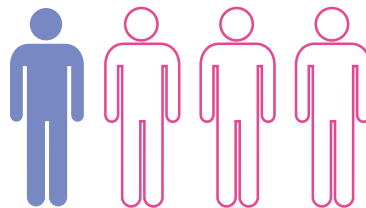
year demand³. Despite the enormity of this figure, the true scale of the issue is likely even greater, with many potential recipients missing out due to a lack of: awareness (i.e. not enough signposting and information); availability (i.e. living too far away); or even in some cases - out of sense of social shame or embarrassment ('what will it say about my family if I'm seen to be dependent on handouts?'). All three of these scenarios can lead to situations in which parents purchase cheaper, more unhealthy food, or even skip their own meals in order to provide.

A poor holiday diet can also have a pronounced effect on children's physical and emotional health, as well as their sense of wellbeing - with many returning to school in a poorer condition than when they left⁴. As such, they are often 'unprepared to learn', and may even have regressed in terms of their educational attainment. A successful holiday activity intervention would therefore also have a role to play in reducing inequalities - in terms of mental health and wellbeing - on a child's return to school. This intervention would generally look to provide a mixture of nutritious meals and engaging activities, within a safe and welcoming environment.



> 600,000

CHILDREN GROWING UP IN POVERTY IN LONDON



1 IN 4

YOUNG LONDONERS NOW AT RISK OF GOING HUNGRY DURING SCHOOL HOLIDAYS



19%

INCREASE IN DEMAND FOR EMERGENCY FOOD SUPPLIES

1) End Child Poverty, Poverty in your area 2018
2) Mayor of London (2018), Assembly supports extending holiday clubs to beat hunger
3) The State of Hunger: Introduction to a study of poverty and food insecurity in the UK (2019):
4) All Party Parliamentary Group on Hunger, Hungry Holidays, (2017)



WHAT IS FIT AND FED?

In response to growing demand from London's locally trusted organisations (LTOs), StreetGames launched the Fit and Fed pilot programme in the summer of 2016. This new initiative was designed to provide cost-effective, and free-to-access food and activities to young people over the school holidays - in such a way that it could be mobilised quickly, and sustained over the long term, where effective. Following a successful pilot, the scheme was expanded, first in 2017/18 and then again 2018/19.

StreetGames' Fit and Fed represents a highly flexible programme of work - one that encourages LTOs to respond to local demand by developing a more bespoke provision, in line with local need. StreetGames' support for these LTOs therefore focuses on the following key areas:

- Taking an asset-based approach, i.e. empowering communities to design and deliver Fit and Fed to the local community
- Lobbying investment from corporate organisations, trusts and other such partners
- Providing 1:1 support via specialist Fit and Fed Advisors
- Providing FREE Training opportunities for volunteers and coaches
- Introducing a more varied diet, and improving access to nutritious food
- Improving access to local facilities
- Co-ordinating corporate volunteering efforts, VIP visits and wider publicity work
- Supporting deliverers with monitoring and evaluation efforts
- Supporting deliverers with sustainability options, tips and guidance





Following the 2019 summer Fit and Fed programme, the following pieces of work have been undertaken by the StreetGames research and insight team. The aim of this work has been to monitor participation, evaluate impact and identify areas for further development:

- Session Visit Snap Shots
- Project and Individual 'Journey' qualitative case studies
- Participant Surveys
- Project Leader SNAP Surveys



FIT AND FED SUMMER 2019 FIGURES

The below estimates have been calculated using the following information: Session visit 'Snap Shots'; project leader SNAP Surveys and assorted communications between StreetGames and participating Fit and Fed projects. It charts the year-to-year growth of the programme, alongside target figures for 2021.

	2018	2019	2021 (Target)
 PROJECTS	30	80	160
 PARTICIPANTS	4,000	7,700	15,000
 MEALS	36,000	118,000	300,000
 VOLUNTEERS	250	800	1,600

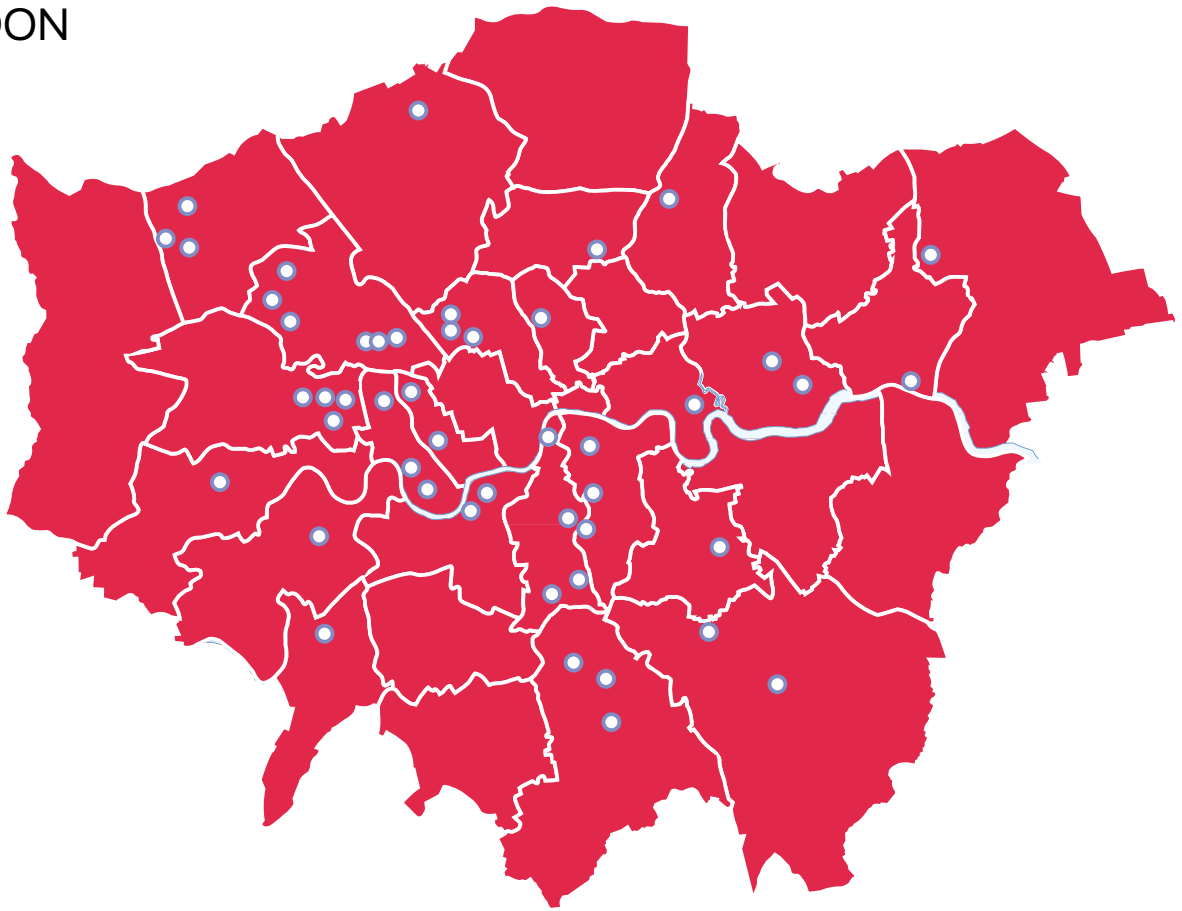
£7 PER CHILD, PER DAY

Resources vary by region, and by project - creating a potential knock-on effect on associated costs. There can and will be differences in staffing, facilities, food provisions and other available resources. With that being said, StreetGames' prior experience suggests that an average cost of £7 per person, per day is a realistic projection for most projects. This would allow StreetGames to provide the following:



FIT AND FED LOCATIONS

LONDON



SOUTH EAST



PARTICIPANT FEEDBACK

StreetGames conducted a survey with over 150 participants across London and the South East.



56% MALES

44% FEMALES

9%

AGE 5 - 7

46%

AGE 8 - 11

44%

AGE 12 - 16

1%

AGE 17+

The feedback received from these participants was overwhelmingly positive.



92%

rated the sessions 'good' or 'great'

96%

said they had fun

91%

said they had been more active than they would normally during school holidays



90%

had made new friends

78%

had tried new sports/ activities

75%

learned something new

67%

had tried new foods



Respondents were also asked what they would be doing if they were not attending Fit and Fed. Their responses, featured below, help to demonstrate the important role that Fit and Fed plays in encouraging young people to be more physically active.



40%

of respondents said they would **be watching tv or playing on devices**



22%

of respondents said they would **likely be doing "nothing"**



6%

of respondents said they would **be in bed**



These responses serve to demonstrate the enormous impact that Fit and Fed has had, not only in tackling holiday hunger, but also in alleviating many of the related social factors, i.e. loneliness, boredom and inactivity.

FIT AND FED PROJECT FEEDBACK

“StreetGames have been amazing in providing training and support to our staff so that we can deliver the Fit and Fed project. [They’re] always sharing information and opportunities to ensure that our delivery is as smooth as possible - even providing us with water bottles [that] have ensured the young people are more proactive with drinking water. They’ve been great and we have had a great summer!”

Action on Disability, Hammersmith and Fulham

“The Fit and Fed campaign has taken away some of the stigma attached to children getting free meals during the holidays. It is child-friendly and something the children want to come to, rather than [be forced] to”.

Rainbow Centre, Barnet



“I can’t thank StreetGames enough! The community we work in has been crying out for this funding and it really helped the children to have a great summer holiday. Thank you for everything!”

B Free Sports, Croydon

“StreetGames have kept us up to date with all things Fit and Fed, and even offered support and guidance in regards to future projects as well as various ways to document our work. This summer, we did not receive funding from StreetGames to carry out the Fit and Fed initiative, but never at any point did we feel that we weren't a part of the project because of the support provided. It was also incredibly easy to contact and speak to a member of staff at StreetGames if any questions arose”.

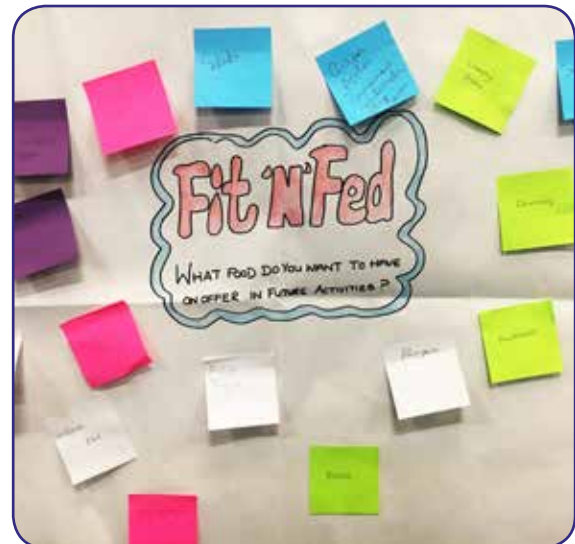
Solidarity Sports, Kensington and Chelsea

“Without StreetGames’ support through Fit and Fed, we would not have been able to provide physical activity and lunch to disadvantaged families in Southwark. This allowed young people to be able to look forward to fun and inclusive activities in the summer - reducing the stigma they may have felt in using a foodbank.”

Southwark Council, Southwark

“StreetGames has given us considerable information, including ideas, training opportunities and potential food services that we could tap into. They have also always been easy to contact and support. All of the participants and staff involved have had a really good time engaging in sports activities and young people have been able to enjoy their summer break”.

Young Roots, Brent



“We were lucky to be able to host a number of courses, such as Level 2 multi sports and Youth Mental Health First Aid. This helped to upskill our coaches in the workforce to offer an even better service. Funding is always a bonus which helps us to purchase food and make versatile meals to suit everyone. Many of our young people would ask for second helpings! We were glad to be able to help local families during the school holidays”.

Sport at the Heart, Brent

“From the beginning, StreetGames has been a key partner for us. StreetGames’ support has been the backbone of our Fit and Fed programme”.

Burgess Sports, Southwark

“The relationship we have built and maintained with StreetGames is invaluable to us in being able to continue to provide a school holiday Fit and Fed play scheme. The children of Rayners Lane embrace this project and enjoy the variety of different activities, alongside the hot meal provided daily. The advice and support from all of the StreetGames staff has been brilliant and we hope to continue with this successful partnership. Keep up the amazing work you are doing - Fit and Fed really wouldn't be Fit and Fed without you!”

HomeGroup, Harrow

FIT AND FED PARTNERS

StreetGames has been able to provide more support for locally trusted organisations (LTO's) to reach more young people during the summer of 2019, thanks in large part to the amazing support of its network partners. There are many such organisations across the London and South East region, all of whom are committed to tackling the issues surrounding holiday hunger. Unfortunately, investment and support can sometimes prove difficult to secure for these LTO's. StreetGames remains committed to assisting these projects to obtain more support and to improve accessibility.

Since launching in 2016, the Kitchen Social programme - supported by the Mayor of London - has engaged a total of 110 community hubs across 23 boroughs, providing more than 58,880 meals to over 12,590 children and young people over the school holidays. Youth clubs, schools, faith groups, adventure playgrounds and community centres across London are among those delivering the programme, with many also delivering physical activity within their community hubs. In 2019, StreetGames has been working with Kitchen Social in order to better demonstrate the impact of these holiday hunger interventions, whilst also widening the level of support available through Fit and Fed.

This summer's Fit and Fed provision would once again benefit from StreetGames' involvement in The Big Give, a weeklong fundraising event, during which all donations are match-funded by The Childhood Trust. Thanks to the generous contributions of partners and supporters, including Wembley National Stadium Trust, PIMCO, BNP Paribas, The LTA and many more, StreetGames was successful in reaching its £30,000 target (subsequently match-funded to £60,000). As such, the organisation was able to provide direct investment for 16 additional projects to deliver Fit and Fed throughout London. StreetGames also supported LTOs to attract outside investments, from a variety of grant-giving organisations including Tesco's, The National Lottery, Children in Need and many more. The Department for Education also provided significant investment for Holiday Hunger interventions based in the London Borough of Croydon, with many LTO's within the network also benefiting directly.

The national eatery chain EAT. - a long-time partner of StreetGames - also became more involved in the programme over the summer. Its unique 'Summer of Sport' campaign - designed to raise funds for Fit and Fed - ran from June until the end of August, and involved a variety of events and initiatives. This included an in-store offer on four seasonal products, whereby a small portion of each sale generated by these sandwiches, fruit pots and so forth was donated to StreetGames.

In addition to generating 25p per sale, EAT. stores also featured StreetGames-branded charity boxes for the duration of the campaign, whilst also raising further awareness of the campaign by employing a fleet of its so-called 'smoothie bikes' at select stores. By employing a little 'pedal power' and paying a donation of just £2, customers could blend their own smoothies, simply by cycling. EAT.'s Charity Committee also worked with StreetGames to arrange volunteering and/or fundraising opportunities for EAT. employees, including both store-front and head office staff.

Sports facility booking app Playfinder also became an official supporter of the campaign during the summer - helping many LTOs to secure discounted booking fees for recreational sporting spaces in the process.

Many other organisations also took the time to visit sessions, getting involved in corporate volunteering opportunities and even promoting the work of Fit and Fed through their social media platforms.

Of course, Fit and Fed would be all but impossible to deliver without access to healthy and nutritious meals and ingredients. As such, participating projects are encouraged to work with a wide range of partners, including surplus food charities such as The Felix Project, City Harvest, FareShare, and The Trussell Trust. Over 10,000 hot and pre-prepared vegetarian meals were provided by the Akshaya Patra Foundation alone, while others worked with their local supermarkets and local caterers to meet demand. Some projects also engaged with partners such as The Kids Cookery School and Cook School to offer cooking workshops - which resulted in certain projects creating fruit art! Project leaders, school chefs and countless volunteers worked to support this 'Fed' element of the campaign and StreetGames is extremely proud of their efforts and input.



FIT AND FED TRAINING AVAILABLE



The StreetGames Training Academy is an integral part of the Fit and Fed campaign - having offered a wide variety of high quality and relevant training opportunities to locally trusted organisations: equipping them with all of the skills that they needed in order to be able to deliver Fit and Fed.

FOOD BASED TRAINING

StreetGames worked in partnership with Cracking Good Food and various online providers to provide LTOs with essential food training, including lessons on food handling, hygiene, preparation, and cooking. Both The Kids Cookery School and Cook School have extended this learning directly into project delivery, involving many young people in the process.

MENTAL HEALTH FIRST AID

Poverty, hunger, inactivity and isolation can all lead to diminished mental health and wellbeing. In response, StreetGames now offers Mental Health First Aid England courses through its accredited tutors. These courses provide learners with the tools to assess and enhance their own wellbeing, whilst also building an understanding of young people's mental health and the factors that affect their wellbeing. Learners develop the practical skills deemed necessary to better spot the 'triggers' and warning signs of mental health issues, whilst also improving their confidence in dealing with these issues, and reassuring distressed young people. Learners also enhance their interpersonal skills such as 'non-judgemental listening', developing knowledge that will allow them to better assist young people, and to guide them towards further support.

ACTIVATORS

These activity-based training sessions provide community sports and/or youth workers with the skills they need to introduce new activities to their existing participants. These workshops draw on the principles of 'teaching games for understanding', and provide numerous activities for coaches to interact with the young people and to better understand their motivations. Activators are available for most sports and are developed in partnership with the National Governing Bodies for these areas.

DOORSTEP SPORT WORKSHOPS

These workshops help local providers to deliver more effective Doorstep Sport sessions by sharing with them the findings of StreetGames' action research work - as well as many top tips from the projects themselves. These interactive workshops are delivered by StreetGames' accredited tutors, all of whom have experience within a range of challenging community settings. Workshops include 'Behaviour Change', 'Event Management', 'Fundraising', 'Volunteer Development', 'Empowering Women', 'The Impact of Sport on Youth Crime and ASB' and many more.





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 Van Community Centre
 Five thousand, six hundred and
 eighty eight pounds
 £5,688.00
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Lottery
 Community

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Lottery Community

KEY INGREDIENTS FOR SUCCESSFUL FIT AND FED PROVISION

Following the summer of 2018, StreetGames identified eight lessons or 'key ingredients' for a successful Fit and Fed programme and based upon the insight collected, these have not changed. Rather, the evidence has reinforced the importance of each of these aspects – and all have been summarised in previous sections of this report.



FLEXIBILITY



THE 5 RIGHTS



**ASSET-BASED
APPROACH**



NUTRITION



CONSULTATION



DEMAND-LED



**LINKING TO
OTHER AGENDAS**



**PARTNERSHIP
APPROACH**

Flexibility

There is no 'one size fits all' approach

Consultation

Provision must be demand-led, with input from beneficiaries to ensure that provision is meeting their needs

The 5 'Rights'

The programme works best when it is delivered to the right audience, by the right people, at the right time, place, and price point

Demand-led

It is important to provide the provision to areas where there is a clear need and demand

Asset-based approach

The programme thrives when the community is able to identify and make use of its wider community assets

Linking to other agendas

'Holiday Hunger' / 'Food Poverty' interventions work best when paired up with something more positive, e.g. opportunities for sport or play

Nutrition

Children and young people enjoy trying new, healthy food options; being involved in food preparation; and eating with their friends in a safe and social environment

Partnership approach

No one can do this independently. Since the beginning of Fit and Fed, there has been mounting corporate interest, greater Trust investment, more community safety involvement, and greater Housing Association inclusion. StreetGames and its partners must continue to work with others to maintain these benefits





If you would like more information on how to set up your own Fit and Fed project; volunteer with StreetGames, or donate to a project, please visit the link below:

<https://www.streetgames.org/fit-and-fed>

or email: **jack.barber@streetgames.org**



 **StreetGamesSportsCharity**

 **@StreetGames**

 **StreetGamesVideos**

 **StreetGamesUK**

www.streetgames.org