



# Fit and Fed

2021

Fit and Fed  
StreetGames

# Wales



Llywodraeth Cymru  
Welsh Government

sportwales  
chwaraeon cymru



# FIT AND FED

## AN INTRODUCTION

Fit and Fed aims to alleviate holiday hunger, isolation and inactivity for children living in low-income, underserved communities across Wales. First launched in the summer of 2016, the programme was a response to demand from StreetGames' network of locally trusted organisations (LTOs).

Fit and Fed provision expanded in 2017 and has now become a regular part of school holiday activity provision - delivered by the LTOs at local community facilities, and complementing Welsh Government funded school-based offers such as the 'Food and Fun' School Holiday Enrichment Programme<sup>1</sup>. Fit and Fed is designed to provide young people with free-to access nutritious healthy food, alongside cost-effective, fun physical activity sessions. StreetGames supports partners to respond to their unique local circumstances and to shape their local Fit and Fed provision accordingly.

In 2019, the StreetGames Research and Insight team reviewed the delivery and impact of this work and continues to review and learn from the feedback sought from partners and participants. This report provides an update to the 2019 review<sup>2</sup> and highlights our latest insight, and the opportunities and challenges ahead.



# HOLIDAY HUNGER

## IN WALES

**In 2019, we reported that 1 in 3 children and young people were living in poverty in Wales. Three quarters (75%) of children living in poverty in 2019/20 were in households with at least one working adult; up from one third (61%) in 2014/15<sup>3</sup>.**

Two years on in 2021, high levels of child poverty in Wales remain, with 31% living below the poverty line. The emergence of the Coronavirus pandemic in March 2020 continues to have huge implications for children and their families, the rising costs of food and the ongoing impact of the coronavirus pandemic have exacerbated inequalities. Many families have been struggling with highly restricted diets, and in some cases are skipping meals. Recent research commissioned by the Bevan Foundation reported that more than half of Welsh households have seen the cost of food increase since May 2021. Lower income families were particularly affected. More than half of households with an income of less than £10,000 said they expect to cut back on food for adults over the next three months. Given the significant body of evidence that demonstrates the impact of poor nutrition in childhood on a child's long-term health, *"the fact that more than one in twenty households with one child and one in ten households with two children are having to cut back on food for children is especially concerning."*<sup>4</sup>

Recognising the importance and necessity of free school meals, Welsh Government continued to provide support for children eligible for free meals throughout the period when there were school closures due to the pandemic<sup>5</sup>. Up to £7m of additional funding was made available to local authorities and Welsh Government extended this offer through to Easter 2022. More recently, their Co-operation agreement 2021<sup>6</sup> sets out the intention to provide free school meals for all primary school children. This will be crucial support. In 2020-21, there are 99,135<sup>7</sup> pupils of all ages in Wales eligible for Free School Meals (FSM), and over a quarter of those (22.9%) aged 5 to 15 - up from 19.9% in 2020. In addition, new analysis from Child Poverty Action Group (CPAG) found there were an additional 70,000+ children in Wales living below the UK poverty line who were not entitled to FSM and nearly 6,000 children in Wales are not normally eligible because their families have no recourse to public funds<sup>8</sup>.

The impact of the pandemic has exacerbated these pre-existing issues with additional financial pressure for families, pressure on leisure facilities and activity providers, employment uncertainty and widening inequalities in sport and physical activity participation. Digital deprivation has affected people's ability to access adapted service provision and there are widespread concerns about mental health and wellbeing of young people<sup>9</sup>. This makes Fit and Fed provision more important than ever in the wider context of children's lives in 2021 and beyond.

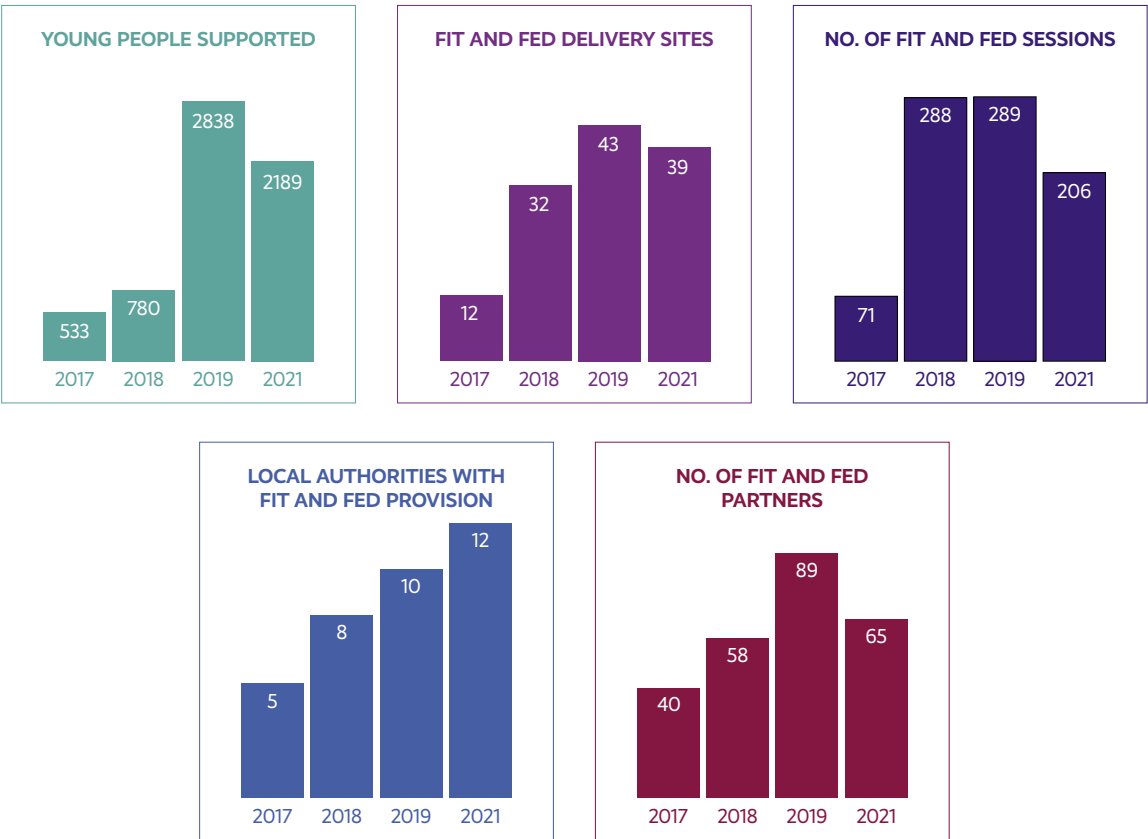
The following report gives an insight into the amazing achievements of the StreetGames' Network in Wales in delivering Fit and Fed provision in 2021, despite COVID-19 restrictions, facility closures, staff shortages and local community challenges.



FIT AND FED 2021



FIT AND FED ANNUAL DATA

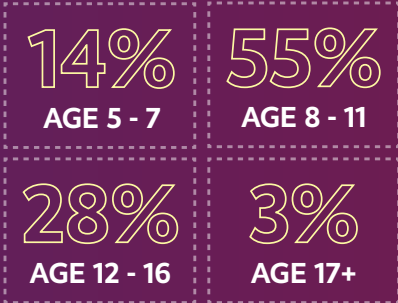


PARTICIPANT FEEDBACK

In 2021, StreetGames conducted a participant survey with over 250 participants from children and young people aged 8 – 18 years, who attended sessions across each delivery area in Wales.



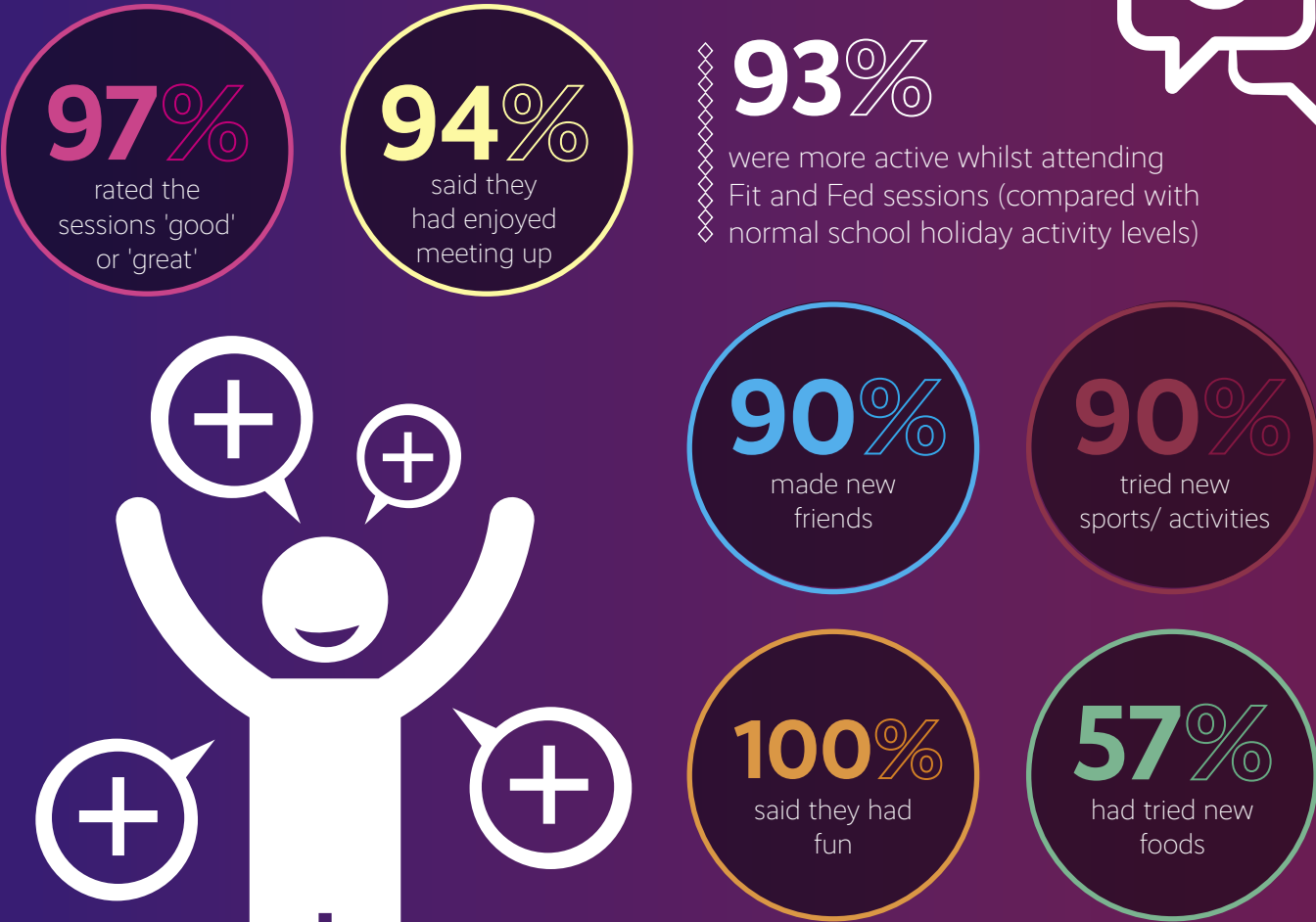
**52%** FEMALE  
**45%** MALE  
**2%** NON-BINARY  
**1%** PREFER NOT TO SAY



Which of the following best describes your ethnicity?



The feedback received from these participants was overwhelmingly positive.





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





# STREETGAMES' FIT AND FED OPPORTUNITIES, CHALLENGES AND AMBITIONS IN WALES

## OPPORTUNITY AND CHALLENGE 1 SUPPLYING THE DEMAND

It has been challenging over the last year to expand delivery given the pressure on community facilities and dealing with the logistics and costs of organising safe delivery sites that adhered to COVID-19 regulations. There was a strong focus on outdoor provision during the emergence from lockdowns, providing a safer environment to bring people together in a face-to-face setting, boosted by some favourable weather conditions. Even so, there have been necessary restrictions on numbers that can attend due to social distancing, staff capacity and the physical space available in different communities. Many smaller indoor community facilities, which have often been used in the past, have been very limited in what can be organised safely. Across Wales, many larger facilities became field hospitals and vaccination centres and have been unavailable for alternative uses since the early stage of the pandemic.

Despite these challenges, Fit and Fed delivery took place across 39 different sites, supported by 65 different partners, and operating in 12 different local authorities. New provision has been introduced, with one of the latest additions being in Powys. The North Powys Wellbeing Programme running sessions in Newtown and Welshpool. Activities are hosted and organised by Ponthafren and Powys Together with options including rugby, cake decorating, board games and a sports day.

*"I think it's really important as it keeps them engaged. It helps them learn, they interact with their peers... learn from each other and learn how to be with adults in social spaces as well"*  
(Operations manager)

Sessions across Wales are now extending to run throughout the year during spring and autumn half terms and the Christmas holidays, as well as throughout the summer months. Over 200 sessions have been organised and delivered in 2021. The public demand for Fit and Fed provision, as highlighted by poverty statistics, is clear. Fit and Fed sessions were booked up quickly and continue to be over-subscribed. Some families attended multiple sites to take part and there were repeat attendances.

## AMBITION 1 EXPANDING DELIVERY ACROSS WALES

*"We need more of this in our town as there is nothing for kids to do here, they hang about and get into trouble, but there is not much for them to do. Everything costs money and COVID was awful for kids - they couldn't see people and couldn't go out."* (Parent)

*"We came here as a family with the kids, it is great! So much costs money in the holidays. We try to find things to do to keep them occupied."* (Parent)

*"I think this should happen all the time, families would benefit from this."*  
(Female 17+)

Delivery partners have told us about children and young people turning up early to the organised sessions, and not wanting to leave afterwards - demonstrating the need and attractiveness of the offer - but also presenting challenges at some sites in managing early arrivals where there was limited capacity in terms of space and staff responsible for attendees. This can cause tension with overlap with other delivery that is taking place at venues, and it was not always feasible to allow participants early entry without supervision in place.

Many children were reported to be turning up to Fit and Fed sessions on their own - and leaving on their own, with no adult supervision. Fit and Fed has helped children make new friends and also to meet people who attend different schools in the area. This is particularly useful for children transitioning from primary to secondary school, providing them with an opportunity to meet future classmates in a year where school life has involved home schooling and bubbles and little opportunity to socialise.

**What did you enjoy about the sessions?  
Is there anything else you would like to tell us?**

*"It was my first trip away from home and I thought I would get scared, but I enjoyed it."*  
(Female, aged 8-11)

*"We get to play new games."*  
(Male, 8-11)

*"The skateboarding was the best."*  
(Male, 5-7)

*"I wish it was more often."*  
(Female, 12-16)

## POWYS YOUTH SERVICE



Fit and Fed has never been delivered in Powys, despite having areas rated by the Welsh Index of Multiple Deprivation in the top 30% of relative deprivation. Working in partnership with **Powys Youth Service, North Powys Wellbeing Programme, Ponthafren Welshpool** and funding support from SEWSCAP and SEWH, the first Fit and Fed sessions were delivered in Welshpool in 2021. These sessions engaged local young people in a range of activities including rugby, table tennis, multi-sport, crafts and cake decorating, as well as providing a hot meal each day. The sessions were first piloted in October Half term with over 20 young people attending, with plans to develop the provision in 2022 and beyond. *"The Fit and Fed sessions were really fun - I came with my two sisters who look after me but I met other children too which was good"*

## VALLEYS GYMNASTICS ACADEMY

Valleys Gymnastics Academy piloted a new Fit and Fed site in Caerphilly during 2020-21, working closely with Upper Rhymney Primary School. During the summer holiday they were fully booked, providing 5 physical activity sessions. By the end of August, they had seen 140+ attendances from boys and girls aged between 5 and 11, giving out 145 packed lunches and 85 family food parcels.

Feedback from their participant survey suggests that the provision was filling a much-needed gap. Children said if they weren't taking part at Fit and Fed, they would likely be: *"Out with friends, sitting and hanging around", "sleeping", "playing computer games", "sat in the house bored" and "on my phone bored"*. The overall feedback was positive and children most enjoyed the basketball and football and getting to try new activities and sports. *"I have really liked it and want to try new sports"* said one girl aged between 8 and 11. *"I enjoyed everything"* said another. The success of the summer pilot meant that provision continued during the October half term and extended to Abertillery in Blaenau Gwent, followed by two final 2021 Christmas session with food, games, crafts and dance.



## BARRY RUGBY CLUB



Barry Rugby Club, situated in The Vale of Glamorgan also piloted new Fit and Fed provision for 2021. Overall, 11 sessions have connected with over 30 young people per session, working with 4 local partners to ensure the sessions are sustainable. This delivery has been providing much needed engagement and has created positive role models for local young people living in underserved communities. The Rugby Club has created new connections with local partners and its own trustees on how to engage with the local young people, and hopes to expand delivery in 2022.



## OPPORTUNITY AND CHALLENGE 2

### ENHANCING AND IMPROVING PARTNERSHIPS ON A LOCAL LEVEL

## AMBITION 2

### WORKING WITH MORE PARTNERS TO GROW AND SUSTAIN PROVISION ACROSS WALES

Over the last four years, StreetGames has seen some long-standing partners provide consistent support through their Fit and Fed provision as well as new partners helping to enhance and improve the local offer. Partners often now run sessions with minimal support or funding from StreetGames - becoming additional advocates for the approach. There is a wide variety of different models and organisations involved - from large scale leisure trusts and local authority sport development teams through to smaller voluntary community organisations such as Lee Gardens Pool and Valleys Gymnastics Academy. Locally-led partnerships, taking an Assets Based Community Development (ABCD) approach is key to the long-term success of the offer. With local community ownership, provision is more likely to be sustainable and able to adapt according to local decisions and innovations.

Partners have promoted Fit and Fed sessions independently and this helps the provision connect with a greater range of participants, extending the reach of the scheme. North Wales Police, local authorities, Pride Cymru, South Wales Fire and Rescue, National Governing Bodies and local delivery partners, are just some of the partners who have promoted Fit and Fed provision on their social media output. Members of the Senedd and local councillors have visited several Fit and Fed sessions during the summer of 2021. This support has helped increase media coverage and made the provision visible to audiences that might not normally come into contact with StreetGames and its network of physical activity providers. The attendance of key partners and individuals also provides an opportunity for further advocacy. StreetGames and delivery partners can highlight the increasing need for provision and discuss the challenges and benefits of delivery for partners and participants.



## FIT, FED AND READ IN FLINTSHIRE

In Flintshire, Aura Wales' leisure teams and libraries provided 'Fit, Fed and Read' during spring half term and the summer holiday. Linking in with the library has pulled in a younger cohort of children than previously, some of those not usually seen at Fit and Fed and Doorstep Sports Clubs. Library staff also felt they had benefited – through attendance at Fit and Fed they reported they had 600 sign ups to their summer reading challenge and distributed 800 book bags – more than they had achieved previously and through people walking into libraries. 800 unique participants signed up for the summer provision, attending on average 4 times each. In addition to the partnership approach to delivery, volunteers were a key part of the successful delivery locally. Over 285 volunteering hours were contributed.

Previous learning has shown that while summer provision of 4 to 6 weeks is positive, the intermittent nature of holiday provision doesn't help maintain relationships with participants and their families – the levels of trust in providers and staff that can be built up over the summer can start to wane. Aura Leisure are keen to get exit routes from Fit and Fed provision established from the outset. More Doorstep Sports Clubs are therefore being set up in different areas across Flintshire so that provision is in place throughout the year.

*"I think it's good for families to all come here, we come last week too. I like the library and the sport."*  
(Female, 12-16)

*"Brilliant to see so many young people out and about participating in their local community after a tough 18 months."* Sports Development, Aura Leisure & Libraries.

## FIT AND FED SUMMER PARTNERSHIP IN BLAENAU GWENT

The Aneurin Leisure Sports Development team coordinated a broad timetable of activities and partnered with a multitude of local and regional agencies to co-deliver a thriving Fit and Fed summer programme. Fit and Fed opportunities spanned all four areas of the borough. Thirteen partners have been involved to date. These are:

### Rassau, Ebbw Vale

- Rhos y Fedwen Primary School - Promotion of activities and free use of the school grounds

### Llanhilleth, Abertillery

- Clwb Llan - Coordination of activities, booking process and facilities
- Off the Streets - Miniature skate park and crafts
- Dallaglio RugbyWorks - Rugby activities

### Cefn Golau, Tredegar

- Cefn Golau Together - Community group/ support and promotion of the activities
- Coalfields Regeneration Trust/ Game on Wales - Coordination/ promotion of activities

### Bryn Farm/ Welfare Park, Brynmawr

- Rotary club - Promotion of activities/ refreshments
- Tai Calon and Terrance Gardens - Access to park and use of toilets, general on the day support
- Gwent Police - Support from PCSOs and Disc Golf delivered by Next Gen team
- Skateboard Academy UK - Skateboarding activities
- Sarah Emma Art - Face painting
- Public Health Wales - Promotion of activities

### RTB Ebbw Vale FC

- Summer food bank appeal - Food donations received
- Christmas food hamper appeal - Festive food and toys received

Across the summer, the Fit and Fed opportunities were attended by 123 children aged between 8-12. There were 522 attendances with 522 meals and snacks served. Further Fit, Fed and Read sessions were delivered during October half term, including co-delivery with Valleys Gymnastics Academy. The team continued to provide community support into the winter, with a Christmas Foodbank appeal.



## FIT AND FED SWANSEA

Many organisations across the city of Swansea have supported the concept of 'Fit and Fed'.

The sport development team deliver Us Girls camps during the school holiday. Via local partnership engagement they are able to provide free food for all of the participants.

The Secret Bar and Kitchen located on the beach front coordinated with local agencies a food bank appeal. The food was then distributed to organisations who could ensure families would receive support. Donations were also used during the summer to feed participants attending beach sport activities coordinated by Swansea's sport development team.

The Pobl group located in Swansea coordinate a partnership forum for the Penderry area. The local church group provide nutritional days during the summer holidays. They utilise fare share for food donations and then provide training days where families can attend and take food home. The youth service, evolve provide recreational play activities alongside the sessions.

Evolve are the youth team that operate across the city of Swansea. They provide youth services at different venues as well as a detached offer where youth workers provide support for young people at remote locations. They provide food for participants at their youth clubs and during the summer at their mass events which saw over 400 young people attend and receive free food and snacks.





### OPPORTUNITY AND CHALLENGE 3

COMPLEMENT, CONNECT AND ADD VALUE TO OTHER HOLIDAY HUNGER PROGRAMMES

Over the 2021 period there has been clear recognition from national partners that inequalities have been exacerbated as a result of the pandemic<sup>11</sup> and children and young people's physical and mental wellbeing<sup>12</sup> have been adversely affected. Organisations have benefited from the additional investment made available by Welsh Government for the 'Summer of Fun', with further investment now planned for the 'Winter of Wellbeing'. As other funding sources don't always cover food costs, Fit and Fed provision always aims to complement, not duplicate other provision and provides something additional to structured physical activity sessions offered by various other settings. It does this by operating in **different locations** - such as community-based provision compared with school-based enrichment programmes. Provision in Cardiff for example was also organised so that SHEP provision ran during different weeks from Fit and Fed. It also aims to **achieve connection through ongoing communication** with the network and the LTOs who coordinate their local response and manage and distribute multiple funding sources targeting similar audiences and goals. **Sharing learning, good practice and facilitating conversations** between delivery partners is also a key tool in connecting with wider offers and ensuring Fit and Fed adds value, rather than spreading delivery thinly and with diminishing quality.



### AMBITION 3

IDENTIFY WAYS TO CONNECT WITH OTHER PROGRAMMES TACKLING HOLIDAY HUNGER

This year LTOs have reported a difference with the extent of parental involvement and attendance at sessions. They have observed a need to extend the provision of food to adults as well as children. With leisure centres shut in the earlier part of the year, adult family members have also had limited opportunities to participate in physical activity sessions or to connect with people face to face. Fit and Fed has provided them with an opportunity to socialise with other families. StreetGames now suggests that an additional key ingredient of a successful doorstep session is the provision of food - and Fit and Fed, drawing in many children and adults this year through this 'hook' - can also act as an information station, where participants can find out about other support available from partner organisations in the local area. There is an appetite amongst deliverers to improve the ways Fit and Fed can help connect participants to other services. Ideas are emerging such as having partners hold stalls on sites (which works well in outdoor summer settings) such as diversifying to have financial advisors on site, help with form filling for English as second language speakers, recruiting volunteers, as well as helping to adults' physical and mental wellbeing by engaging in fun, family-based physical activity. These connections can work well where provision is centred around local authority wellbeing hubs and libraries.

## GLL, CARDIFF

With funding from Centregreat, in summer 2019, Better STAR hub in Splott, Cardiff launched their Fit, Fed and Read pilot. With additional funding support from ISG, Centregreat, Wales and West Housing Association and StreetGames during 2021, provision was rolled out to a further three sites. Overseen by GLL, GLL Coaches and Cardiff Youth Service lead the sessions, with support from a number of National Governing Bodies, Cardiff Library Services, Women's Aid and Tesco.

Coaches and organisers worked with Cricket Wales and RBI Wales to deliver additional cricket, baseball and softball sessions to go alongside the in-house activities. Daily activities included table tennis, badminton, football, basketball and swimming, as well as a range of creative and music-based sessions, and a gardening club at one site.

Café Central provided a packed lunch at each of the sessions, consulting with young people about what to include in the next session. Over 40% of participants trying new or different foods for the first time and 97% of young people rated the sessions as 'good' or 'great'.

Working alongside WLGA and the team in Cardiff meant that StreetGames was able to share intel around what locations Fit and Fed was being planned, particularly during Summer 2021. This enabled provision to be mapped against SHEP sites and timetables, to ensure as many children as possible could access some form of physical activity provision with food across the holidays, without duplication.



*"Thank you so much for running this programme, my kids love it and it's been a huge help to me in the holidays, as I always struggle to find activities for them that I can afford for 6 weeks." Parent*



## DUFFRYN COMMUNITY LINK

Duffryn Community Link in Newport are a local charity providing a range of services including childcare and youth services in the Duffryn community. They have been delivering Fit and Fed since 2020 and are a key partner in Newport. 2021, saw Fit and Fed provision mapped across the SHEP timetable, which is delivered on the school site next door. This complemented the provision for the young people in their area to ensure every school holiday was considered. This approach has been successful and has enabled local young people to access provision every day during the school holidays.



**OPPORTUNITY AND CHALLENGE 4**  
PROVIDE OPPORTUNITIES FOR LOCAL  
INVESTMENT

Funding and resources for Fit and Fed in Wales comes from a variety of sources. This includes grant applications, donations and as well as in kind contributions from LTOs. Funding has been received from Centregreat Engineering, The Pears Foundation, The Waterloo Foundation, ISG, SEWSCAP and SEWH and London Marathon Charitable Trust. Local businesses have included Tesco, Asda and local retailers such as the Co-op.

Investment also comes in the form of partner support to deliver activity sessions: such as support from County in the Community, Surf School Wales, Welsh Triathlon and Dallaglio foundation, Welsh Rugby Union Community Rugby, Cricket Wales, Welsh Athletics, Squash Wales and many more. Some of the LTOs involved have been longstanding partners and are now providing 'Fit and Fed' style sessions (or using local brands) as part of their own core work, essentially embedding the provision within a typical offer, seeing the need to incorporate food as part of a successful session. For example, in Swansea, a wide range of partners deliver sessions across local communities throughout the year, and food is provided at 'Us Girls' camps and mass participation events.

Investment of time and support from volunteers can play a vital part to ensure delivery is maintained. More than fifty volunteers have supported Fit and Fed this year and involvement through volunteering has helped establish real community champions that help improve people's lives.

It is a skill of the LTO delivery partners that they have been able to source and influence local support in the form of food or in-kind donations to ensure the programme runs effectively. StreetGames staff at a national level can support partners in making those initial contacts and approaching businesses for sponsorship and donations. This engagement and advocacy process: 'cold calling' and marketing the programme to potential contributors can be a challenge and is likely to require confidence and a good understanding of the wider context in which Fit and Fed is operating. StreetGames provides training courses and support and advice for fundraising and writing grant applications. There is now an opportunity to provide further support to help LTOs develop any 'soft skills' to help them influence and inform local businesses and new partners about the need and benefits of Fit and Fed approaches.



**AMBITION 4**  
IDENTIFY INVESTMENT INTO  
FIT AND FED

The StreetGames team in Wales has benefitted this year through the addition of a full time Wales Partnership Fundraising Manager to support both fundraising for and with the network, but also StreetGames' own capacity. This has enabled dedicated fundraising support to LTOs on both a 1-1 basis and as a collective network. The Fit and Fed virtual network meeting saw 90+ LTOs register to attend to share best practice, develop new partnerships, and better understand the funding and fundraising opportunities available. Over 50 LTOs have been supported by StreetGames to access their own funding through direct support, and 144 LTOs now receive a bi-weekly funding e-newsletter, which regularly provides information about funds that can be used for Fit and Fed provision.

*"A young person who has been attending our youth provision since she was 15 has now been given the chance to access employment opportunities with us and is now part of our team. She now helps run our Fit and Fed scheme as well as our other youth provisions. She started as a young person attending Fit and Fed, began volunteering with us, and now is employed with us, making a real difference to the young people of Duffryn and is a superb role model for them all."*  
Project lead, Duffryn

**SEWSCAP AND SEWH**

SEWSCAP and SEWH have been supporting StreetGames in Wales since 2019, providing funding, partnerships and opportunities across South East and Mid Wales. During 2021, StreetGames were awarded £20,000 by SEWSCAP AND SEWH to support Locally Trusted Organisations across South East and Mid Wales with their Fit and Fed provision. The following Locally Trusted Organisations were funded via StreetGames by SEWSCAP and SEWH:

- Barry Rugby Club, Vale of Glamorgan.
- Lee Gardens Pool Committee, Rhondda Cynon Taf
- Duffryn Community Link, Newport
- Pill Millennium Centre, Newport
- Powys Youth Service, Powys
- Aneurin Leisure, Blaenau Gwent

StreetGames is committed to continuing its relationship with SEWSCAP and SEWH to support LTOs to develop their local offers, and provide meaningful Fit and Fed engagement within their local communities.



**PEARS FOUNDATION**

Pears Foundation has been supporting StreetGames in Wales since 2020, providing funding targeted at reducing child food poverty and supporting young people who would otherwise have no way of socialising or getting active during the holidays.

During 2021, StreetGames were awarded £40,000 by Pears Foundation to support the delivery of Fit, Fed and Read across 6 locations in Flintshire. Working in partnership with Aura Leisure and Libraries, in particular the Sport Development Team, the programme was delivered across the following communities;

- |            |       |          |      |         |          |
|------------|-------|----------|------|---------|----------|
| Aston Park | Flint | Holywell | Mold | Saltney | Treuddyn |
|------------|-------|----------|------|---------|----------|

Over 800 participants attended, 3,305 meals and over 2,000 snacks were provided, 150 meals donated to a nearby shelter, 30 volunteers and 15 people accessed training locally. Over 15 partners were involved in delivering Fit, Fed and Read in Flintshire in the summer of 2021, each contributing with match funding, or in-kind contributions to ensure the project was a success. It is hoped that the partnership will continue to grow and provision will be sustained into 2022.



**LEE GARDENS POOL COMMITTEE FUNDRAISING**

Lee Gardens Pool Committee in Rhondda Cynon Taf are a registered charity set up and run by volunteers. Formed in 2015, they have been involved in Fit and Fed since 2019 and are a key LTO in the StreetGames Network.

Lee Gardens Pool Committee takes multiple approaches to fundraising. They have developed fantastic local links with businesses such as Co-Op and Greggs, who donate food and refreshments, they work in partnership with other local organisations such as HAPI Cymru and South Wales Fire and Rescue to provide sessions for participants, and have also been successful in securing funding from The National Lottery, WCVA and Trivallis Housing Association to name a few. They also work in partnership with Citizens Advice to provide support to local families who access the provision. This is a great example of an LTO that is committed to sustainable fundraising, to ensure that the local needs of their community are met, both now and into the future.

**LTO NETWORK FUNDRAISING**

A number of LTOs have been successful in securing multiple year funding grants, and local funding awards from a range of sources. StreetGames has supported LTOs to identify suitable funding sources, provided insight and information for LTOs and given feedback and guidance throughout the application process.

- LTOs include;
- County in the Community; Children in Need
  - Valleys Gymnastics; Mutual Gain, Community Voice, Community Choice Fund
  - Lee Gardens Pool Committee; The National Lottery



## OPPORTUNITY AND CHALLENGE 5

### ENHANCING AND IMPROVING KNOWLEDGE AROUND THE 'FED' ELEMENT

Although 57% of participants reported that Fit and Fed in 2021 had enabled them to try new foods, StreetGames recognise that there is much more to be done to enhance the 'fed' element of the offer. It has been challenging in the past to ensure the offer incorporates healthy nutritious food and for staff and volunteers to ensure they have necessary food safety and hygiene qualifications and skills to prepare and distribute food safely. There is also a need to have the facilities available to prepare and store food, hence the need to develop local partnerships that can provide it. Understandably, during the pandemic there has been more of a focus on pre-packed meals to avoid handling foods. However, there is evidence that some progress has been made and the 'fed' element is receiving more attention in the overall delivery approach. At Pill Mill in Newport for example, food preparation can be done on site as there is a qualified volunteer who is a chef. The children and young people were given an advance menu to choose from a number of hot meals which included halal chicken, vegetarian sausages and pasta dishes.



## AMBITION 5

### IMPROVE THE QUALITY OF THE 'FED' ELEMENT OF FIT AND FED

For 2022, StreetGames aims to continue to develop the 'fed' element of the Fit and Fed offer. We have developed some key relationships throughout 2021, and will continue to increase our partnership approach to empower LTOs locally to access and provide healthy and nutritious food. We will also continue to develop our learning and insight with colleagues across not only Wales, but the StreetGames Network in England delivering Fit and Fed and the Holiday Activities with food programme, to share practice, ideas and tools.

### What have you enjoyed at the sessions?

*"Learning to do healthier BBQ food."*  
(Male, 12-16)

*"Helping prepare the food for the BBQ, I liked chopping the fruit and veg."*  
(Female, 12-16)

*"Brilliant. The activities are great and the food has been brilliant, we have all had some."*  
(Male, 17+)

*"All of it I like the workers and that there's food and we can play football."*  
(Male, 8-11)

*"It is good here I like the food."*  
(Male, 12-16)

*What did you enjoy least?*  
*"Waiting for the food because I am hungry all the time."* (Male, 8-11)

One of the challenges for Fit and Fed is engaging in partnerships with affordable food providers. There is a balance to be found between spending larger proportions of the funding available on external catering companies, compared with investing staff time in finding local businesses and successfully developing relationships with them to help provide meals and snacks. Some LTOs are supporting families by providing meal cards and recipe booklets, to give families ideas for healthy affordable meals they can prepare at home.

## ENHANCING 'FED' PROVISION

Recognising the importance of nutrition as well as physical activity, **Merthyr Tydfil Housing Association (MTHA)** has provided slow cookers to families and shares meal cards with ingredients, instructions and videos of how to prepare and cook meals. MTHA has delivered 120 recipe books in collaboration with Fit and Fed. The project has contacted Public Health Wales who have supported the development of a Nutritional Skills for Life workshop which will become accredited. There are links with the Family Engagement Project, where staff will work with seven families initially, supplying ingredients and advice on how to prepare healthy meals at low cost and make food go further, also avoiding waste. Public Health Wales have offered further support to look at providing advice on the nutritional value of the meals. Via the workshop, the aim is to build in physical activity elements slowly and for the offer to become embedded in the whole family programme.



## LINKS WITH FOODBANKS

The **Aneurin Leisure Sports Development team** coordinated a timetable of activities and partnered with a multitude of local and regional agencies to co-deliver a thriving Fit and Fed summer programme. The Fit and Fed programme spanned across all four areas of the borough, in varying locations. One of the partners was RTB Ebbw Vale Football Club, where the team linked with the club and StreetGames Fit and Fed to pilot a summer foodbank appeal, organising COVID-secure drop offs and distribution to local community groups. The positive outcome of the summer pilot meant that two further appeals have been successfully delivered, with an additional 3 football clubs also getting involved, with donations to over 400 families in need in Blaenau Gwent.



## PARTNERSHIPS WITH FOOD PROVIDERS

County in the Community in Newport has established a strong partnership with Tesco and the local store champion to help provide food at their sessions. During the early part of the pandemic when families were in lockdown, the County in the Community team collected hampers from Tesco to distribute. Fit and Fed then resumed face to face provision when restrictions allowed later in the year. In October half term, three sessions were organised at one site, with 31 young people registered. 77 meals and 154 snacks were provided, all thanks to the generous donations from Tesco. When asked, none of the young people had eaten that day. One boy told them **"I want to come here every day!"**

Other local links have been established by LTOs in other parts of Wales with supermarkets including Asda, Spar, Co-Op, Morrisons and local convenience stores.

Across the summer, the Fit and Fed opportunities were attended by 123 children aged between 8-12. There were 522 attendances with 522 meals and snacks served. Further Fit, Fed and Read sessions were delivered during October half term, including co-delivery with Valleys Gymnastics Academy. The team continued to provide community support into the winter, with a Christmas Foodbank appeal.



# 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. Based on learning from 2021, these have not changed. Rather, the evidence has continued to reinforce the importance of each of these aspects.



## FLEXIBILITY



## THE 5 RIGHTS



## ASSET-BASED APPROACH



## NUTRITION



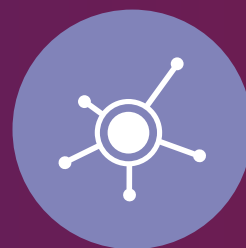
## CONSULTATION



## DEMAND-LED



## LINKING TO OTHER AGENDAS



## PARTNERSHIP APPROACH

### Flexibility

There is no 'one size' that fits all. The summer of 2021 demonstrated the need for flexibility like no other year. The wider COVID-19 restrictions and safeguards put in place meant that provision flexed to meet the ever-changing requirements, whilst ensuring a safe and fun experience for all.

### Consultation

Provision must be demand led with input from beneficiaries to ensure provision is meeting their needs. Individual and community needs have changed in the last 18 months, and where this was considered, provision was extremely popular.

### The 5 'Rights'

This programme works best when delivered at the right time, at the right place, in the right style with the right people, at the right price.

### Demand-led

Providing provision where there is a clear demand and need is key. In 2021, Locally Trusted Organisations reported that the demand was higher than ever, as COVID-19 restrictions were eased, and participants were keen to take part again.

### Asset-based approach

When the community identifies and utilises wider community assets, the programme thrives.

### Linking to other agendas

Holiday hunger / food poverty interventions work well when 'paired up' with something positive, e.g. opportunities for sport or play. 2021 provided a unique opportunity to partner with the Welsh Government's Summer of Fun initiative across a number of Local Authority Areas, to ensure as many young people as possible had the opportunity to participate.

### Nutrition

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

### Partnership approach

No-one can do this independently. Since the beginning of Fit and Fed there has been more corporate interest, more 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.

# FIT AND FED 2021 LEARNING AND IMPACT

Evidence from a range of national organisations continues to highlight the increasing strain on families with low incomes and living in underserved communities. Health and wellbeing inequalities have increased during the last 12 months and the challenge of operating around COVID-19 continues. The initial focus on remote delivery and enthusiasm for online activity sessions has waned somewhat, with digital fatigue and digital deprivation is still an issue that stops many families being able to access provision. Leisure services are stretched and **cost of provision will become even more of a challenge for operators and the public.** Nearly four in ten Welsh households (39 per cent) do not have enough money to buy anything beyond everyday items. This means that the total number of households struggling to cover the cost of everyday essentials has increased from approximately 110,000 in May to 165,000 in November<sup>13</sup>. Having additional income to spend on organised activity will be a luxury.

**Fit and Fed therefore remains a key programme that provides LTOs with a first point of engagement with many families.** Despite the challenges of navigating delivery through the pandemic, there have been positives. There has been a widespread upskilling in the use of digital technology to hold regular meetings and share learning. Digital technology has removed time and transport barriers and has enabled partners from across Wales to have more frequent contact with those working in completely different regions and in different sectors. Case studies<sup>14</sup> from the last year have highlighted how the pandemic has acted as a catalyst for increased collaboration and partnership working to provide the initial emergency response. LTOs have been agile, proactive and innovative in their delivery approach and have remained visible in their communities, undertaking outreach work, providing emergency food and support with delivery of medicines, kit bags and distributing sports equipment to help families take part in activity independently.

LTOs are building on previous years' learning and are developing a structure whereby Fit and Fed participants are supported and signposted to additional local provision, enabling a more sustainable participation behaviour. New Doorstep Sport offers are being developed to create all year-round provision in as many locations as possible. Internal and external referral is being considered by project leads to raise awareness of wider community provision for participants. This has in part been enabled by the more frequent conversations and partnerships that have emerged over the last 12 months. As Fit and Fed partner involvement continues to increase and the need for provision remains, food and fitness offers may become embedded in many local areas, providing consistent support for families to enjoy healthy food and physical activity opportunities.



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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: [wales@streetgames.org](mailto:wales@streetgames.org)



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