



Newcastle's Best
**SUMMER
EVER**



NBSE REPORT 2020



INTRODUCTION

StreetGames is a sport for development charity that harnesses the power of sport to create positive change in disadvantaged neighbourhoods across the UK. StreetGames makes young people and their communities healthier, safer and more successful.

In spring 2016, a good number of StreetGames Locally trusted organisations identified they were seeing a marked increase in misery and hunger during the school holidays. These LTOs were increasingly concerned about young people in their community who had limited places to go and little to do.

As a result of this StreetGames launched its response to the holiday issue, 'Fit and Fed'. Starting with a pilot in 2016 with 18 organisations. Fit and Fed grew year on year and in 2019 summer holiday delivery was taking place in over 300 sites across England and Wales. The learning gained from this early Fit and Fed delivery enabled StreetGames to apply to the Department of Education's holiday activity fund in 2018.

In 2019 StreetGames successfully partnered Newcastle upon Tyne City Council to bid to DfE holiday activity fund to deliver a large scale holiday programme across the whole local authority area. This summer programme was delivered under the title, 'Newcastle's Best Summer Ever'.



WHAT HAPPENED IN NBSE 2020

Over the School Summer holidays of 2020 StreetGames successfully delivered a seven-week holiday activity programme in Newcastle. However, this year was not without its challenges due to the impact of the Covid 19 pandemic. It was quickly realised that the original plan drawn up would have to change and there would be many challenges to overcome.

The main challenges were obviously related to the pandemic and the impact it would have on the way the programme could be delivered. One of the first challenges we faced was the name of the programme – in 2019 'Newcastle's Best Summer Ever' created a positive atmosphere however, with the impact of the Pandemic on families we were unsure about using the term 'Best summer ever'. So, after consultation with young people and projects it was decided to come up with the name Newcastle's Best Summer Ever presents 'Summer of Change'. In this way we could reflect the impact of the Pandemic on people's lives without losing the recognition of the Best Summer ever brand.

Other key challenges raised by the Pandemic included:

- Bubble sizes, social distancing guidelines and being Covid secure
- Children, young people and their families being unsure about coming out to take part in activity
- Changes to the school meal voucher offer resulting in late changes to the food offer provided
- Preparation time- the pandemic led to late confirmation of funding and changes to funding outputs.



SO WHAT DID NEWCASTLE'S BEST SUMMER EVER DO?

In summary, the delivery of Newcastle's Best Summer Ever presents Summer of Change included the following:

Setting up a Programme Team which included a combination of StreetGames staff, supported by Newcastle City Council. A specific Project Manager was recruited who was based within Newcastle and coordinators were recruited from two partner agencies – Children North East and Barnardos Newcastle. The Programme Team:

- Successfully delivered the 'project infrastructure' which included managing a successful grants application process that was mapped across the city to ensure even coverage in the 12 target wards of the city.
- Ran a number of online meetings and webinars for local delivery partners prior to the summer to develop local delivery plans, provide information on any Covid-19 restrictions and to help establish local partnerships between community organisations.

Creating and promoting a simple ethos of engaging with children and young people to help get them out and active. This meant we didn't go with a pure face-to-face sessional delivery offer with minimum requirements of 4 hours per day for 4 days per week for 4 weeks of the holidays. We had to be flexible and creative to maximize delivery within the Covid Guidelines – so offers also included online activities and the distribution of kit, equipment and food. This relaxation in the model with a simple ethos resulted in a much bigger reach than we could have anticipated.

The provision of pre summer training for staff and volunteers from across the city. This included:

- training from the StreetGames Training Academy including Behaviour Change, Developing Resiliently Active Young People, Asset Based Community Development and Safeguarding.
- a mentoring young people training course delivered by Developing Youth Practice
- 4 training webinars from the National Youth Agency on detached youth work

Setting up a resource and logistics hub at Newcastle Eagles Community Basketball Arena as. This provided the space to pack 10,000 activity packs, 500 sport equipment packs and - in partnership with Fareshare food - approximately 3,000 food parcels. Having this hub provided the opportunity to take activities and food direct to the homes of children, young people and families that required support over the summer. These resources were collected by local delivery organisations and distributed by their staff and volunteers.

The development of a set of sports activity cards, developed by the StreetGames Training Academy, for use with the activity packs. In total 50 activities were included on the cards ranging from activities that could be done at home to those done in parks in small groups.

Provision of face-to-face activities across the City, which included:

- Face to face delivery in venues approved by the Local Authority as safe for delivery. These were all education establishments including schools, PRUs and community education sites that had already been delivering during the school term time. Activity at these venues typically lasted more than one hour and their Covid secure status allowed indoor delivery to take place.
- Many successful sessions for young people, which took place in various outdoor settings such as parks, community open spaces, playing fields and through detached youth settings (despite challenges with social distancing and bubble sizes). These sessions were typically short in length, lasting no more than two hours.
- A collaborative and coordinated detached youth programme, set up to engage young people aged 12+ who in previous summers have been a harder age range to engage with. To support these sessions we provided organisations with Wifi Dongles and mobile phone power banks to support their work with young people.

A range of online delivery took place via live and pre-recorded sessions – including dance, sports, youth session and cooking – with dance activities proving the most popular sessions.

In summary, what we found this year, was a clear demonstration of the collective strength of response from the City of Newcastle and the community organisations. The ability to match this collective spirit and will to help people in the city with resources and funding provided by the holiday activity fund meant the network of delivery partners could be mobilised quickly. Organisations could develop their plans, grants could be approved, and resources delivered all to be ready for the start of the school holidays.

HEADLINE DATA

5,458

FACE TO FACE PARTICIPANTS

1,232 ONLINE PARTICIPANTS



21,358

FACE TO FACE ATTENDANCES

4,219 ONLINE ATTENDANCES



54% MALES

46% FEMALES

28%

AGE < 8

47%

AGE 8 - 11

22%

AGE 12 - 16

3%

AGE 17+



261

TOTAL BREAKFASTS



64,614

TOTAL LUNCHES



917

TOTAL DINNERS



4,540

TOTAL SNACKS

THE EQUIVALENT OF 50,000 LUNCHES WERE PROVIDED IN THE FOOD PARCELS VIA THE CENTRAL HUB



10,767
TOTAL
DELIVERIES
MADE



18,506
TOTAL UNITS DELIVERED
(INCLUDING FOOD HAMPERS, RECIPE
KITS, ACTIVITY PACKS, EQUIPMENT,
EDUCATIONAL MATERIALS ETC)

52% OF PARTICIPANTS REGISTERED FOR FREE SCHOOL MEALS

68

DELIVERY
PARTNERS



135

DELIVERY
SITES



CASE STUDIES

SOME EXAMPLES OF THE LOCAL PROJECTS AND ACTIVITIES ARE SHARED BELOW:

EDGE NORTH EAST

Edge North East is a Newcastle-based youth organisation focused on steering young people away from becoming victims of perpetrators of crime and serious youth violence.

As one of the 70 local organisations who took part in Newcastle's Best Summer Ever, they had huge success engaging with young people with their mobile music studio. Having previously not been involved before, summer delivery was a new venture for Edge and the mobile Music Studio

The studio started life as a donated mobile youth lorry, but through conversations with young people over the course of Lockdown the Edge team learned that many of them were passionate about music, and with recording studios and clubs closed their usual outlets for this were unavailable. Using money secured from the Violence Reduction Unit, they converted the lorry into a mobile studio with instruments and recording equipment, and sourced and two music producers (one older, one younger) to help the young people to learn, create and develop their talent. Young people were invited to help decorate the outside of the bus.

Through conversations with StreetGames, the idea was developed to use the Mobile Music Studio as part of the detached youth work offer within the 'Summer of Change' programme. So over the summer the studio operated two nights (a different location each night) a week for 3 hours each night. As the sessions started it was realised the young people wanted more than the music on offer. Music was the main draw but due to limited numbers who can access the studio at one time, other activities would need to be put on to engage young people outside of the Studio. Using the equipment and funding from the Holiday Activity Fund, Edge were able to offer sport and physical activity alongside the Music. Each week activities like street dance sessions, football and boxing were offered, with boxing becoming a regular fixture of the Edge offer each week.

At the end of the Summer the Edge team took a group of the young people on a day trip to the Lake District as was way to close out the summer programme with an experience some of them have never had before.

The positive impact these sessions had over the summer was clear to see not only by Edge Staff, but also to the local police. During the summer the police reported that they have taken no complaints during those periods. Young people they would ordinarily be dealing with over the summer were attending and engaging with the service provided by Edge.



Collette, a member of the Edge team, said:

The music studio has just completed its first month, and we've had really strong engagement with some really high risk youngsters. They love creating and listening to music and having somewhere to go that they know is safe really helps.

The trust the project has built has given us the chance to provide real support for young people who might not have anywhere to turn otherwise. They are opening up and reaching out for support. Four have applied for college, one asked for support with solicitor, a couple asked us to assist with finding them counselling.

We're delighted with how engaged the young people are and it's so good to see them getting the chance to discover their talent.

PLAY IN NEWCASTLE

Play in Newcastle had a wide range of activities of offer across Newcastle for different age ranges of children and young people. Using their experienced staff base and local knowledge they were able to deliver detached work targeting areas of high Anti-Social Behaviour, full day activity sessions for children street based play work and home deliveries to families.

In the North of Newcastle they delivered a targeted detached programme in the Newbiggin Hall area in response the increase in Anti-Social behaviour reported by the police and residents over the summer.

Across five sites for, for seven weeks they were able to provide activities and food for 15 children and young people on each site. Through these sites they engaged partners like British Cycling and Dance City to provide a varied physical activity offer to the children and young people that took part.

In between the delivery on site and detached youth work, there was also an extensive support programme for children, young people and their families who didn't feel safe to engage in on site activities. So Play in Newcastle staff provided regular deliveries of food parcels and activity packs alongside family support and mentoring services to ensure no family was left out.

One of the highlights for Play in Newcastle was their partnership with Dance City - "It was noted that working in partnership with Dance City made a significant impact to the normal provision of the summer activity. It offered a new skill and activity and was viewed in high regard from parents of young people who struggled to get their children activity"



DELIVERY OF NBSE ACROSS THE CITY AND ITS WIDER IMPACT

The Department of Education's Holiday Activity Fund had two very clear main aims, provide activity and food for Children and young people most in need over the school summer holidays. Those accessing Free Schools meals were to be used as a guide to which children and young people should access the programme. However, it was understood that many other families from low income households would also need access to the programme in Newcastle and that access to Free School Meals alone, does not identify all those in need of access to the support that can be offered by Newcastle's Best Summer ever.

Therefore, our primary task in delivering the programme this summer was to achieve these 2 main aims. How could we get activity and food to children and young people across the city of Newcastle?

As in 2019, we decided the most effective way to achieve the aims of the programme was to work with local delivery partners who operate in the most deprived wards of the city. Through these organisations, delivery of sessions would take place within these wards meaning we would engage a wider audience of children and young people. This planning decision was made before the Covid 19 pandemic took effect.

The data from NBSE 2020 justifies the decision to stick with our original delivery model and ensured we could clearly deliver the main outcomes of the Holiday Activity fund. The reach of NBSE is evident via:



68 DELIVERY PARTNERS

135 SITES ACROSS THE CITY

5,458 CHILDREN AND YOUNG PEOPLE ATTENDING FACE TO FACE DELIVERY WITH OVER 21,000 ATTENDANCES

1,232 CHILDREN AND YOUNG PEOPLE ENGAGING ONLINE

10,767 DELIVERIES MADE TO HOUSEHOLDS ACROSS THE CITY

78% OF THE PARTICIPANTS LIVING IN THE TOP 30% AREAS OF MULTIPLE DEPRIVATION

Whilst we were confident the Newcastle Best Summer Ever model would be effective in achieving the main aims of the programme, but this model wasn't just about scale and reach it was designed to help create a high quality, varied programme that would have a wider impact on children and young people in Newcastle.

THE IMPACT OF THE PANDEMIC ON NBSE DELIVERY MODEL

The impact of the pandemic on jobs, poverty, inactivity, isolation and education are now well understood and the decision to deliver Newcastle's Best Summer ever with an engagement scope as broad as possible meant we could support more families including those who lives had been adversely affected by the pandemic in recent times. It is estimated that an extra 1000 children had become eligible for free school meals due to the impact of the pandemic on their family situation.

By understanding that the Covid 19 pandemic had an impact on many other areas of the lives of children and young people the Newcastle's Best Summer ever team realised the programme could have a wider impact beyond the provision of activity and food - it could help the education, isolation and community safety issues affecting children and young people across Newcastle.



WORKING WITH DIFFERENT PARTNERS

If the Summer of Change was to have a wider impact, the right partner agencies, council departments and organisations were needed. Some of these relationships existed building on ideas that were tested across Newcastle's Best Summer ever in 2019. Below is a summary of the partners involved in Summer of Change and how they helped deliver on a wider range of outcomes:

- Museums, Art Galleries and cultural venues: these partners provided resources for the home activity packs and partnerships to provide a broader range of on-site activities. By increasing access to arts, crafts, science, historical and cultural activities, these organisations helped address the impact on the education of children and young people. Partners included Baltic Art Gallery, Centre for life, Newcastle Museums, Dance City, and Northern Stage.
- Newcastle Education Department and Libraries were a key partner to ensure the educational impact of the programme. Newcastle libraries provided reading activities and books for the home activity packs. The education department helped with the planning phase to ensure as many schools as possible were aware of the programme and knew how to refer into it as well as being supported to run activities on their school site over the summer.
- Longstanding StreetGames partner, Achievement for All created a specific website for activity leaders and parents. This website contained a range of activities to help support children's education over the summer holiday period.
- Cooking and nutritional education: this included resources for the activity packs and a mixture of live and pre-recorded cooking classes to be done at home. Partners included – Health works, Food Nation, Northumbria University, and Newcastle City Council Public Health Team. We also worked with the foodbanks across the city to help promote Newcastle's Best Summer ever to families who were accessing support from foodbanks.
- Supporting activities for older young people had a positive impact on community safety across the city. From the outset it was identified that a plan was needed to create a detached youth work offer. Working with Newcastle City Council's head of youth engagement, a number of specialist partners were identified to plan a detached youth work programme across the city targeting key areas of the city.
- Northumbria Police were linked into the planning for the whole programme so they understood what was taking place across the city and could refer families, children and young people to activities over the summer. The police were particularly supporting of the detached youth work offer that was set up.
- Through the three Family support hubs we worked closely with the Targeted Family Support team to make sure Summer of Change could reach the families most in need and resources could be accessed by these families over the summer.
- Newcastle's Best Summer ever also worked with the Job Centre/DWP to help promote the summer offer to families supported by the Job Centres Housing associations where also engaged with to ensure their residents were informed of summer activities taking place within their local community.

LEARNING FROM NEWCASTLE'S BEST SUMMER EVER 'SUMMER OF CHANGE'



SUCCESSFUL ELEMENTS

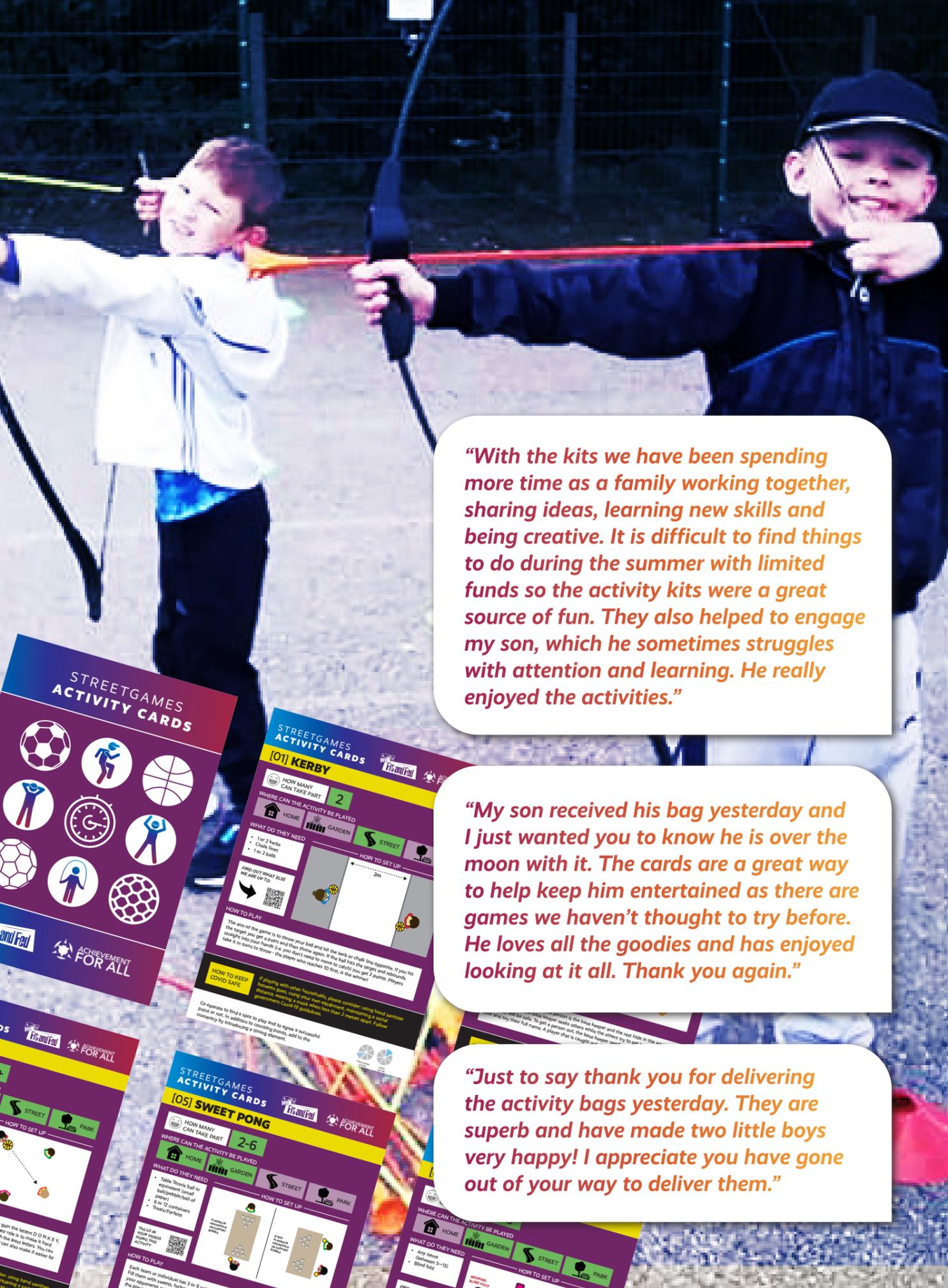
- Creating partnerships between local delivery organisations created an increased provision across the city and reached more children and young people.
- Embracing new ways of delivering activity – online sessions, park based session and a focused detached youth work programme.
- A central programme team that can provide regular contact and flexible support
- A strong partnership between StreetGames and Newcastle city council
- High quality training provided to staff and volunteers.
- The creation of a central resource hub for organisations to access food and activity resources
- High quality and varied of resources within activity packs delivered to homes. Resulting in packs that were well received by families to support activities to be done both indoors and outdoors. The high quality of resources also meant they could be used beyond the summer.
- Utilising the activity packs as a tool to initially engage with families and build relationships that supported families into engage activities taking place in the local community
- A strong relationship with Fareshare to provide a good quality, range and variety of food within food parcels.
- Working with expert partners to provide cooking support and nutritional education to families via cook books, online cooking classes and live cooking activities.
- Providing the flexibility to provide food parcels for families who didn't have access to the free school meal vouchers scheme meant support could be provided to a wider range of families.



FUTURE PROGRAMME DEVELOPMENTS

- A clear communication plan to help children, young people and their parents to understand and identify what is taking place in their neighbourhood over the summer;
- A weekly calendar of activities provided alongside the activity packs to help maintain activity across the full summer holiday period;
- A variety of activity packs to cater for different age ranges and interests of young people
- Increasing the diversity of the food element of the summer programme. How can the nutrition education, cooking elements and food provided cater for a variety of dietary and cultural needs.





LOCAL DELIVERY PARTNERS:

“Our families have benefited from support and have been able to keep in touch about any financial and poverty issues they faced over the summer. The children have been allowed to attend to help support transition back into school. Mental Health and Wellbeing has been supported for both children and parents. The programme has helped support Safeguarding for our most vulnerable children”

“With the kits we have been spending more time as a family working together, sharing ideas, learning new skills and being creative. It is difficult to find things to do during the summer with limited funds so the activity kits were a great source of fun. They also helped to engage my son, which he sometimes struggles with attention and learning. He really enjoyed the activities.”

“It was a real learning curve for us, and when we first started we weren’t sure if families would engage with the kits. But from when we first launched the online register we were over subscribed and we were surprised with how many photos and videos we had from parents showing what they children had done. “

“We’ve also been able to reach a much wider audience working this way and this has resulted in many families improving on their cooking skills and also being physically active even in their own homes. “

“My son received his bag yesterday and I just wanted you to know he is over the moon with it. The cards are a great way to help keep him entertained as there are games we haven’t thought to try before. He loves all the goodies and has enjoyed looking at it all. Thank you again.”

“We have made contact with families we have never worked with before who might not normally have the confidence to attend our regular sessions. We have seen the children & parents become more confident with us as we saw them twice a week and got to know them better over the summer”

“Just to say thank you for delivering the activity bags yesterday. They are superb and have made two little boys very happy! I appreciate you have gone out of your way to deliver them.”

“This programme gave many of our students a good transition back into school life. Many were off school for months, but the fit and fed programme got them back through the school gates before the new school year had begun, meaning that they were not anxious, worried or intimidated coming back into the school setting during the pandemic.”

THANK YOU FROM STREETGAMES

The impact of this summer could not have been achieved without the engagement, commitment and support from a huge number of organisations across the city. StreetGames would like to say thank you to the following:

 <p>Newcastle City Council</p>	 <p>FareShare</p>	 <p>Newcastle Eagles</p>
 <p>Healthworks</p>	 <p>Northumbria University</p>	 <p>Newcastle and Gateshead City of Dreams</p>



THANK YOU FROM STREETGAMES

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| <p>African Community Advice North East
 Barnardos - Communitiy Family Hub East
 Blended! Events Limited
 Bridgewater school
 Broadwood Primary School
 Canning Street Primary School
 Children North East
 Newcastle Central Community Family Hub
 D2 Youth Zone
 Denton Youth & Community Project Limited
 EDGE NE cic
 Fenham Association of Residents
 Footsteps Children's Services Ltd
 Get Connected in partnership with Newcastle Arts Team
 Hat-Trick
 Hawthorn Primary School
 lles Tours
 International Centre for Life Trust
 Islamic Diversity Centre
 JJ Sports Coaching
 KC Foundation
 Kenton School
 Kids Kabin
 Mission Initiative Newcastle East
 Moorside Primary School
 NE Youth
 NEAT - Newcastle East Mixed Multi Academy Trust
 Newcastle Central Mosque and Isalmic Centre
 North East Dance Community Interest Company
 North East Wellbeing
 North East Youth For Christ
 Northbourne Youth Initiative
 Nunsmoor Centre Trust</p> | <p>Pendower Good Neighbour Project
 PLAYinNEWCASTLE
 Premier Sport
 Projects4Change
 Regent Farm First School
 Riverside Community Health Project
 Scotswood Natural Community Garden
 Sir Charles Parsons School
 Sporting Chance North East CIC
 St Gabriels Heaton with St George's High Heaton
 St John's Primary School
 Stepney Bank Stables
 Success4All CIO
 The Children's Foundation
 The Mercy Project
 West End Schools' Trust
 West End Women and Girls Centre
 YMCA Newcastle
 Baltic Art Gallery
 Centre for life
 Foodnation
 Newcastle Libraries
 Newcastle United Foundation
 Foundation Futures
 Northern Stage
 Newcastle PE Sport Service.
 North Benwell Young People's Project.
 Centre West now
 Streetwise
 Walker Workers
 Pottery Bank
 John Bostie Youth centre
 Elswick Mutual Aid</p> |
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