



# FIT AND FED SUMMER 2021

PEARS FOUNDATION AND  
THE LINBURY TRUST

**Pears**  
Foundation

THE  
**LINBURY**  
TRUST



# Introduction

In early 2021, StreetGames were generously awarded combined funding of £160,420 from Pears Foundation (£120,420) and The Linbury Trust (£40,000), to address 'holiday hunger', physical inactivity and isolation, amongst disadvantaged children and young people in the North East, London, Yorkshire and North Wales, during the 2021 summer school holidays.

Pears Foundation have previously funded StreetGames Fit and Fed work in London and South Wales, whilst this is the first year The Linbury Trust have partnered with StreetGames.

This report details the work that has been undertaken utilising this investment, that has resulted in 5,296 children and young people, from some of the most disadvantaged communities in Sunderland, Croydon, Sheffield and Flintshire, being supported during the summer school holidays, at a time when they and their families have been at their most vulnerable.



# StreetGames

StreetGames is one of the nation's leading 'sport for development' charities: changing lives and transforming communities through the power of sport. The work that we do helps to make disadvantaged young people and their communities healthier, safer, and more successful.

In the last decade we've worked with over half a million young people to develop an active lifestyle. Over the last five years we've enabled 75,000 young people to attend major events and residential sports camps and trained an additional 25,000 to become coaches and activators in their own communities.

Sport is energetic, inclusive, and enjoyable, but StreetGames goal isn't just about having fun. StreetGames believes in the power of sport to transform lives and to broaden ambitions. Sport teaches key skills such as teamwork, understanding and self-discipline, brings people together, creates pride in a community, breaks down social boundaries and inspires people to make a difference in their own lives and for others. Through sport, StreetGames can empower young people to kick-start a cycle of positive change that echoes throughout their entire community.



# What is Fit and Fed?

StreetGames innovative Fit and Fed campaign offers fun physical activities and nutritious healthy meals, to some of society's most vulnerable young people. Launched in the summer of 2016, the campaign was set up in response to growing demand from the StreetGames UK network of locally trusted organisations (LTOs). Fit and Fed is 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 can be mobilised quickly and sustained in the longer term.

Each LTO involved in the campaign delivers a free, holiday activity programme, including a nutritious meal, for children and young people in their local community. The LTOs avoid stigma by ensuring children and parents are not made aware that Fit and Fed is all about tackling holiday hunger. The free nutritious meal is presented as a welcome feature of a free holiday activity programme.

Each Fit and Fed provider encourages local people, especially the children's family members, to help with the preparation of food and organising the activities. StreetGames trains the staff and volunteers, in food hygiene, food preparation, and how to deliver fun-sports and activity leadership.

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 LTOs delivering Fit and Fed focuses on the following key areas:

Taking an asset-based approach, i.e. empowering communities to collaborate, design and deliver Fit and Fed locally	Attracting external investment from corporate organisations, trusts, foundations and other such partners	Providing 1:1 support via specialist Fit and Fed Door Step Sports Advisors (DSAs)
Providing FREE Training opportunities and resources for delivery staff and volunteers	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 clusters of LTOs with monitoring and evaluation efforts	Supporting clusters of LTOs with sustainability options, tips and guidance



# Holiday Activity Fund (HAF)

Following the successful Marcus Rashford ‘child food poverty’ campaign in 2020, that led to the introduction of Food Vouchers for families in receipt of Free Schools Meals (FSM) during the 2020 school holidays, the Government introduced the Holiday Activity Fund (HAF) in 2021. The HAF is administrated by Local Authorities and aims to provide a free holiday activity programme, with food, for children whose families are receiving FSMs, during some of the school holiday periods. StreetGames have been contracted to run the Birmingham City Council HAF programme for 2021. Birmingham has the largest education authority in the country and consequently, the largest HAF programme in the country. During summer 2021, 32,000 young people were supported through the HAF programme, across Birmingham.

The introduction of the HAF programme across England is welcomed, but it only really scratches the surface of the problems, low income families face during the school holiday periods. Our experience of delivering Fit and Fed over a number of years, and of managing the HAF programme in Birmingham, has highlighted the number of families that struggle financially during the school holidays extends far beyond just those that are eligible for FSM, and that the need for the Fit and Fed campaign is greater than it has ever been. The Children’s Society currently estimate there are now 5 million children living in poverty in the UK.

The introduction of HAF however has resulted in additional funding being available to some of our LTOs, which has enabled them to extend their Fit and Fed offer, to include more young people, giving scope to bring in additional provision to their activity programmes, offering more diverse opportunities, that would normally be unavailable in those communities. It hasn’t replaced Fit and Fed, as both initiatives, whilst addressing holiday hunger, have different engagement principals. Fit and Fed offers free, universal provision for all young people, whilst HAF is targeted at specific participants, with a focus on those young people on FSMs. Fit and Fed enables LTOs to offer holiday provision to a much wider cohort of disadvantaged young people on a more frequent basis. Current research and LTO feedback clearly indicates that the FSM bench mark does not capture the wider cohort of families who are outside the threshold of FSM, or are in low paid positions and ‘just about managing’, classed by many schools as vulnerable.



# Croydon

In Croydon,  
**38.2%**  
of children are living in poverty after housing costs have been factored in.

In Croydon Central, (40%) and Croydon North (42%), areas Fit and Fed were delivered, **these figures are even higher.**

FSM rates in the borough stand at 23.5% for primary schools and 21.3 % for secondary, **well above the average figures for London** of 17.9% and 19% respectively.

# Sunderland

In Sunderland,  
**37%**  
of children are living in poverty after housing costs have been taken into consideration.

FSM rates in the borough stand at 25.3% for secondary schools and 22.4% for primary. These are **well above the UK averages** of 18.3% and 17.1% respectively.



# Sheffield

Across Sheffield,  
**35%**  
of children live in the 20% most deprived neighbourhoods nationally.

**50%**  
of FSM pupils are concentrated in 20% of schools.

# Flintshire

*Flintshire is a county in North East Wales that is home to some of Wales’ most deprived communities.*

23.7 % of children in the county are classed as living in poverty, **the highest number in North Wales.** 17.3 % of children are eligible for FSMs, also the highest in North Wales.

Flintshire has 6 Areas that sit in the **bottom 13 % of deprived Lower Super Output areas (LSOA)**, across Wales and 31.5% of all LSOAs in the county (of which there are 92) rank in the **bottom 50% most deprived LSOAs in Wales.**

Responding to the Corona virus pandemic, **The Trussell Trust handed out 2,876 food parcels** in Flintshire during April – Sept 2020, 1,250 directly to children.



# Pears Foundation and The Linbury Trust Investment

Thanks to the investment from Pears Foundation and The Linbury Trust, StreetGames were able to address holiday hunger, social isolation and physical inactivity in four key areas in the North East, London, North Wales and Yorkshire, this summer. Through four clusters of LTOs, vulnerable young people from Sunderland, Croydon, Sheffield and Flintshire had access to a free holiday activity programme, where they could be active, healthy and safe. The need in these areas was, and still is, significant, but the Fit and Fed programme has made a real difference to a large number of struggling families, during the recent long, summer school holidays.

The investment also enabled us to support and capacity build the 24 LTOs, in a way that will help them sustain Fit and Fed in the longer term.



# Project Case Studies

Eagles Foundation

Sheffield

*“The location of the camp had high levels and reporting of youth related Anti-Social Behaviour (ASB) in and around the facility, so not only was it an opportunity to provide activity and food but hopefully for the young people in the area to see the possibilities of a useful community facility.*

*One of our community rugby clubs are also based on site so it was also an opportunity to showcase rugby league and try and encourage local children to join the club, offering good sustainability.*

*The camp provided breakfast for the children on arrival to ensure they had food to start the day, following by lunch and snacks throughout the day. The camp provided a range of activities to provide physical activity, but we also tried to offer activities the children may not have had access to before. The activities offered were tag rugby league, football, boxing, basketball, team building, circus skills and a range of multi sports activities as well as access to indoor table tennis and craft sessions. The activity sessions were supported by Sheffield Eagles players and staff, the Arches School Sport Partnership, the circus people, Reed and Rugby League Cares.*

*The majority of the children attending the camp lived in the surrounding Parson Cross area and many attended the camp themselves on foot and many came with siblings. A big percentage of the children came for the majority of the 4-week camp and numbers improved through word of mouth rather than advertisement or families on the park enquiring what the activity was that was happening.*

*A small number of young people were waiting for the facility to open most days and were disappointed when the camp finished. One family had 5 children attend the camp. We genuinely believe the camp had a positive impact on the children and families who attended.*

*A huge thank you as we wouldn't have the funding available to run these sessions without the support from Street Games and Linbury Trust.”*

**Andrea Dobson – Project Lead**





# Project Case Studies

Dame Dorothy Youth and Community Hub, Roker

Sunderland

"Children A and B are siblings aged 7 and 9 and both children qualify for free school meals and currently live in a single parent household who has recently moved into the area.

Both children accessed every Pears Foundation funded session available to them and have shown enthusiasm for all aspects of the summer programme. Both children have enjoyed a range of activities and enjoyed a variety of nutritious foods including a main meal each day. Both siblings also tried fruits such as pineapple, kiwi, and blueberries for the very first time.

Leading up to the summer holidays both children had experienced a range of external factors that have impacted their emotional development, such as a parent relationship split and the death of their grandmother due to Covid-19 related complications. This made the nurturing element of our provision vital by supporting the family unit and the children as individuals. This provision gave them the opportunity to explore their own social and emotional requirements and wellbeing while having a stress-free fun time. In addition, the nurturing element of this programme has allowed both children to discuss their feelings with members of our staff team in a safe and supportive environment.

Over the summer period both children have gained positive outcomes while accessing informal learning activities via Arts and crafts, basic maths, English, S.T.E.M and life skills.

Both children have grown sociably and have grasped opportunities on offer via our project with open hands. This has also enabled the whole family unit to build positive lasting relationships within the local community strengthening community cohesion."

Richy Duggan - Project Manager



# Project Case Studies

Aura Leisure

Flintshire, North Wales

"I am a mum of two children who both suffer with additional needs. Everyday life can bring many challenges, just to get out the house is huge never mind to participate in positive activities which has many barriers and is a further challenge in itself. Both children present with autism and just the smallest of changes can affect their mental state for days, sometimes weeks, resulting in complex issues for the whole family. The simplest of things like being told what clothes to wear for sports can trigger sensory processing causing melt down and getting changed for PE in front of others is impossible, causing massive issues and increased anxiety levels. These two barriers are often experienced in general PE classes or sports clubs so participation is limited in formal settings. My son has additional learning difficulties and struggles to communicate and engage with others as he is really shy. This combination can have a significant effect away from home and often people question what we are doing and judge behaviour. We have experienced both children being directed away from wider sports opportunities because it is perceived they are not able or good enough. Apart from the cost barrier associated with regular sports clubs, these additional issues really put me off attending sports session which is sad because both children love trying new sports, being active and having fun. However, my friend recommended I attend one of the fit and fed sessions being run by Aura and suggested we try it out. Following a good experience at a session in May I knew we had to try the summer. Not located close to me I did have to travel but after just a short time on site I knew we had made the right decision.

On arrival I started to play games with the kids but almost immediately a member of staff came over and started to play with my son. Within no time he was playing with others kids and I could walk away, this just doesn't happen, he was having a great time without me being there which can never normally happen. I was blown away by the group, no questions, no judgements, just full encouragement. They let the kids play in whatever clothes they felt comfortable in, a key thing which helped them engage with a group of kids and staff.



The inclusive approach was amazing and I couldn't believe what was happening. They were safe and happy having fun, just what kids should be doing. As a parent to be able to sit down and chill out while the kids are having fun is amazing. I don't think people realise how much that means to me. I love to interact with the kids but I never get a break so to be able to sit and relax and see the kids enjoy themselves and play with others is mind blowing, its huge. We even received food so I didn't have to worry about providing lunch. I work, but its still a struggle to cover all food costs, especially in the school holidays. I wish other groups could be as inclusive and take into consideration the barriers some people are facing. I can't thank everyone enough for the opportunity to get involved, it means so much, thank you".

Parent



# Project Case Studies

## Archery 4 All

## Croydon, Greater London

"Archery 4 All are a small community organisation aimed at giving children from all backgrounds access to a safe and fun environment to participate in physical activity they might not otherwise have the opportunity to do. This summer was our most successful yet, both in numbers and quality, and this is by large due to the food provision we were able to provide to all children and families that attended our summer programme. Alongside taking part in archery, multi-sports, games and education-based activity it was great to know that all children attending our programme were fed and watered.

As part of our summer programme, due to the Pears Foundation funding, we were able to provide children with 2 healthy meals and a snack every day they attended. To see young people develop and grow is why I developed programmes such as this, but to see how grateful and how much families appreciated knowing their children were in a fun and safe environment demonstrated the impact of the summer programme for me. Multiple families said without the programme they don't know how they would have managed childcare and coped with the increased financial outgoings the summer holiday brings.

It is our hope that we can continue to partner with StreetGames and Pears Foundation to have an even greater impact on the lives of the young people and families in this community that need it most."

Jehad Shamis- Project Lead



# SUMMER 2021 FIGURES

The figures below for delivery of Fit and Fed across the 24 LTOs, have been calculated using project leader SNAP surveys

24 LTOs  
(4 clusters)  
delivered Fit and  
Fed across 40  
delivery sites

510  
days of activity

2,333  
hours of face to  
face delivery

5,296  
young people  
supported

30,349  
meals provided  
(1370 Breakfasts,  
28,679 Lunches,  
300 Dinners)

20,739  
snacks  
provided

On average  
LTOs delivered  
5 WEEKS  
of activity across a  
5-day week

137  
volunteers  
supported the  
delivery of the  
project

55 NEW  
volunteers  
supported local  
Fit and Fed  
programmes

Total number  
of volunteering hrs  
7,672  
hrs approx. 56hrs  
per volunteer

3  
BRAND NEW  
training courses  
were available  
in response to  
COVID-19

100%  
of LTOs provided  
food in person  
at face-to-face  
sessions, over 78%  
providing hot  
food

56%  
of projects  
engaged parents  
to help with their  
project

5%  
of projects  
incorporated some  
online delivery  
into their summer  
programme

100%  
of LTOs engaged  
with at least 1  
partner in the  
delivery of their  
programmes over  
40% with 3 or  
more partners

100%  
of the projects  
sourced their  
food from local  
supermarkets and  
suppliers, with  
projects accessing  
additional free food  
from FareShare and  
local Food Banks

North Wales police supplied  
basic Anti-Social Behaviour (ASB)  
statistics from Saltney which  
suggest that over the summer  
months ASB reduced by over 50%

# Feedback

## Parents & Young People

*"Thank goodness this is here for Olivia – I have her everyday of the week and at my age I no longer have the energy to keep her entertained all day every day. She absolutely loves coming and she has made some nice new friends"*

Grandmother

*"Could I extend my thanks to both the team and to the committee for their holiday provision at the hub. My two children have loved their first week there. I think after so long being at home during the lockdown they are craving time with friends and other young people as well as time away from each other! Its a great opportunity for them to do different things also - things that they wouldn't necessarily do at home. I'm working full time from my office space on the dining room table and so being at Kidz Klub is much more fun for them"*

Parent

*"I totally don't know what I would do without your outreach and support every year, I have been putting blossom into kids club this year, you have done so much for the children's well-being and tiny steps in social interaction and the joy of play and learning xx"*

Parent

*"This is a god send for me. Thanks, to you and your team so much, Noah loves it and cries when she has to come home"*

Parent

*"My daughter has thoroughly enjoyed coming to the holiday provision, it has been a god send! Thank you so much to all of the staff"*

Parent

*"Without you my kids would of had a miserable summer, staying home. We are really grateful"*

Parent

*"My children who have attended have had a great summer doing a wide range of activities that they would not have been able to do had the scheme not being running (I could never afford cost, transport, food) The fact that all children have received a meal during the holidays has ensured they have had at least one nutritious meal per day and those who would have been left to fend for themselves have been fed and kept safe. Thanks"*

Parent

*Albie is a young person who is an amputee wheelchair user, he attended this session with his mum. Mum explained how Albie had a goal to be a Paralympian, his dad runs a running club in the area. Mum explained how Albie had been bullied at school and how she hadn't seen him engage so positively for a long time. Mum told coaches after the sessions that she thought they were so inclusive and fun and how her son had looked forward to returning.*

Parent

*"Excellent work as always it's a blessing to have all of you guys on our door step. The children love you guys and appreciates all that you have done collectively"*

Parent

*"Great service, Jack loves it. Great that there is no cost' and food provided"*

Parent

*"Fantastic activities on offer and a great opportunity to meet with friends throughout the holidays"*

Young Person

*"I love doing sports here, if I wasn't here I would be in bed, playing on my xbox, or at the shops"*

Young Person

# Feedback

## LTO Project Leaders

*"The funding allowed us to deliver a full 7-week programme over the summer holiday period. We were able to combine successful grants and ensure that the young people most in need were offered activities that were fun, promoted health, included exercise and movement and food. Many of the young people have continued to access provision now that school has restarted. We have additionally been able to align some funding towards October half term holiday activities"*

*"Many kids had been socially cut off due to Covid 19, these sessions provided for them their first experience at seeing old friends and making new friends where otherwise they would not have the chance"*

*"The work has enabled us to reach out to more young people from the wider community and also enabled volunteers to have a platform to learn. We were able to support more school free meal children during the summer with the blended funding streams"*

*"We managed to put on a positive outreach in our community after a tough year for everyone. We have kept a relationship with the children and they are attending our other projects we deliver"*

*"The project allowed us to support those who were not accessing provision of support and were disconnected from accessing support. We identified these families through local food bank provision during the covid 19 pandemic. These families are now on our regular books and are being supported with a number of opportunities to ensure they are not struggling and are connected to right support services in the area"*

*"The summer programme helped us as an organisation enhance our strong links with the local community and supported us in building new relationships with the local community and beyond"*

*"During the project we had a remarkable friendly atmosphere where young people had great fun and felt really safe, this is shown in the number of participants which exceeded all our expectations. Participants that are not involved in sports also came to the venue just to be in its unique environment, the warm summer days helped them to "switch off" and relax after the challenging year particularly for this cohort who have found it really difficult with exams stress etc. These sessions had a massive boost on their well beings and self-confidence. We have continued to deliver some sessions to keep momentum and engagement, the parents felt they were more than confident in the environment provided"*





# StreetGames Project Management

Each of the four clusters of LTOs delivering Fit and Fed, were supported by a StreetGames Doorstep Sport Advisor (DSA), whose role was to ensure the smooth delivery of the programme and that LTOs worked together within a cluster, sharing ideas, resources and expertise. Each of the four DSAs were responsible for:

- Hosting Zoom calls, or face to face meetings with LTOs and other partners. This proved to be an invaluable tool in sharing good practice, challenges and various other ideas resulting in greater cohesion between the LTOs in the clusters
- Sharing online and physical resources to support youth engagement and programme development
- Welcoming LTOs into the network to access core training and support from the training academy to aid delivery and sustainability
- Ensuring LTOs received monthly updates with ongoing opportunities, examples of best practice and additional resources
- Collecting and collating monitoring and evaluation data, including case studies and direct quotes from those involved

Each of the LTOs involved in the delivery of Pears Foundation and The Linbury Trust Fit and Fed programme, have now officially joined StreetGames ongoing national Fit and Fed campaign. This will mean that they will continue to receive national updates, regional programme support, local collaboration opportunities and tailored fundraising support, in order to sustain and enhance their Fit and Fed programmes into the future.



# Fit and Fed Training

An important part of ensuring delivery is of the highest quality and developing the long-term sustainability of Fit and Fed, is to capacity build the LTOs directly delivering Fit and Fed, through giving them access to appropriate training opportunities, delivered by our Training Academy. The following courses were made available to the 24 LTOs, in the 4 locations:

- Mental Health Conversations During Covid-19
- LGBTQ Awareness Training
- Inclusion in Sport and Youth Practice
- 5 Ways to Wellbeing Webinar
- Engaging Inactive Young People
- Getting Young People Active During and Beyond Covid-19
- Level 2 Food Hygiene E-Learning

Projects have provided in-house training opportunities within the LTOs to build confidence and knowledge of staff and volunteers to ensure quality assurance and compliance measures were in place.

Our national Fit and Fed team also shared additional resources throughout the summer period to help upskill staff and volunteers involved in the Fit and Fed programme. This included providing access to our socially distanced activity cards, the Fit and Fed Resource Pack and many other local development opportunities.







## THANK YOU FROM STREETGAMES

We wish to thank all stakeholders who have contributed to the success of this project and helped create a foundation on which we can develop the reach and ultimately the number of young people, who can be supported through our Fit and Fed approach. We would particularly like to thank Pears Foundation and The Linbury Trust for investing in the delivery of this important piece of work.

Find out more via our website and social media channels:



[www.streetgames.org](http://www.streetgames.org)



[StreetGamesSportsCharity](#)



[@StreetGames](#)



[StreetGamesVideos](#)



[StreetGamesUK](#)



[simon.lister@streetgames.org](mailto:simon.lister@streetgames.org)