HEALTHY HOLIDAYS

FEEDING BRISTOL IMPACT REPORT 2019
A message from the
BOARD OF FEEDING
BRISTOL

Food insecurity has become an increasing challenge in recent years, with foodbank usage growing significantly.

Holidays are a particularly difficult time for many families in Bristol, with over 11,000 children unable to access the daily free school meal they benefit from in term time. A balanced diet is critical to children, both for their physical and mental wellbeing.

In 2018 Feeding Bristol secured a small grant of £28,000 to support a number of children’s activity projects over the Summer. In 2019 funding from the Department for Education was distributed in a different way and, unfortunately, Bristol lost out. Faced with no DfE funding for Summer 2019, Feeding Bristol launched an appeal to the city on 25th May, setting an initial target of £100,000.

The response from business, grant providers and the Council was amazing – and in a relatively short space of time we raised £125,000 from over 50 different organisations.

Alongside this came extraordinary offers of volunteer support, food and other in-kind contributions from all sectors of the city. A truly remarkable response.

Personnel from Feeding Bristol and key partner FareShare South West then worked together tirelessly to plan a carefully coordinated programme of support over the 6-week summer holiday period to provide food for a wide range of activity projects in the more deprived parts of the city.

Delivery of the Healthy Holidays project happened almost faultlessly – testament to the hard work and commitment of all those involved, and a truly remarkable example of the city working together.

The efficient use of resources has meant that we have a small portion of funds left over to
enable us to provide some support to projects during upcoming school holidays.

Into 2020 and beyond other initiatives are already being developed that will provide more sustainable support for all those vulnerable to food insecurity across Bristol. It will take time to meet all of the need, but Feeding Bristol is committed to seeing, in time, a zero-hunger city.

The success of the Healthy Holiday programme this summer has shown what can be achieved when the city commits to work together for the benefit of all.

I want to take this opportunity to thank all who have contributed to the success of the programme – with finance, time, food, other in-kind donations, etc. Without all of you, this simply wouldn’t have been possible.

ANDY STREET
Chair of Feeding Bristol

“[Healthy Holidays] has helped loads. As a low-income parent, it is a relief to know I will be able to get good food for my kids. The service is absolutely amazing.”

Parent
THE HEALTHY HOLIDAYS PROJECT

Healthy Holidays 2019 was an ambitious project focused on feeding hungry children and alleviating pressure on food insecurity in households across Bristol. The project brought together a number of key partners, providers and supporters to deliver food and meals to hungry children, and their families, over the 6-week summer holidays 2019. Crucially, the project focussed on working with and supporting existing infrastructure across the City to help them do more.

"It has encouraged the children to try new things, and they have eaten more than they would have done at home."

Parent

“The long summer holidays can be a challenging time with additional pressures around the cost of leisure activities and providing lunch for children who normally receive this meal at school. In schools, we find the overall wellbeing of the family, along with the nutritional health of the children notably improves when they are being fed in a healthy environment over the six weeks they are not in school.

Quite simply, providing a decent meal for children over the summer removes a huge point of stress from families and has a positive impact on all areas of a child’s development.”

Anna Keen, Cabinet Member for Education and Skills, and Feeding Bristol Trustee
What is Holiday Hunger?

- 22% of 11,522 Bristol children qualify for free school meals.¹
- 36% of low-income families say they cannot afford balanced meals.²
- 21,000 households experience fuel poverty.³
- 17,300 individuals accessed emergency 3-day food aid provision across the Trussell Trust foodbanks in Bristol in 2017/2018 (up by 6.7% from 2016/2017).⁴
- <£18,400 Two-child families earning less than £18,400 pre-tax for each of two parents (2012 prices) are unable to afford a healthy nutritious diet without foregoing other essentials.⁵
- The absence of free school meals during the holiday period can cost a family £30-40 per week.⁶

These facts highlight the level of deprivation in certain households, which lead to children going hungry, or unable to access a nutritious diet during the holidays.

We know that hunger has a significant impact on children’s educational attainment, behaviour and wellbeing. This impact is heightened over the holiday periods when breakfast clubs and school meals aren’t available to children in the same way as during term-time.

1. Bristol City Council, School Census, Summer 2018/19.
Healthy Holidays

The project aimed to tackle holiday hunger, by supplying food and meals to existing clubs and programmes in the more deprived wards across Bristol. Through these organisations, it was possible to provide a solution to tackling holiday hunger and social isolation over the holiday period.

Clubs and programmes were selected using the following criteria:

- located within one of the thirteen wards with the highest rates of children eligible for free school meals
- if they charge participants a fee, this was no greater than £2/hour. This was the level suggested by the panel of experts that make up the Feeding Bristol Priority 1 Working Group*

These criteria allowed the project to reach the children and families most in need of support. The key focus of these programmes was on running the activity and not on providing food to children. Healthy Holidays was therefore created to complement existing services across Bristol, rather than establishing new access points.

Working with existing organisations to help them do more

Feeding Bristol partnered with FareShare South West as the key food supplier and logistics provider, and with a longstanding presence in the city of successfully addressing food insecurity. This partnership approach successfully mobilised local businesses, the Council and other socially focussed organisations, which ultimately led to a significantly greater amount of support being delivered to the city.

In order to ensure that food was targeted to the right children and was delivered in the right way, Feeding Bristol partnered with community groups who operate in the most disadvantaged areas of Bristol. These organisations are trusted by the community to provide safe spaces and positive activities. The Healthy Holidays project helped to ensure that these organisations were able to provide good quality nutritious food to all the children they worked with.

*The Feeding Bristol Priority 1 Working Group is led by Sally Jaeckle, Head of Early Years at Bristol City Council and Julian Mines, CEO of FareShare South West. The group brings together various key stakeholders from across the city, collaborating in their efforts to support children in need across Bristol.
Food and meals provided

Healthy Holidays was able to provide quality healthy meals and raw ingredients to numerous programmes working with children and families across Bristol, using a combination of surplus, donated and purchased food. 96% of the 27,500 kg of food distributed throughout the holiday period was at no or low cost: made up of surplus food from FareShare, donations from the food industry or food purchased at a discounted rate. Only 4% of food was purchased at full retail cost. This approach meant there was always a guaranteed supply of high-quality food for all of the programmes being supported.

Example lunch

The lunch typically provided a balanced and nutritious meal, containing a significant portion of dairy products, fruits and vegetables.

£1.78
Average meal cost

Cheese or meat sandwich
Apple
Sugarsnap Peas
Cherry tomatoes
Yoghurt pot
Milk
Treat

"Healthy Holidays has been a fantastic resource to alleviate family pressure by providing a healthy lunchtime meal without any stigma attached, meaning that our Bristol children are able to go back to school well-nourished and ready to learn."

Sally Hogg, Public Health Consultant, Bristol City Council
Healthy Holidays

IMPACT 2019

53,000 meals were supported across the city, either directly through packed lunches or provision of raw ingredients

5,000+ children benefitted

23% taken home

73% eaten by attendees

4% eaten by other family members

75% of reported children were on free school meals

Male 44%

Female 56%

1,000 charitable and community organisations engaged in the project

170 clubs and programmes supported...

1,000 sessions

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1. Assumption based on a 50% response rate of organisations involved in the project. All packed lunches delivered to programmes counted towards the actual total number. Where programmes received raw ingredients and did not submit actual data, we assumed 85% of the FareShare meal to weight ratio (85% was the average number of meals actually provided in data submitted, from programmes that received raw ingredients).

2. Only from reported clubs, 50% response rate.
Healthy Holidays supported a wide variety of activities across 18 wards in the city, this ensured that a diverse group of people were involved in, and impacted by, the project.

Healthy Holidays intentionally chose to work with clubs and programmes located in areas of higher deprivation in Bristol, targeting activities that charge no more than £2 per hour.
Krystal from Unique Voice explains how Healthy Holidays helped at their programmes this summer.

**What does Unique Voice do?**
We predominantly provide programmes to schools across the country, and during the holidays provide targeted work for vulnerable young people.

**What prompted you to get involved with the Healthy Holidays project?**
We heard about it through FareShare South West and thought it would be a great fit for our programmes.

**How did receiving food impact the work you were doing?**
I handle a lot of the referrals for the programmes, and so talk to a lot of parents on the phone. To be able to say that lunch was provided went down really well.

Also, we only have anecdotal evidence for this, but we’re pretty sure that some of the families wouldn’t have attended otherwise because of the barrier of being told that they need to provide a lunch.

**Were there any stories from the event you could share?**
Being able to give out leftover food was great. Some families are really disadvantaged and living in hard times, so we encouraged them to take it back home with them and we know for sure that it would have been used.

Often it would have been someone’s dinner - that was a big plus as we knew we were giving meals to people who had no food at all at home. The togetherness of them all eating the same thing, and learning where it came from, was really nice too.

It was a chance for the kids to talk about food and where it came from locally.
FURTHER IMPACT

The project brought an increased awareness of food poverty in Bristol and further afield. As a result, more resources are being released to help tackle the issue.

Co-op donated £500 for a fridge to one of Young Bristol’s youth clubs, and their Lawrence Weston branch committed to donating surplus food to Ambition Lawrence Weston.

The project introduced a chef agency to local community groups. They will potentially be able to provide ongoing volunteer chef support for disadvantaged communities.

The project established a model for co-ordinating volunteer support from multiple different organisations across the City.

Bristol Libraries saw huge increases in the number of children taking up reading challenges, in large part due to having improved concentration and motivation through the provision of nutritious food. They also saw an overall increase in library membership subscriptions.

Independent schools in the city are interested in engaging more with Feeding Bristol and supporting their extracurricular work with families living in areas of deprivation.

Businesses and corporate organisations have become even more engaged and eager to adopt a hands-on approach to supporting social causes.
Bristol worked together to make

HEALTHY HOLIDAYS HAPPEN

The project wouldn’t have been possible without the support and resources provided by businesses, charities and the Council.

In addition to finance, some businesses and individuals provided donations or support to the project, including:

- food donations, such as sandwiches, fruit and vegetables. One organisation donated one yoghurt per meal;
- discounts on raw ingredients and sandwiches;
- the use and/or donation of goods including fridges, trailers and kitchen equipment;
- volunteer chefs at various sites;
- support with meal planning; and
- free bus tickets to a city centre event.

Please see the last page of this report for a full list of donors and supporters.

Volunteers came from various sectors to make the project possible:

317 legal sector
131 other corporate
103 non-corporate*

*Not including volunteers already providing support to FareShare South West
The delivery of the Healthy Holidays project was achieved through these three key organisations working in partnership:

- **FareShare South West (FSSW)** provided the vast majority of food for direct distribution across the city. They also received and managed food donations and delivered raw ingredients to Zest Catering.

- **Zest Catering** assisted with food planning, on-site volunteer management, catering and food preparation for packed lunches. They also leveraged pre-existing relationships with catering and food equipment companies.

- **Feeding Bristol** mobilised the project, through fundraising, liaising with clubs and programmes receiving food, volunteer management and daily route planning.

“It was extremely eye-opening to see how many different community groups relied on the service...”

*Volunteer from Ashfords LLP*

### £505,000

Estimated total value leveraged through:

- Volunteer time
- Food donations
- Non-food donations (e.g. fridges, packaging etc.)

### VOLUNTEERS

550 volunteers from 23 organisations fulfilled the following tasks:

#### DELIVERY DRIVERS

- used their own vehicles and covered the fuel costs
- collected packed lunches from Zest Catering
- delivered to the clubs and programmes

#### CATERING HUB

- prepared packed lunches
- helped with packing the lunches
- loading and unloading vans/cars
- cleaning

#### FARESHARE SUPPORT

- additional volunteers were provided to help in the FareShare South West warehouse and as driver mates
"I liked the sandwich & crisps...it’s very friendly here."
Child, Hartcliffe Library

“The holidays are the time of greatest need for our children and families. Having funding support over this period ensured that children were fed and occupied and kept out of trouble, thus reducing the strain on their families.”
Bristol Playbus
Making HEALTHY HOLIDAYS HAPPEN

53,000 meals were supported across the city by being provided either with packed lunches or raw ingredients.

COST OF THE PROJECT

Total
£94,600

Food & project operation 50.7%
Resources planning 24.8%
Activity costs 19.3%
Other 5.1%
"Without any external funding, the Healthy Holidays project is an exciting example of Bristol recognising a challenge and coming together to make sure that children across the city would be able to access a healthy meal over the long summer holidays. Building on the strong history of partnership working already in place, thousands of meals were prepared and delivered to a wide range of venues, including Adventure Playgrounds, Children's Centres, Sports Centres and Libraries, benefitting children of all ages who may not have otherwise had this opportunity. Sincere thanks to everyone who responded so quickly, generously and flexibly to make this happen."

Sally Jaeckle, Head of Early Years Services in Bristol

"We are really proud to be part of such a fantastic city-wide collaboration. It was great to see the variety of different community groups in action over the summer providing support and positive activities (as well as food) to children and their families in the most deprived areas of Bristol. Inspired by the valuable work of these groups, we have decided to focus our charitable fundraising next year on the theme of “no child goes hungry”."

Jamie Cameron, Senior Associate, Burges Salmon
"The benefits of this project have included engaging with new programmes, utilising our depot and the ability of FSSW to take in, handle and redistribute food at scale. Also working with a catering company who pre-prepared lunches for a huge number of projects enabled us to incorporate more local programmes into the project, that didn't have any food preparation capacity."

Lucy Bearn, Business and Service Development Manager, FareShare South West

"At Zest we pride ourselves on providing children with nutritious food and believe this shouldn't stop during the holidays. This was extremely important to us being part of the Healthy Holidays project, to ensure the packed lunches were as nutritious as possible. Providing a 'rounded' lunch bag to include plenty of fresh fruit and vegetables, protein, dairy and fibre was always at the forefront of sourcing all ingredients and managing the surplus food donations. Thankfully this was the directive of Feeding Bristol so this made our job much easier through their team sourcing plenty of healthy donations."

Claire Mansri, Catering Operations Manager, Zest Catering
Learnings, recommendations and NEXT YEAR

What this year’s project has proved, is that with the right resource and provision, there is a model that works to provide healthy meals to children and young people who need it, at a mass scale, over the summer holiday period.

This year was focussed on ensuring that the immediate need to feed children across Bristol was met over the summer holiday period. Feeding Bristol and other groups in the City are committed to tackling the long-term issues that lead to holiday hunger, but we know that there will still be a need to feed children across Bristol over the summer holiday period next year.

Having raised the money to fund the Healthy Holiday project in a one-off large-scale appeal, Feeding Bristol has developed a cost-effective model and will be looking at ways it can fund the project in future years. Feeding Bristol will also be looking to build on the success of this project to consider ways in which it can help tackle some of the longer-term issues.

Feeding Bristol has collated feedback from partners, volunteers and programme providers, and aims to do the following in 2020:

- influence government policy on funding food provision during school holidays – we believe there is a much smarter way to fund this challenge, and to have a much greater impact across the UK

- facilitate food donations to increase the availability of healthy and nutritious food

- build on the spirit of partnership and collaboration between key partners and programme providers that Feeding Bristol is able to facilitate

- commence planning of the Healthy Holidays Summer 2020 project earlier than in 2019 to enable more engagement with partner organisations and to establish more efficient processes. This will also allow further engagement with schools, and increased participation of even more programmes and children

Feeding Bristol will continue to tackle systemic issues and ultimately is seeking to significantly reduce the need for the Healthy Holidays project over time.
KEY PARTNERS & DONORS

Donors and Supporters
Adrian Kirikmaa
Anstey Fund
Arthur David
Arup Group
Ashfords
Ashville Group
Avon & Somerset Police
Back 2 Front
Bevan Brittan
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Clubs and Programmes
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Avon Youth Club
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Barton Hill Settlement
Bristol Black Carers
Bristol Brunel Academy
Bristol City Academy School
Bristol City Children and Young people’s services
Bristol City Community Trust
Bristol Horn Youth Concern
Bristol Libraries
Bristol Metropolitan Academy
Bristol Playbus
Bristol Sport Foundation
Broadplain and Riverside Youth
Central Bristol Childrens’ Centres
Childrens’ Scrapstore
Cog Café
Colston Hall
Counterslip Church
Creative Youth Network
East Bristol Childrens’ Centres
Empire Fighting Chance
Fair Furlong Primary School
Fairfield School
Families In Focus (North)
Felix Road Adventure Playground
Full Circle Project @ Docklands
Greenway Centre
Groundworks
Hartcliffe Nursery and Childrens’ Centre
Hartcliffe Youth
HHEAG
Hillfields Family & Community Trust
Imayla
Into University
JumpStart Food & Fitness CIC
Knowle West Health Park Association
Lawrence Weston Community Church
Longcross Specialist Childrens’ Centre
LPW
LWOOSA
National Autistic Society
North Bristol Childrens’ Centres
Oasis Hub North Bristol
Oldbury Court Residents School of Christ the King
South Bristol Childrens’ Centres
Southern Brooks
Southern Links
Speedwell Nursery and Childrens’ Centre
Square Food Foundation
St Luke’s Barton Hill
St Paul’s Adventure Playground
St Werberghs City Farm
The Barn Café
The Hub Lockleaze
The Rainbow Centre
The You Foundation
Trinity Centre
Unique Voice
Victoria Park Baptist Church
WASPS
Young Bristol
Youth Moves

Delivery Partners
FareShare South West
Zest Catering
Feeding Bristol

"[Please run Healthy Holidays again next year] the children really enjoy lunch club"
Parent
Feeding Bristol is a charity focused on driving systemic change to increase food security across all social and cultural communities of Bristol – ultimately striving for ‘Zero Hunger’. Established in 2017, we work to improve the efficiency and effectiveness of immediate provision for those in need, and influencing long-term local economic and national policy changes that aim to improve food security of all Bristolians.

Bristol has a vast array of individuals and organisations focusing on helping to improve the circumstances of those in need. Feeding Bristol acts as an umbrella organisation for the city, supporting initiatives to get started, upscale or collaborate with others where relevant. Feeding Bristol measures itself on the overall success of the city, and not on one single project.

The Healthy Holidays project is a great example of how Feeding Bristol can support and promote collaborative working at a citywide level to enable organisations across Bristol to do more. While this year was focussed on Priority 1 (immediate need), Feeding Bristol is keen to develop the project to tackle other priorities and to support its longer term aims.

“The food was THE reason why we wanted to be involved in the Healthy Holidays project... We know that a high proportion of families locally rely on free school meals and breakfast clubs, which affects them during school holidays.”

Donna Sealey, Ambition Lawrence Weston

About Feeding Bristol

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GET IN TOUCH

www.feedingbristol.org
healthyholidays@feedingbristol.org
@FeedingBristol
FeedingBristolCIO
Feeding Bristol

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