

**West Holiday Hunger 2016/2017****Report to West People Board****1. Purpose of report**

People Board to approve the recommendation to Area Committee to fund a West Holiday Hunger Programme to deliver activities throughout the School holidays from July 2016 through to May 2017 inclusive. The projects delivered by the West VCS will be developed via a Call for Projects, which will be approved at the People Board in July 2016. The projects must deliver school holiday activities, which include lunch and healthy snacks, as well as education in relation to keeping the environment clean and tidy and the benefits of keeping fit and active.

**2. Lessons Learnt from previous holiday hunger projects**

Lessons learnt from previous Holiday Hunger voucher scheme – vouchers were issued to families whose children were already in receipt of free school meals. The scheme had low take-up and the Council would not be able to administer again, due to lack of human resources.

The use of the underspend from the previous voucher scheme project, which was used at Christmas 2015 to distribute food to families in need over the Christmas period was far more successful, as the local VCS organisations were able to target their promotion of the available support, in ways that they knew would attract those families most in need.

Following a recent Food Poverty conference, research from You Gov stated that almost a third (31%) of parents on lower incomes have skipped a meal so that their children could eat during the school holidays. More than four out of 10 (41%) said they sometimes felt isolated during the holidays due to being unable to afford to go out and entertain their children.

A number of regional authorities (e.g. Live Well Gateshead; Food Newcastle) were able to demonstrate that the outcomes of the Holiday Hunger schemes created many community benefits including service signposting; improved safe guarding; gateway into education and training; environmental improvements.

**3. Evidence of need**

A presentation was made to the West People Board in April by Cllr Tye in relation to what young people were saying during youth activity sessions delivered across the West. Young people are presenting themselves as hungry and session Staff are recording an increasing number of young people in urgent need of food. Projects are trying wherever possible to include meals within delivered sessions, but it is not sustainable as a single means of tackling the issue.

People Board discussed options to support families who are struggling to cope, due to welfare reform, benefit cap and unable to move into long-term employment. Board agreed that if food was to be provided during the holiday period, then there was an absolute need to ensure 'Day out, not hand out'.

People Board discussed the need (as part of any activity), to sign post young people if there are safe guarding concerns, as well as ensure parents and carers are signposted to support available, to reduce poverty and support our most vulnerable families.

#### **4. Call for Projects – Scope and delivery timescales**

Deliver school holiday activities which provide fun, educational activities as well as provide a healthy and nutritious meal. The activities must include the following key activities:

- Environmental clean-ups
- Physical activity
- Library reading scheme
- Growing food and understanding the benefits of eating fresh food – Feed your family for £20 approach
- Awareness of free activities available and use of space within communities to keep fit and healthy – such as Park walks, fitness trails etc.
- Sign-posting for parents to West Community Helpers for further advice and support
- Report Safe guarding issues

#### **5. Funding required**

£30,000 would enable 6 projects (£5,000 each) to deliver 11 weeks' of holiday hunger activities, to be delivered across each of the six wards in the West, to cover the following holiday periods:

Summer – 5 weeks  
 Autumn – 1 week  
 Christmas – 1 week  
 February – 1 week  
 Easter – 2 weeks  
 May – 1 week

#### **6. Recommendations**

To recommend to Area Committee to approve £30,000 to deliver Holiday Hunger activities throughout the school holidays as detailed within item 5 of this report.

**West Sunderland Area Committee****“A day out, not a hand-out”  
Reducing Holiday Hunger 2016/2017****CALL FOR PROJECTS  
XXX Ward****1. Introduction and Background**

Sunderland West Area Committee recognises that Holiday Hunger is a problem for families who normally receive free school meals. Providing those extra meals during school holidays can be a real struggle for many families.

There is a genuine concern that some families will struggle to meet the costs of feeding their children during the holidays. Evidence also suggests that food banks experience a peak in demand during school holidays.

Following a recent Food Poverty conference, research from You Gov stated that almost a third (31%) of parents on lower incomes have skipped a meal so that their children could eat during the school holidays. More than four out of 10 (41%) said they sometimes felt isolated during the holidays due to being unable to afford to go out and entertain their children.

A workshop is being held on **13<sup>th</sup> June 9.30 till 10.30 in Committee Room 4, Civic Centre, Sunderland**, to discuss the call for project in more detail.

**2. Key Outcomes - All proposals must:**

Produce a programme of activities where families who are eligible for free school meals can access Holiday Hunger activities over the following 11 weeks' of the school holidays:

- Summer 2016 – 5 weeks
- Autumn 2016– 1 week
- Christmas 2016– 1 week
- February 2017– 1 week
- Easter 2017– 2 weeks
- May 2017– 1 week

Each planned activity should incorporate at least one of the following:

- Environmental clean-ups within the ward
- Physical activity
- Library reading scheme
- Growing food and understanding the benefits of eating fresh food
- Raising awareness of free activities available and use of space within communities to keep fit and healthy – such as Park walks, fitness trails etc.
- Sign-posting for parents to West Community Helpers for further advice and support
- Report Safeguarding issues

In addition to the above, applications should demonstrate the following:

- A collaborative approach to delivery, working in partnership to ensure delivery throughout the ward.
- Increase the number of children and young people accessing positive activities by setting achievable targets
- Complement and add value to existing children and young people provision, for example, Sunderland City Council's commissioned youth contracts, XL mobile bus provision, local 'youth' sports clubs and uniformed youth groups
- Clearly demonstrate consultation with children and young people
- Clearly demonstrate successful delivery of school holiday activities including SIB funded projects.
- Be in addition to the applicants core offer over the school holiday period.
- Provide a creative and innovative programme of activities including details of how this will be promoted and acknowledge Sunderland City Council support
- Ensure beneficiaries of the project reside in the West Area of Sunderland
- Clearly identify usage of a wide range of green spaces covering the wards of West Sunderland – Barnes, Silksworth, St Chad's, St Anne's, Pallion, Sandhill
- Provide evidence of event management knowledge including health and safety, access permissions, licensing etc.
- Include a range of ideas which address issues of Holiday Hunger
- Identify and include details of match funding which could include income generation, linkages with projects/groups across the City and further external funding sources
- Provide a comprehensive breakdown of costs
- All activities will target families who are eligible for free school meals, under the banner of '*a day out, not a hand-out*'
- Consideration will need to be given to monitoring, measures and demands.

### 3. Budget

The funding approved is £5,000, we would expect an application to be a ward-based collaborative approach to ensure an even spread across the ward, utilising various venues to ensure all age groups are included.

### 4. Return Date

The deadline date to return the completed application (in two formats), along with necessary documents is **noon on the 24<sup>th</sup> June 2016**. **Two** formats will need to be submitted.

Format One: (Hard Copy)

A signed hard copy of the application form, along with all relevant paperwork should be posted into Sunderland City Council, Gilly Stanley Area Community Development Lead (West) Area Arrangements, Scrutiny and Member Support, Room 3.98, Civic Centre, Burdon Road, Sunderland, SR2 7DN.

Version Two: (Electronic Copy)

An electronic copy of the application should be emailed to [louise.preece@sunderland.gov.uk](mailto:louise.preece@sunderland.gov.uk) or [gilly.stanley@sunderland.gov.uk](mailto:gilly.stanley@sunderland.gov.uk)

After the deadline date, all received applications will be assessed against a scoring matrix and consulted upon, with recommendations being presented to Sunderland West Area Committee to agree and endorse the recommendations outlined.