

Birkenhead Your Wirral Evaluation Report September 15

The following information has been submitted from organisations who received Your Wirral Funding to run food related projects in the school holidays.

1.What was the cost of feeding each child
We estimate the cost of feeding a child breakfast at £1.95 per child (Oxton Gateway and Wirral Christian Centre)
£700.00 divided by 194 = £3.61per child .This is the cost of the food excluding cooking lighting etc (Charing Cross Methodist Youth Club)
Average £2.20 per child the main costs were the craft materials (Bebington Road Allotments, Kids Creative Lunch Club)
Including staff costs, food and resources = £2.93 (Food costs per child £1.03) (BEE Wirral)
The cost of providing the playscheme and feeding each child for the 4 weeks works out at £30.49 per child, per session this works out to £5.41 per session, 2 sessions per day were available for all children registered. This cost covers playworkers wages, DBS, food and hygiene training, kitchen equipment necessary and sundries, milk, bread etc. (Wirral Play Council)
Over the five weeks/fifteen sessions of the Summer programme 389 meals were recorded as being served to children. The total cost of food was £542.41 across the five weeks. Cost per child was therefore around £1.39 per day.
We would want to add that we also fed some parents who came and stayed and we felt that was an important part of the scheme. This has wrought benefits both in terms of their opportunities for positive and supportive interaction with their children over the past weeks as well as our on-going engagement with the group.
In addition to meals, drinks were available to children and parents/carers throughout all sessions. (Tranmere Community Project)

2.What was the overall cost
The overall cost is estimated at an average of £112.13 per day for a maximum of 50 children. Baring in mind no staff are paid and the cost will fluctuate depending on activities. (Oxton Gateway and Wirral Christian Centre)
£2,389.00 This included running costs and equipment which will remain an asset to the club in future as per the grant application (Charing Cross Methodist Youth Club)
So far £860 but the rest of the funding will be spent (Bebington Road Allotments, Kids Creative Lunch Club)
For summer holidays = £904.62 (BEE Wirral)
The overall cost of the project was £2,500 (Wirral Play Council)

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Total cost of food = £542

Total costs of 'brought in' activities = £1345

Total staff costs = 2 paid staff plus three volunteer staff per session (supervision of thirty children, meal preparation/serving and cleaning up) = £1080

Premises hire and craft materials – contribution in kind from TCP

Total cost = £7.60 per child per day including all activities, meals and refreshments

We felt strongly that a free scheme should not mean a scheme that provided inferior content or activities. We also felt that the provision of activities was important to allow families to come along and receive lunch without any stigma. Some other children locally were going along to Summer activity sessions that their parents had been able to pay a considerable amount for – it was important to ensure our scheme aimed at 'poorer' children didn't feel like a scheme aimed at 'poorer' children and we feel we achieved that.

(Tranmere Community Project)

3. What was the total number of children fed

49 (Oxton Gateway and Wirral Christian Centre)

194 (Charing Cross Methodist Youth Club)

We did 164 children's lunches but we also fed families, parents/carers, volunteers, a couple of pensioners and some plot holders. (Bebington Road Allotments, Kids Creative Lunch Club)

309 (BEE Wirral)

New Ferry Playscheme had 47 children receiving 146 meals over 11 days, each child was also given at least one box of breakfast cereal to take home.

Bentinck Street Playscheme had 35 children receiving 326 meals over 11 days and they were also offered at least one box of breakfast cereal to take home. We also run a playscheme at Bentinck Street two nights a week, as a result of the playworkers having their food hygiene certificate and relationships forged with food banks we are still able to provide those children attending the playscheme with food twice a week.

We also during the summer identified Courtney Park Playscheme as being in need of food for some of the children – unfortunately we had no access to a kitchen at this playscheme so we were only able to provide children with boxes of breakfast cereal to take home, 40 children were given access to breakfast cereal. (Wirral Play Council)

A total of 70 different children came along. 389 meals being served across the fifteen sessions to children (Tranmere Community Project)

Total adults and children fed across all activities: 353 (North Birkenhead Development Trust)

4. What was the total number of children fed each day

Day 1 – 35, Day 2 – 39, Day 3 – 25, Day 4 – 33 (Oxton Gateway and Wirral Christian Centre)

Mon 10th Aug 33, Wed 12th Aug 16, Thurs 13th Aug 46, Mon 17th Aug 18 Wed 19th Aug 25, Thurs 20th Aug 56, Total 194 (Charing Cross Methodist Youth Club)

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We fed between 18 and 23 children each session (Bebington Road Allotments, Kids Creative Lunch Club)
10.3 (BEE Wirral)
As we operate our playschemes on an open access policy the children could come to whichever sessions they chose to, we had a daily average of 13.27 children fed at New Ferry each day and an average of 29.6 children fed per day at Bentinck Street. (Wirral Play Council)
An average of 26 – the first week was a slower start, by week two we had started to reach capacity and from week three were full most days. (Tranmere Community Project)
Daily numbers not calculated. Weekly numbers can be provided. (North Birkenhead Development Trust)

5. Where did you source your food from and how successfully did this work out

We worked closely with Manna Community Kitchen who supplied the food through received donations. (Oxton Gateway and Wirral Christian Centre)
We offered a varied menu each day they had a main meal and pudding, including Spaghetti Bolognese, Sausage & mash, Cheese Pizza, Jacket Potatoes with cheese and beans fillings, Shepherd's pie, and on the last day we did a buffet. Afters included fruit and ice-cream and trifle. The Spaghetti Bolognese, Cheese Pizza and the Buffet were the most requested. (Charing Cross Methodist Youth Club)
We used a variety of local sources for our food. We had a lot of support from local businesses some giving us discounts of up to 50% off. This worked out very well and helped improve community adhesion and also enabled wider participation (Bebington Road Allotments, Kids Creative Lunch Club)
Food sourced from local supermarkets, independent shops and wholesale. (BEE Wirral)
We were fortunate enough to receive food through Wirral Foodbank and also His Church who provided us with 2 pallets full of breakfast cereal. Wirral Foodbank provided us with pasta, beans, tuna, pasta sauces and porridge. (Wirral Play Council)
We ordered food from Tesco and also received some donated items. We worked with the families who came along to increase choice and variety over the course of the sessions, introducing dried fruits, cereal bars and a greater range of fresh fruits. This is an area we would like to continue to work on with the group of parents/carers we have engaged over the course of the coming weeks ahead of our sessions in October half-term. We have been in discussion with a 'fun chef' and are looking at sourcing healthier food from a range of more sustainable sources. We'd like to look at getting parents, carers and children involved in devising and delivering at least parts of the menu for the next half-term's sessions. (Tranmere Community Project)
Fare share – supplies via weekly delivery including cheese, ham, cereal, sausages, meat. Asda & Aldi – good value products for takeaway Tuesday His Church Charity - cereal for Breakfast club (North Birkenhead Development Trust)

6. What is the likelihood that the project will deliver again in the October/Christmas

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holidays
We would like to continue this work during every holiday period. (Oxton Gateway and Wirral Christian Centre)
Yes I believe we would be willing to do it again but in October and the Spring Half term. I don't think it will work at Christmas the youth club will be closed then and I don't think children / Young people would want it at that time of year. (Charing Cross Methodist Youth Club)
We plan to have sessions on Monday October 26th 12-2pm, Thursday October 29th 12-2pm and the Saturday October 31st 4-6pm. As we are mainly outdoor based the Christmas holidays are too impractical for us but we are hoping the February half term to have some sessions. (Bebington Road Allotments, Kids Creative Lunch Club)
We intend to run the scheme during all holidays until the grant is spent, October/Christmas holidays plans are already in place. (BEE Wirral)
We would love to be able to run the project/playscheme throughout all of the holidays, sadly a lack of funding for playworker wages prevents us from doing this. (Wirral Play Council)
We will definitely deliver this again in October 2015/Feb 2016 and are looking at how we can provide and sustain both high quality activities and good food during each holiday session into the future. We are also looking at how different activities attract different age ranges and considering whether we should provide 'primary range' activities on some days of the week and 'secondary range' activities on others. For the Christmas holidays we have decided – with the parents and carers we've engaged (all families eligible for free school meals) - to put together a Christmas craft afternoon for both children and adults and we will put together food hampers for the families either to take away or for us to deliver. (Tranmere Community Project)
We will deliver both free breakfast clubs and takeaway Tuesday in October half term. We will provide a Halloween Party on the Monday of half term that will include a meal for those attending. We won't be delivering anything during Christmas holidays. (North Birkenhead Development Trust)

7.What was the feedback from children and parents
Very positive. Children enjoyed the food, games and craft. However we will continue to evaluate the activities to provide the best outcomes. Two main points came up with parents frequently: Great for the kids to have something to do. Gives me a break to get things done. (Oxton Gateway and Wirral Christian Centre)
Thursday was the best day (Charing Cross Methodist Youth Club)
We have some amazing feedback from the children and the parents. Amy (parent) "It's been a godsend having somewhere like this during the holidays" Jack aged 8 "can't wait for half term to do the mosaics" Alison (parent) "The kids have absolutely loved it" (Bebington Road Allotments, Kids Creative Lunch Club)
The packed lunches went down very well with people traveling as far as Egremont to collect lunches as their need was great. Towards the end of the holidays the children

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became bored of the lunches so we switched to hot food such as hot dogs and wraps for those who ate in the centre and ensured packed lunches were still available for those who wished to take them away.

Parents told us that they would have struggled without this service and children often came to take lunches for days out with their families. (BEE Wirral)

I keep coming to the playscheme to have fun, see my friends and have some nice food from our playworkers. (Wirral Play Council)

Very positive feedback from parents, carers and children. One mum new to the area (from July 2015) says she would have felt isolated moving here alone with her two young children without the play scheme and holiday club to come along to. She has made friends, as have her children. □Another mum talks of her son who has severe anxiety issues and how his psychologist has recognised his □real sense of peace and excitement over the past weeks of the scheme. □And also □how, for a child who has acute difficulties with school □attendance and □never engages willingly in any group activity, he has not only come along very keenly each time □but has even □made new friends. His mum said, “You don't realise how significant that is”. □

The children have had the opportunity to participate in circus skills – learning diabolo, stilt walking, juggling, plate spinning etc; jewellery making workshops; professional art sessions involving fabric printing, collage, model making; dance; they have had the opportunity to work with professional sports coaches, have learned magic tricks, had the use of an x-box truck with state of the art games stations (suitably age restricted). We have seen very positive development in terms of children's confidence and skill bases across the last five weeks, as well as in broader areas such as social interaction (Tranmere Community Project)

Very positive about the takeaway Tuesday session. One parent commented “this is so great, what would we do without the Centre over the holidays”.

“[he said] you didn't make all that!”

Families really enjoyed making meals together. Over the 6 sessions, families made burgers, turkey curry, sweet and sour chicken, pizza, potato wedges, popcorn chicken wraps, crumble, cakes, smoothies, eton mess; enough to eat for a family of 4. We were over-subscribed for this programme and already have a list of families wanting to participate over October half term.

The craft circuit sessions offered children the opportunity to make something that they would eat at the end of the session. Sessions started with a cooking activity, followed by an hour of craft and play and concluding with lunch including whatever they made when they arrived. We made bread rolls and soup, pizza muffins, flapjacks, sandwiches, pasta and sauce. (North Birkenhead Development Trust)

8.Feedback from staff and volunteers

We did well for volunteers they all thought it worthwhile (Charing Cross Methodist Youth

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Club)
Everybody has only good things to say and again we have had some amazing feedback even an article written in a newsletter thanking us for our time. (Bebington Road Allotments, Kids Creative Lunch Club)
Staff commented that we had interactions with many new families and as a result they now interact with the centre and use other services offered. (BEE Wirral)
Very successful after the delivery of free food encouraged more people and the parents were made up for us to be able to provide food, We have more children registered than last year. (Wirral Play Council)
Staff and volunteers have all returned positive comments and endorsed a desire and need for the project to continue to be more outward and community facing in future. (Tranmere Community Project)
Great summer touching lots of families and lots of new faces.(North Birkenhead Development Trust)

9. Most and least successful features (i.e. what worked best and which aspects would require the most significant improvement?)

The food was a successful feature of the club. We are still relatively under resourced and required to work with donated materials, Volunteers and favours. (Oxton Gateway and Wirral Christian Centre)

The most successful features were including the 7pm evening youth club in the food that way we were able to feed more young people Over 50% of the young people we fed told us they did normally get a free school meal.

It wasn't just a meal they had the club with all its sport and craft equipment and a wide variety of activities spread over five different rooms, with the support of twelve volunteers who joined in the activities with them. We believe this was vital to the success of the project.

We feel the young people would not have come to just a meal club, comments like "were not poor" etc are what prompted us to offer the additional activities from the start. The Wed 4.30pm meal time was very quiet We believe we should concentrate on the 7pm time slots next time during our established youth club

The small freezer was not large enough to meet the need we will have to look into getting a chest freezer as well The availability and commitment of the volunteers was essential and we were pleased to be partnered by other Methodist Churches (Charing Cross Methodist Youth Club)

Most successful features were definitely the craft activities, the takeaways and the free play. Building the cob oven was also a great success with the children and adults all taking part in the build from start to finish.

Least successful features were not knowing how many people were coming both for

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catering and craft activities because having enough of both is essential and also not having any play equipment for the kids to enjoy more free play. We need to invest in some play equipment i.e. outdoor games, footballs etc (Bebington Road Allotments, Kids Creative Lunch Club)

We were very pleased with the uptake and the reach of the project, we involved the two schools closest to us but unfortunately only one supported the project and publicised to their parents. We found the project worked best when we offered a variety of foods to those choosing to eat at the centre but the packed lunches were a great success with those who were going on days out.

We had to make up lunches/sandwiches ready so that people could just drop in, as a result we did on occasion have sandwiches left over which we took to the ARK project (a local homeless support organisation) to ensure that nothing was wasted. ARK staff were very pleased to be thought of and always very grateful for the contribution. (BEE Wirral)

I think the building of relationships with foodbanks could have been more successful but those contacts have now been made so if we were able to deliver this project again we would be able to tap into this resource. Initially the children were a little bit fussy about trying some of the food. We limited the choice of food as the play session was still ongoing while the food was being prepped, if we wanted to offer a wider variety of food then we would need to employ another worker. The children really enjoyed sitting around the table, chatting to their friends and being sociable while having something to eat. We think this project was really successful from both the playworkers point of view and adding something extra to the playscheme which both the children and parents/carers really appreciated. Thanks for the opportunity to run this for the children attending our playschemes. Also due to the amount of cereal we were given we left some for the Youth group that runs in New Ferry so older children will also be benefitting from this project. (Wirral Play Council)

Most successful – community engagement with exactly the target group we had hoped, local families of children in receipt of free school meals. Strong relationship building with this group to the point that they wish to continue on-going work with us (they have suggested adult education classes/craft sessions which they would like to help facilitate/children's activities/pre-school group etc).

Volunteer placements that some young people undertook with us on the scheme in their college holidays.

Areas for improvement/next challenge – Food choice and sourcing.

How to 'mainstream' this so we can run a similar quality programme on a sustainable (lower) budget but with a process of on-going education and development that means we come to a better range of high quality and healthy foods. (Tranmere Community Project)

What could have been better:

More engagement of targeted families via targeted intervention support and greater active involvement of targeted services – we would have liked to have seen families that are in receipt of direct support accessing free services but this didn't happen.

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Aware of duplication of resources – free lunches being provided by a number of providers in the same area, targeting the same families.

Most successful – Takeaway Tuesday and lunch provision at craft circuits.

NCS students accessed breakfast (unintended consequence) – fareshare offering of cereal bars was great for these students. (North Birkenhead Development Trust)