



Fit and Fed

2022

**Fit and Fed
StreetGames**

Wales



Llywodraeth Cymru
Welsh Government

sportwales
chwaraeoncymsu



Fit and Fed

...is our response to the growing problem of food insecurity, social isolation and physical inactivity, which is affecting some of our poorest communities. These issues have worsened over the past two years by the onset of the COVID-19 pandemic and the cost-of-living crisis.

The impact of these issues is exacerbated during school holiday periods, and has a cumulative negative effect on children living in disadvantaged areas:

- Without enough good food, (no free school meals)
- Without enough physical activity, (lack of affordable activity programmes)
- Without enough positive social interaction (lack of safe spaces and trusted people)

Research shows that this also worsens the attainment gap that children in low-income households suffer. A poor diet, lack of physical activity and limited social engagement leaves children and young people poorly prepared to engage in school.

Since its inception in 2017, Fit and Fed has benefited almost **22,000 children and young people in Wales**, with over **43,000 free meals** being provided. We know that this is only scratching the surface, and more is needed.

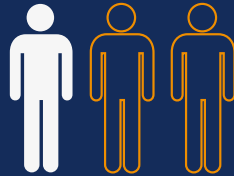
Why is it needed?

Of the 3.1 million people living in Wales there are approximately 2.5 million adults and 600,000 children.



200,000

WELSH CHILDREN
GROWING UP IN POVERTY



1 IN 3

WELSH CHILDREN ARE
LIVING IN POVERTY



131,232

EMERGENCY FOOD
PARCELS PROVIDED
BY THE TRUSSELL TRUST IN 2021/22¹



32%

OF WELSH CHILDREN RECEIVING
FREE SCHOOL MEALS PARTICIPATE IN
SPORT OUTSIDE OF THE CURRICULUM
3 OR MORE TIMES PER WEEK²

According to new research from The Bevan Foundation³, 45% of Welsh households never have enough money for anything other than the basics, and the number of people in households with one or two children who are having to cut back on food for children has nearly doubled since their last snapshot report in November 2021.

In addition to this, in a recent Sport Wales⁴ study, the impact of the cost-of-living crisis is becoming increasingly evident with two in five respondents saying that the cost-of-living crisis had a negative impact on their ability to be active. Analysis undertaken by SIRC⁵ on the living costs and food survey 2019, indicate that low-income households spend just £3.75 per week on active sport, which includes aspects like clothing and footwear, participation fees, subscriptions and equipment. This compares with the average household spend of £12.67 per

week on active sport. These factors combined, means that active sport will be a luxury that many households across Wales cannot afford, increasing the need for locally led, free provision, that can address multiple needs.

The Welsh Government has made a commitment that all primary school children in Wales will get free school meals by 2024⁶. This commitment is in response to the rising cost-of-living pressures on families and their ambitions of tackling child poverty and ensuring no child goes hungry in school. Whilst this is a very welcome announcement, analysis from Child Poverty Action Group (CPAG) found there were an additional 70,000+ children in Wales living below the UK poverty line who were not entitled to free school meals and nearly 6,000 children in Wales are not normally eligible because their families have no recourse to public

funds⁷. This means that sport and activity provision that includes an element of food is critical to families across Wales.

Chiles Webster Batson Commission (2022)⁸ found that the neighbourhoods who need the benefits of sport and physical activity the most; struggle the most to access it. The commission highlights that locally trusted organisations, like those who form the StreetGames network are critical to social fabric and are uniquely placed to engage and activate what people want – at the right time, right place and right style.

In order to thrive, children and young people need somewhere to go, something to do and someone to trust. Fit and Fed provides that at a time when it's needed most.

What Does Fit and Fed Look Like?

Following summer 2018, StreetGames identified eight lessons or 'key ingredients' for a successful Fit and Fed campaign⁹. Further learning in 2021 and 2022 indicated that these ingredients remain unchanged, the evidence reinforces the importance of each of these aspects:



FLEXIBILITY



THE 5 RIGHTS



ASSET-BASED APPROACH



NUTRITION



CONSULTATION



DEMAND-LED



LINKING TO OTHER AGENDAS



PARTNERSHIP APPROACH

Fit and Fed is delivered within neighbourhoods by Locally Trusted Organisations (LTOs) that understand the needs of the people they serve, because they are rooted in their neighbourhoods and are largely led by members of their communities. Provision looks different across each community but encompasses the key ingredients of high-quality Doorstep Sport, with the addition of food. Below are a few examples of Fit and Fed provision to bring to life the impact of this much needed campaign.



¹End of Year Stats - The Trussell Trust

²School Sport Survey - State of the Nation Report

³A snapshot of poverty in Summer 2022 - Bevan Foundation

⁴ComRES Survey 6 - August 2022 | Sport Wales

⁵Leisure Spending 2019. (streetgames.org)

⁶Universal Primary Free School Meals (UPFSM) | GOV.WALES

⁷Wales: Over half of children in poverty missing out on free school meals | CPAG

⁸The Chiles Webster Batson commission - on sport and low-income neighbourhoods (sportcommission.org)

⁹Fit and Fed Wales report 2021.pdf (streetgames.org)



LINKING TO OTHER AGENDAS

Working across **Flintshire**, Aura Leisure have connected with Aura Libraries to run Fit, Fed and Read throughout the summer holidays. This has not only tackled low levels of physical activity and social isolation, but also helped to tackle attainment levels of young people through the summer reading challenge. This has seen support from local supermarkets, partner organisations who engage preschool members of the families who turn up and local political support, championing the approach.



PARTNERSHIP APPROACH

Within **Penrhiwceiber in Rhondda Cynon Taf**, a range of community organisations including, Lee Gardens Pool Committee, St Winifred's Church, Community Drop in Centre, the Village shops and Glasbrook FC work in partnership with limited funds to make sure Fit and Fed is run during every school holiday come rain or shine for dozens of families. Utilising over 90 volunteers, they provide multi-sports, bouncy castles, activities in the swimming pool, complete with packed lunches through the summer. Throughout the winter months hot food is provided with a variety of activities delivered in the church hall.



THE 5 RIGHTS

Within **Newport**, County in the Community provide a needs led Fit and Fed offer, that also provides opportunities for personal development through leadership and training. All sessions are delivered with young people at the heart, giving them an opportunity to shape the delivery, try new things and be leaders. Supported by experienced and relatable local coaches, these sessions are well attended and rated highly by young people.



NUTRITION

Merthyr Tydfil Housing Association provides a wide range of Fit and Fed activities across the Borough. Working with a diverse range of partners, Fit and Fed provision is run throughout each school holiday with activities such as rugby, multi-sport and a beach festival. Understanding the need to support at home, slow cookers have been provided to families, alongside meal cards with ingredients, instructions and videos of how to prepare and cook meals.



ASSET-BASED APPROACH

Sport Pembrokeshire, work with five locally trusted organisations using an asset-based approach. This brings multiple organisations together to provide multi-sports and food in different areas of Pembrokeshire at times that suit the young people. This ensures maximum reach and retention, enabling access to those that need it most. Plans are being developed to provide Fit and Fed opportunities across every school holiday in Pembrokeshire which will also serve as a valuable check-in for some of the most vulnerable children in the county.



CONSULTATION

Working across **Welshpool and Newtown**, Powys Youth Service consulted with local young people around what they wanted to do through every school holiday throughout the year. This resulted in a youth led menu of opportunities to be active at times and locations that suited the young people. Working in partnership with local businesses hot food was provided at the youth clubs. There is evidence, that as a result of this approach, it has also helped reduce anti-social behaviour in both areas.



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The Fit and Fed programme is an absolute essential life line for families who otherwise might struggle for their children to take part in paid sports. The lunch/ healthy snacks is also essential, ensuring children are receiving healthy, nutritional food at least once a day.

”

“

I can't wait for the next school holiday now.

”

“

This work has been a catalyst for young people in the area to begin their journey with our engagement projects. We now have a captive audience and young people in the area that will now be continually engaging with us and will be on a long-term journey. This will have massive benefits to them as individuals and the community as a whole.

”

“

We had a family of Ukrainian refugees attend the provision and this helped to support the integration of the family into the school. The use of an app was used to help overcome the language barrier. and to ensure we could communicate as effectively as possible to ensure they engaged.

”



Support us to reach our End Game

StreetGames achieves its vision as a charity when...



All young people from low-income, underserved communities can engage in life-enhancing Doorstep Sport.



All young people from low-income underserved communities can access a pathway to become volunteers and future community leaders.



There is a year-round, multisport offer available in every low-income, underserved community.



All mainstream sports providers change their practice to meet the needs of young people from low-income, underserved communities.

According to the Welsh Index of Multiple Deprivation (WIMD), there are 573 communities who live in the top 30% areas of deprivation in Wales, and we aim to tackle food insecurity, social isolation and physical inactivity, in all of these communities. We cannot do this alone.

We're asking for support to reach our vision; that all children and young people are Fit and Fed today and tomorrow and we've outlined some suggestions on how to support:

The StreetGames Effect

Support the campaign in Wales and enables work with locally trusted organisations by;

- Connecting locally trusted organisations to funding opportunities
- Enable locally trusted organisations to access to wider StreetGames support, such as training, resources and learning events
- Raising the Fit and Fed profile and collective voice of locally trusted organisations in order to draw more resource to the communities that need it.

Training and Capacity Building

Support the StreetGames Effect, plus;

- Developing capacity on the ground to ensure an asset-based approach through link workers (Doorstep Sport Advisors), enriching current provision and developing Fit and Fed work in new areas
- Connect locally trusted organisations into meaningful clusters/networks, enabling them to work collaboratively, build relationships and tackle issues collectively
- Developing new approaches to Fit and Fed by building new partnerships, relationships with funders and commissioners and local businesses, so that sustainable provision is embedded.

Locally Trusted Organisation Investment

Support the StreetGames effect, Training and capacity building, plus; using over 10 years of experience and relationships, we will get resource and activity to the people who need it most. We do this by reaching the right places and developing opportunities in the right style, price, and time, led by the right people:

- Work together with locally trusted organisations and young people, through participatory processes and decision making to design programmes, strategy and funding approaches
- Shift power to locally trusted organisations, communities and young people to make decisions about funding and resources for activity they want to see
- Grow the reach of Fit and Fed by resourcing provision in communities and building trusted relationships across Wales.



Next Steps



Ensuring children and young people are Fit and Fed is everyone's business.

Locally trusted organisations continue to work tirelessly to ensure children, young people and their families are Fit and Fed, preventing food insecurity, social isolation and physical inactivity while providing moments of joy across Wales at a time of widespread crisis.

StreetGames continues to stand with locally trusted organisations - building capacity and supportive networks so that they can sustain Fit and Fed delivery long term. We lobby for meaningful resource to reach the children, young people and families who need it the most.

We ask you TO CONSIDER... how can I keep children and young people Fit and Fed today and tomorrow?

*If you want to support
we'd love to hear from you*

Contact us on: Wales@streetgames.org

If you cannot access email, contact us on [07943 094015](tel:07943094015)



StreetGameWales



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www.streetgames.org