



# Ensuring children's access to food 365 days a year

27<sup>th</sup> June 2018

Food Power Conference



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# Agenda

- Introducing Food Power's Push 2018
- Katie Palmer, Food Cardiff
- Karen Inwood, Food Exeter
- Jonathan Pauling, Alexandra Rose
- Q&A
- Developing a 365 toolkit



# Food Power Push 2018

## The issue

- For 10% of children, school lunch can be their biggest meal of the day
- Nearly 75% of teachers say holiday hunger negatively affects education
- For parents earning less than £25k
  - Almost 1/3 skip meals during the holidays so that their children can eat
  - Nearly 2/3 can't always afford food outside of term time
- If earning below £15k, this rises to ½ and ¾ of parents respectively

## Thematic focus: Maximising family income

Ensuring children's access to food 365 days a year by increasing uptake of free school meals, and improving knowledge, coordination and provision of holiday (food) schemes and breakfast clubs through strategic mapping and referral systems



# National action



**Breakfast clubs:** £26 million boost in disadvantaged areas



**Free school meals:** Recent changes to eligibility under Universal Credit



**Holiday food provision:** DoE £2 million for pilot programmes during summer



**Scotland Better Start:** Replacing Healthy Start Vouchers, under consultation



**Wales Breastfeeding Task and Finish Group:** Creating a national action plan and strategic oversight group to support delivery, commencing July 2018



# Local action

**Blackpool:** Universal entitlement to free breakfast & milk for primary school children in 2013

- +11,000 breakfasts served in 33 schools so far
- Research found that universal element of the scheme prevents stigma

**Havering:** Learning and Achievement Team compared housing benefit list to FSM uptake list

- 250 children in one school not registered
- Created opt-out system that automatically enrolled children (only 10 declined)
- 80 more schools contacted with list of eligible children to be updated
- £300,000 pupil premium additional funding across borough

**North Lanarkshire:** To implement 365 days of food for children

- £500,000 expected annual cost
- Holidays and weekends (175 days not in school)
- 23 community centres involved

# Children's access to food in Wales

## What's the schools role?



Katie Palmer, Food Cardiff and Wales Food Poverty Alliance  
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# Why the need for free school meal provision?

## Cardiff as an example

Over 60,000 people in Cardiff live in the 10% most deprived communities in Wales.

There is a clear correlation between areas with a young age profile and the level of deprivation. The areas of Cardiff that are considered the most deprived, tend to have the highest proportions of the population under the age of 15

27% of residents in Cardiff earn less than the National Living Wage.

# Cardiff as an Example

27% of children in Cardiff are living in Poverty (PHW Observatory 2018).

Reception-age children in Wales are significantly more likely than the Welsh average to be obese, if they live in areas of higher deprivation. The gap between obesity prevalence in the most and least deprived quintiles has increased from 4.7% in 2015/16 to 6.2% in 2016/17.

40% of those interviewed for Cardiff's local wellbeing assessment were very concerned or fairly concerned with being able to afford food

19.7% (nearly in 1 in 5) in Cardiff East reported that money worries had stopped them inviting their friends or their children's friends for a meal once a month





# Free School Meal Situation in Wales

- Education system in Wales is devolved but Welfare isn't
- No Universal Infant Free School Meals
- Welsh Government Breakfast Scheme
- School Holiday Enrichment Programme
- Cashless System (Cardiff)

# Opportunity?

The Welsh Government is considering options for eligibility criteria for free school meals in Wales, including the introduction of an earned income threshold for recipients of Universal Credit of £7400 in January 2019.

By the time Universal Credit is fully rolled out in 2022, it is estimated that around half of all pupils would be eligible for free school meals (compared to 16 per cent in January 2017) if the current system was maintained.

**Could Welsh Government take the opportunity to take a holistic approach to food and the school day and reduce the inequities in the current system?**

**Things to consider .....**



Food Sense Wales  
Synnwyr Bwyd Cymru

# Welsh Government Breakfast Scheme

## **School Standards and Organisation (Wales) Act 2013**

Places a duty on a local authority to provide free breakfast on each school day for learners at a primary school it maintains if:

- the governing body of the school makes a written request to the local authority for breakfast to be provided at the school

Breakfasts provided by local authorities must be:

provided free of charge

available on the school's premises

available before the start of the school day.

Local authorities have the flexibility to decide the form of the breakfast content subject to compliance with the Healthy Eating in Schools (Nutritional **Standards** and Requirements)

(Wales) Regulations 2013 ('Healthy Eating Regulations') which regulate food and drink provided in maintained schools.

# Challenges with Breakfast scheme

Limited funding – staffing costs high relatively speaking and schools in areas of high deprivation can struggle with capacity

No provision in legislation to exclude children with bad behaviour

“Free breakfast clubs are not targeting pupils that need it. It is more of a childcare facility” (LACA members survey 2017)

Alarm clocks!

But it has shown to increase pupil attendance

# School Holiday Enrichment Programme

- SHEP provides breakfast, lunch, nutrition education, sport, enrichment activities and fun
- Delivered in safe, familiar, nurturing environment
- 2015 - piloted in 5 Cardiff schools
- 2016 - extended pilot in 10 Cardiff schools, partnership with Welsh Local Government Association (WLGA) further 8 schools in 4 other Welsh Local Authorities
- 2017 - 12 Welsh Local Authorities and 39 schools across Wales, coordinated by WLGA
- 2018-16 Welsh Local Authorities in 68 settings



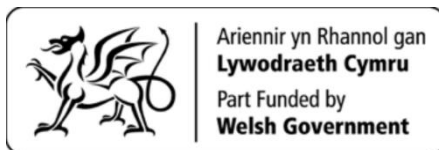
# Challenges with SHEP

- Sustainability of central funding
- School Funding cuts
- Staffing and impact of benefit cap
- Reaching (all) the right children



# Children

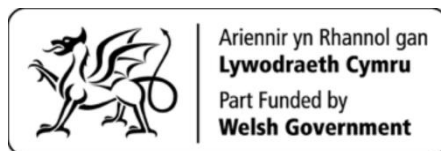
- 35% of children reported skipping at least one main meal on the day they did not attend compared to 19% on the day they attended
- 67% of children consumed more fruit and vegetables
- 66% ate less sugary snacks
- 81% consumed less sugary/fizzy drinks
- 75% reported new friendships
- More than 75% achieved the recommended 60 minutes of moderate to vigorous physical activity





# Parents

- 56% their child would have to play alone if there was no Food and Fun club
- 77% their child would stay inside playing on computer or watching TV if there was no food and Fun club
- 53% that the club helped them make food last longer at home
- 70% that the club relieved financial pressure during the summer holiday period
- 26% that the club has taught them how to cook different foods at home





# Cashless System - Cardiff

- Cashless system in all maintained Secondary schools in Cardiff
- Aim to reduce stigma attributed to Free School Meal take up
- Cashless being piloted in 5 primary schools in Cardiff
- For primaries the advantages are around making payments more streamlined, using system for other school payments (e.g. trips) therefore money saving for schools.

# What does the School Meal Service think?



LACA – Lead Association for Catering in Education

The Association represents the School Food Industry and membership is open to all parties who make a contribution to this market sector - providers (public and private sector) client officers, consultants, suppliers and manufacturers.

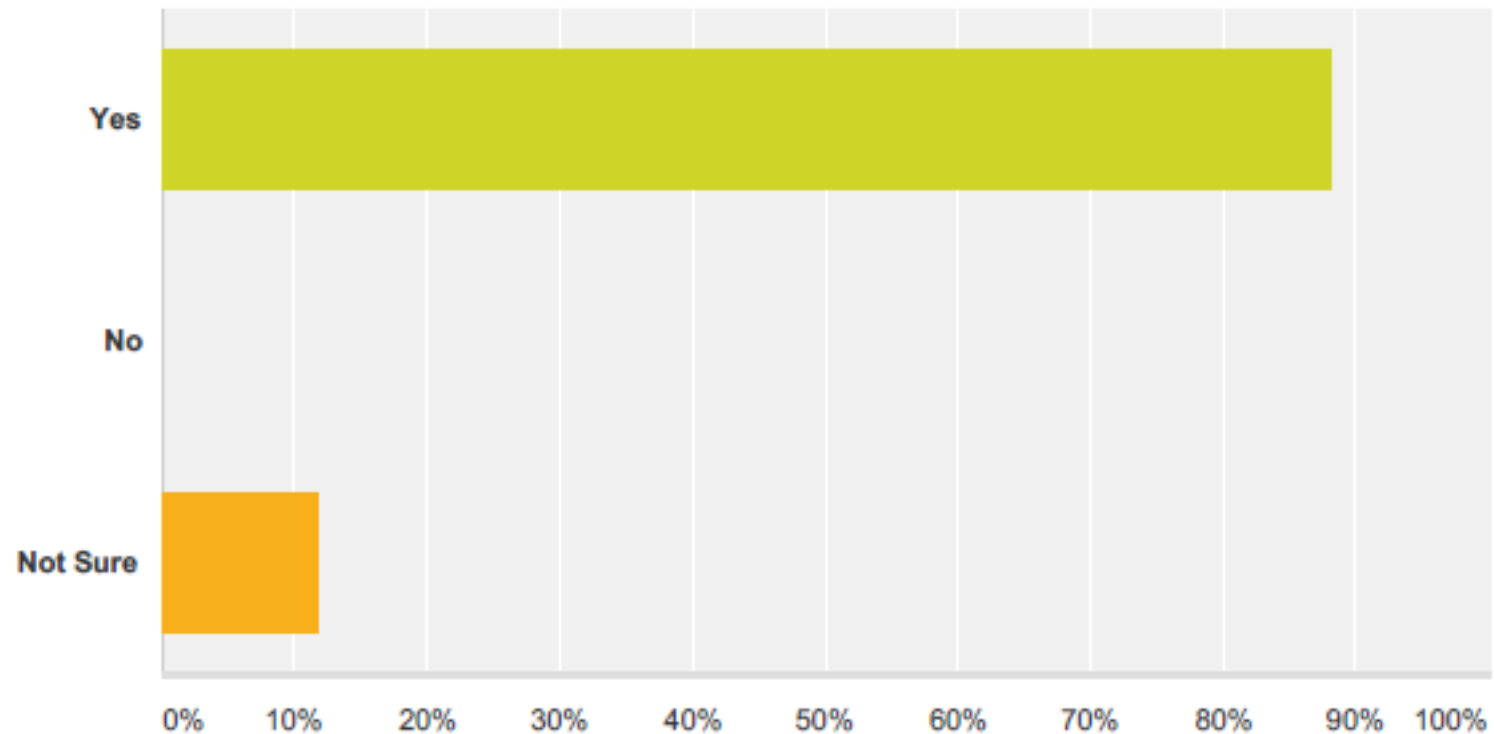
LACA Wales Chair – Judith Gregory, Cardiff Education Catering

Last year LACA Wales surveyed their members with the following results



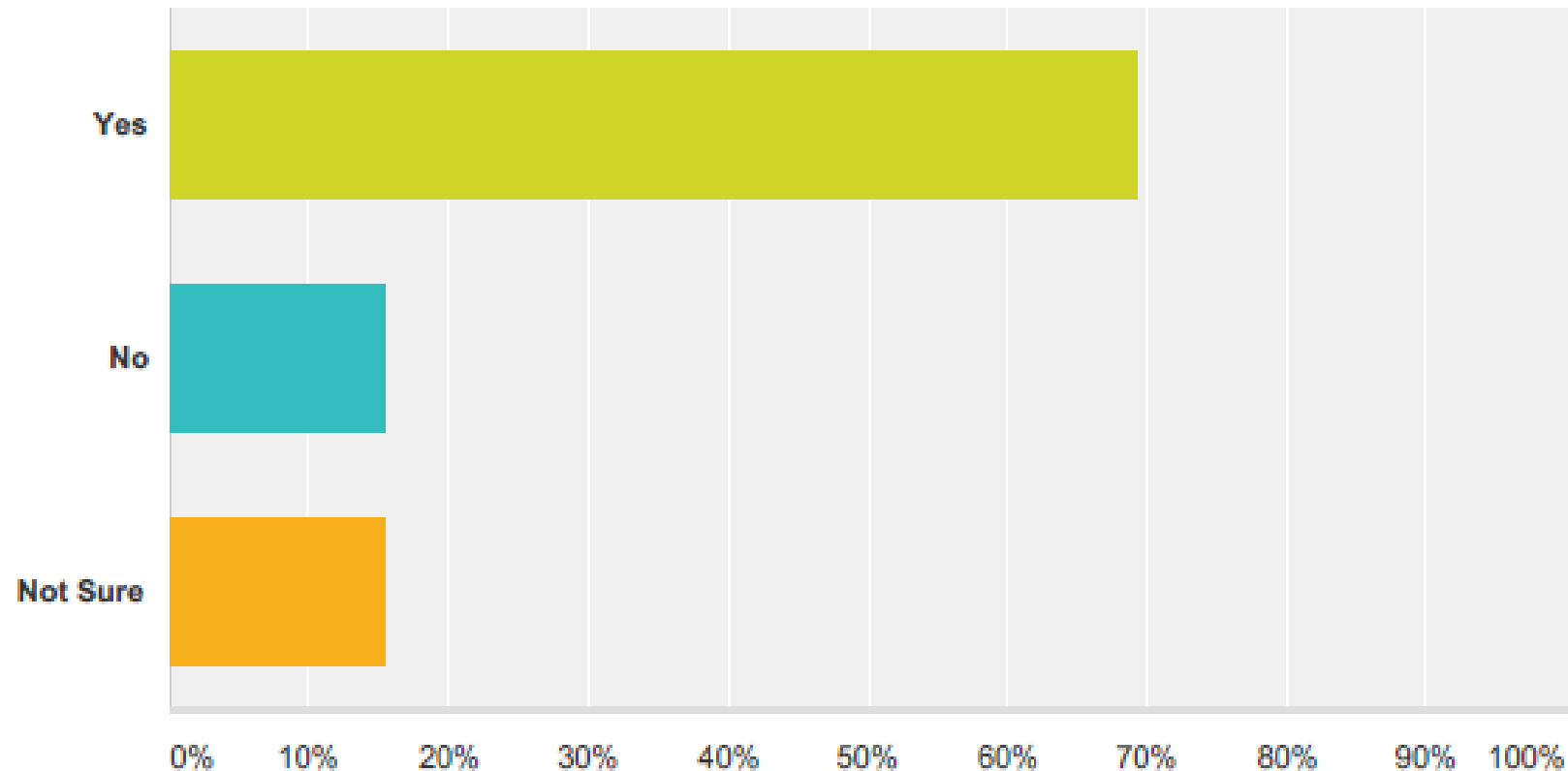
## Q6 Would LACA Wales members like LACA to lobby Welsh Government for the introduction of UIFSM in Wales?

Answered: 25 Skipped: 7



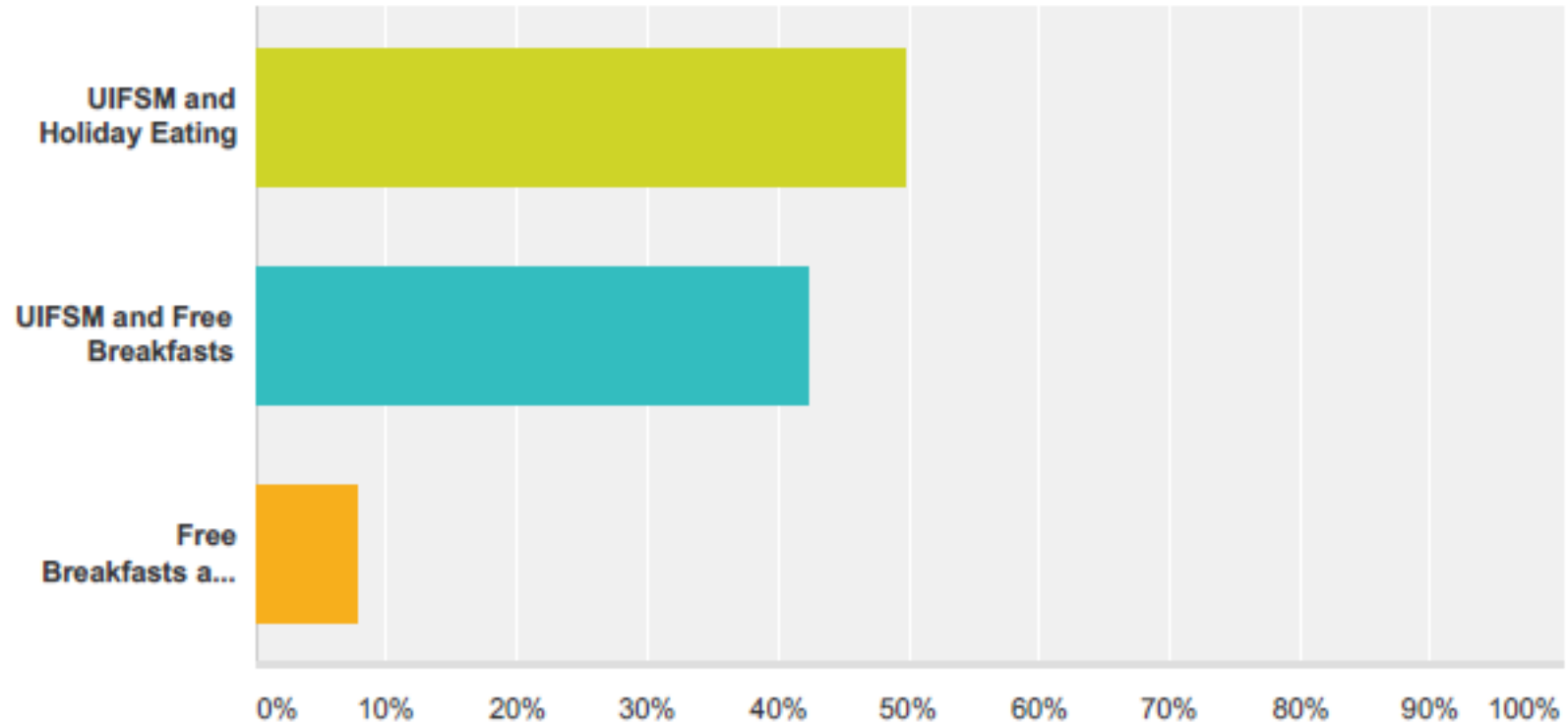
**Q7 If UIFSM was introduced in Wales, but funding for Free Breakfasts was to cease as a result, would you be in favour of the change?**

Answered: 26 Skipped: 6



## Q8 If there was limited funding which option would you prefer?

Answered: 26 Skipped: 6



# My Question!

## Should Wales keep Universal Credit as the passport for Free School Meals (instead of considering Universal Infant Free school meals)?

1. **Equitable access** – ensuring eligibility for Free School meals for all children in need across school years
2. Additional Pupil Development Grant schools would receive could be utilised to develop a **sustainable and integrated funding model for breakfast, supper clubs and holiday provisions.**
3. Link with the forthcoming **Obesity strategy** – could form a major lever for reducing childhood obesity
4. Mitigate some of the impact of increasing food prices expected post **brexit**

Would require significant investment and need to be underpinned by a full evaluation programme but it would be a bold and it would fit with the Goals of the Wellbeing of Future Generations (Wales) Act

# Children's access to food in Wales

## What's the schools role?

### Revised eligibility criteria for free school meals

Revised eligibility criteria for free school meals in Wales due to the rollout of Universal Credit

Date of issue: 6 June 2018

Action required: Responses by 14 September 2018

<https://beta.gov.wales/sites/default/files/consultations/2018-06/revised-eligibility-criteria-for-free-school-meals-consultation-document.pdf>



Llywodraeth Cymru  
Welsh Government



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Food Sense Wales  
Synnwyr Bwyd Cymru



Alexandra  
**Rose**  
Charity

Rose  VOUCHERS  
for  
**fruit & veg**





## **Our vision:**

Everyone should  
have access to  
healthy, affordable  
food



# Rose Vouchers for Fruit & Veg:

Assets based approach

Children's Centres

Local food markets



# Impact Since 2014

- 700 families
- 95% increase fruit & veg consumption
- 75% decrease takeaways & convenience food
- 65% more meals cooked from scratch
- 95% report improved health & wellbeing



# Partnering for success – children's centres

Wrap around support

Cook & eat

Increased engagement

New friendships





# Local Markets

Keeping money in  
the local economy

Increased footfall &  
vibrancy

Valued new  
customers

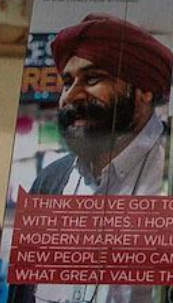




# BARNSLEY MARKETS

WE ARE  
BARNSLEY  
MARKETS

AT THE HEART OF  
BARNSLEY SINCE 1249



I THINK YOU'VE GOT TO CHANGE  
WITH THE TIMES. I HOPE THE NEW  
MODERN MARKET WILL BRING IN  
NEW PEOPLE WHO CAN DISCOVER  
WHAT GREAT VALUE THE MARKET IS.





# Since 2014:

**£115,000** vouchers  
redeemed

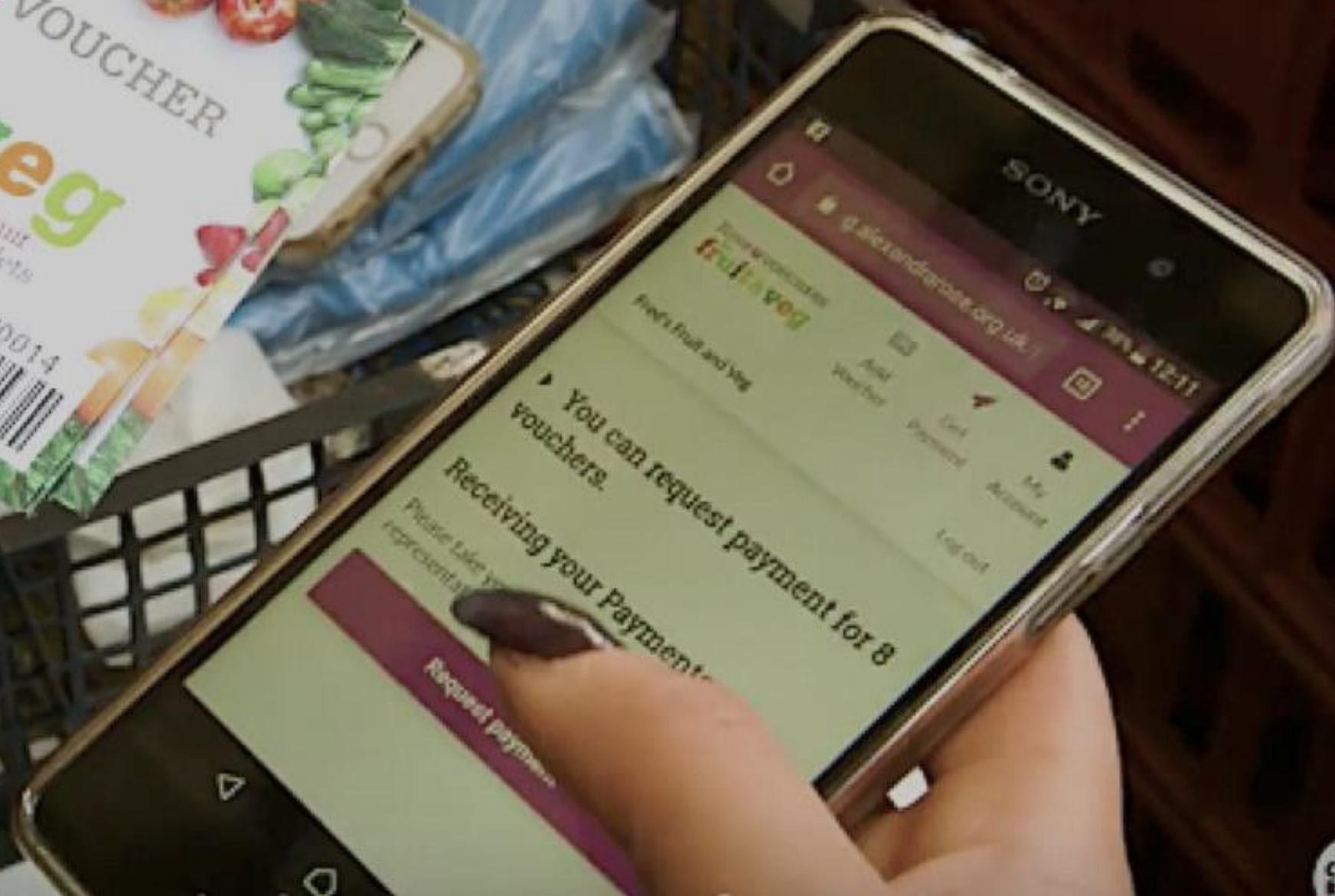
Active in:

- Hackney
- Lambeth
- Hammersmith & Fulham
- Barnsley
- Liverpool
- Southwark

Time to innovate...









**What about areas  
with no street  
markets?**

The Big Apple Van –  
Liverpool

**What next?**

Fruit & Veg on  
Prescription...



# Thank You



Alexandra  
**Rose**  
Charity

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# Questions?



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# Developing a 365 toolkit

- What do you like? Would you use this?
- What is missing?
- Do the questions make sense?
- Is there balance right between alliance and local authority actions?
- What needs to be considered for different nations?
- Would case studies be helpful? If so, where? E.g. links, short story, etc.
- Should the questions be prioritised or grouped? E.g. by importance, achievable, actor



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Thanks

