

Kickstart family engagement summary report April - August 2019

Background

Since 2017 Inspiring Communities Together have worked with Keepmoat Homes and other partners to deliver a programme of family friendly activities during the main school holidays. The funding for this has been secured through Inspiring Communities Together and the Social Value grant (funding allocated by Salford City Council and Keepmoat Homes for the local community benefit based on the physical regeneration in the area).

As in previous years the summer holiday programme has been split between a young person engagement programme working with Connections and Salix Homes and a weekly family holiday activity programme which are designed for families with primary school age children, though younger or older children are welcome to attend.

Holiday hunger pushes many families into food poverty and insecurity. Although some children from low-income families can access free school meals during term time, there is currently nothing available during school holidays. Holiday hunger also means families can suffer from social isolation during the holidays, as they cannot afford to have family days out or do activities. Our activities complemented other initiatives across the city to support families, particularly over the long summer holidays, such as the *Healthy Holidays* programme for children aged 11 – 18 years.

This report provides details of the family friendly activities delivered during the Easter, May half-term and summer holidays.

Introduction

The activities have been delivered across Charlestown and Lower Kersal (CHALK) and the following objectives have been established:

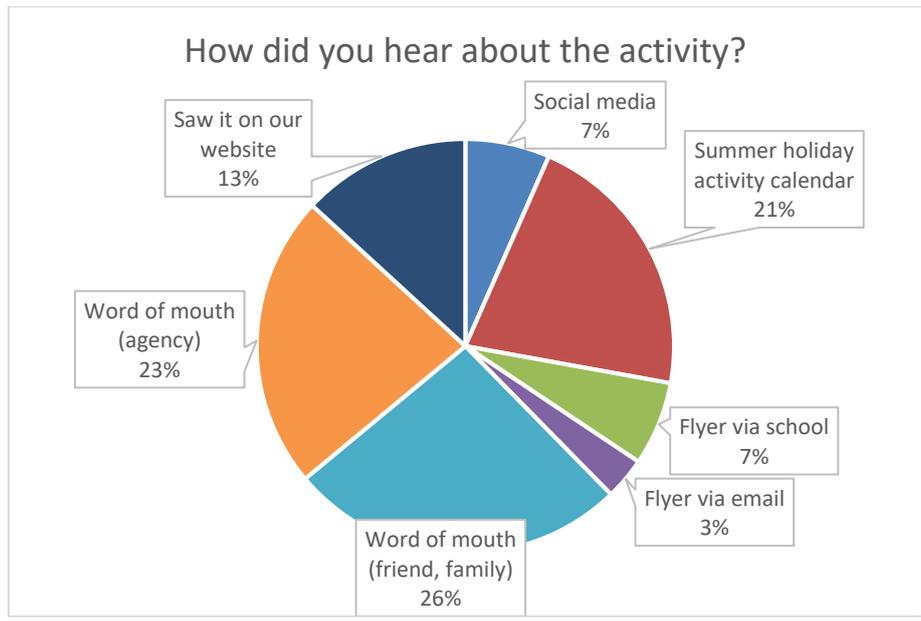
- mitigate the effects of holiday hunger
- encourage healthy eating habits, involving children in preparing meals with their parents/carers
- support children (and their families) to be active
- provide opportunities to learn new skills and be creative

Promotion

All activities were:

- listed on Inspiring Communities Together website and people were encouraged to book in advance online, this allowed us to gauge interest and to ensure we had enough resources and lunches prepared in advance.
- Flyers for the Easter and May half term activities were also distributed at St Sebastian's, St Phillips and Lower Kersal primary schools.
- Posters were also distributed in key locations such as the Salford Sports Village, St Sebastian's community centre, the Energise centre.
- We created a summer holiday activities calendar which was distributed to all homes in CHALK with our annual report in the second week of July before the schools broke up for the summer.

When signing in at the activities we asked each parent/carer about how they heard about the activity and the responses are recorded below:



Word of mouth (**59%**) continues to be the best way of promoting activities in the area, this may be because our activities are targeted at local residents and **83%** of participants came from CHALK and the surrounding areas. Our summer holiday activity calendar (**21%**) was another important source of information and Inspiring Communities Together website (**13%**) and social media (**7%**) are becoming increasingly useful ways of promoting our events.

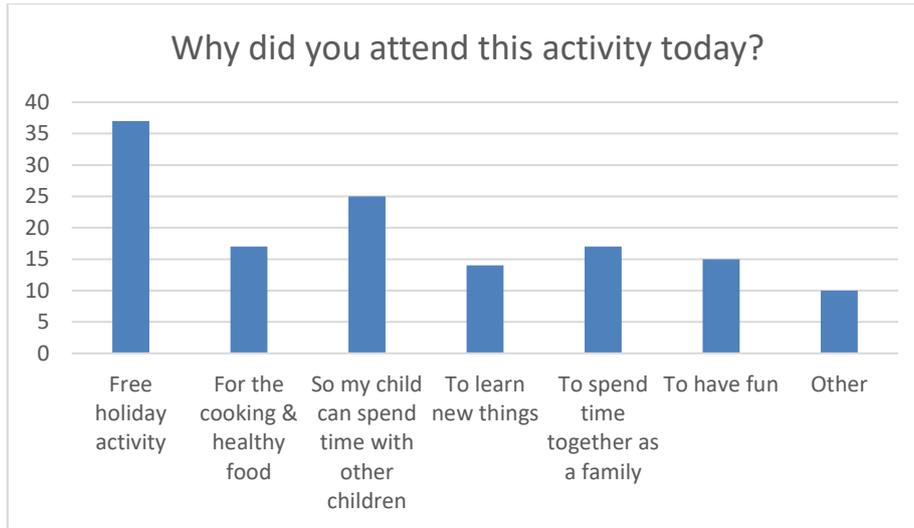
Outputs

Period covered	April – August 2019
Events delivered	18
Number of children and their parents/carers participating in the activities	398: <ul style="list-style-type: none"> 74% primary school age 24% under 3 years of age
Lunches provided	276 <ul style="list-style-type: none"> 78 families who attended the family cooking activities took home a second dish for their evening meal. 156 recipe cards were handed out so that families could repeat the dishes at home
Volunteer hours	26 hours contributed

Outcomes

We used simple children/young people feedback forms and a more detailed feedback form for parents/carers. **87%** of children and **74%** of adults attending completed a form.

Parents/carers told us they greatly appreciated the fact that the activities were free and interestingly many also said they valued spending time together as a family and saw the activities as a good opportunity for their children to meet and play with other children.



We asked parents/carers if they would do anything as a result of coming to the activity:

- **56%** said cook more at home with children
- **24%** said attend other ICT activities
- **8%** said do more gardening with children
- **4%** said come to the park more
- **4%** said do more *messy play* at home
- **3%** said follow Inspiring Communities Together on social media

Overall, the children rated the activities as good (**89%**), this is the same as last year.

In mid-September, we sent parent/carers a short email survey to ask them if they had done any of the things highlighted after the sessions in the month after the activities:

- **67%** said they had cooked more at home with children
- **83%** said they has attended other ICT activities
- **17%** said they has done more gardening with children
- **33%** said they had used the park more
- **16%** said they had done more *messy play* at home
- **33%** said they now follow Inspiring Communities Together on social media

“We’ve been on the Wetlands again and I’m not so worried about being outdoors if the weather isn’t great. The kids still have a great time.”

Conclusion

The activities this year have been successful in meeting the needs of local families with younger children in having access to free, fun activities they can do together. The cooking sessions were particularly well received by everyone and also contributed to mitigating the effects of holiday hunger, one of our key objectives, in a non-stigmatising way. Over two thirds of parents are continuing to cook with their children. Parents also reported being more active as a result of attending our activities, another of our key objectives.

Next steps

This is an interim report to enable partners to review what has already been delivered and identify any learning which may require the second half of the project to be reviewed.

Over the next period a further 4 events will be delivered (October 2019 and February 2020). At the end of the summer residents reported that some neighborhoods had high numbers of small children playing in the streets who could have attended the events offered. We will ensure these areas are targeted more prior to the holiday programme starting to see if this makes a difference.

For further information contact:

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Appendix A: Family activities – what we delivered so far

No	Date	Time	Activity	Venue
1	02/04/19	1pm - 3pm	Easter Arts and Crafts & Spring planting	Salford Sports Village
2	08/04/19	10am - 12pm	Dragon Egg Hunt	Riverbank Park
3	10/04/19	10am - 12pm	Easter egg hunt	Riverbank Park
4	24/04/19	10am – 12pm	Wetlands A-Z treasure hunt	Wetlands
5	29/05/19	11am-1pm	Family cooking activity	St Sebastian's community centre
6	28/05/19	10am -12pm	Family cooking activity	Salford Sports Village
7	05/06/19	11am-1pm	Circus Frank and face painting	St Sebastian's community centre
8	24/07/19	11am-1pm	Family cooking activity	St Sebastian's community centre
9	30/07/19	10am - 12pm	Unicorn Hunt	Wetlands
10	31/07/19	11am - 1pm	Upcycling planting and growing	St Sebastian's community centre
11	06/08//19	12.30pm - 2.30pm	Family cooking activity	Salford Sports Village
12	07/08/19	11am-1pm	Family cooking activity	St Sebastian's community centre
13	12/08/19	10am - 12pm	Butterfly Hunt	Riverbank Park
14	14/08/18	11am-1pm	Messy Fun: Play dough, slime and more!	St Sebastian's community centre
15	21/08/18	11am-1pm	Fun with Food: arts and crafts	St Sebastian's community centre
16	23/08/19	10am - 12pm	Park games	Riverbank Park
17	27/08/19	10am - 12pm	Family cooking activity	Salford Sports Village
18	28/08/19	11am - 1pm	Family cooking activity	St Sebastian's community centre

Appendix B: Easter and May half-term holidays



Appendix C: Summer holidays



Appendix D: Feedback after the events

Feedback from parents/carers

"It's the school holidays, so it's great to get the kids out of the house for a couple of hours"

"My child enjoys cooking so it's good to have a free local event in my local community."

"Today has been fun for the kids and all the family, its lovely to spend time doing something together."

"It's important that my grandson has the chance to play with other children."

"Fantastic! It's got the kids out, they really enjoyed the cooking, they made new friends and learnt new things."

"We've loved spending time together at this activity, we've had an amazing time."

"Thank you for providing something free to do with the kids over the summer."

Feedback from children

"Everything was fun, the best thing was the gardening though, I loved planting the carrots!"

"The best bit was spending time with my family"

"I enjoyed making the food and I liked how the staff helped us when we needed help"

*"I loved chopping the vegetables up, mum won't let me at home. Making the dough was fun.
Eating everything at the end was the best!"*

"I enjoyed the unicorn hunt, being outside and running around with my mum."

"I liked playing with the circus toys and having my face painted."

"We've just moved here, so playing with my new friends was great."