REPORT SUMMARY

An evaluation of Holiday Kitchen 2014: Learning, food and play for families who need it most in the West Midlands

Jane O’Connor, Caroline Wolhuter and Sian Every. January 2015
With contributions from Margaret Wilkinson, Paola Pedrelli and Rosemarie Lowe
Foreword

The long summer holiday from school often conjures up images of endless warm days, more family time and lots of opportunities for children to play with their friends.

For many vulnerable and low income families the reality is rather different. For them, the summer holiday also means the loss of a much-needed free school meal for each child in the family and a long period of increased financial pressure to pay for additional food and activities. For at least some of these children and families the idea of a pleasant holiday wears thin when increased social isolation, indebtedness and family stress are closer to what they actually experience.

This is where Holiday Kitchen can really help.

Holiday Kitchen aims to provide Holiday learning, food and play for families who need it most. It has core objectives to:

- Improve social inclusion and aspiration;
- Improve family nutrition and wellbeing; and
- Reduce financial and emotional strain.

As a partner in the developing Holiday Kitchen story, Family Action was proud to collaborate in providing a range of Holiday Kitchen programmes in Summer 2014 and to co-fund this initial evaluation of Holiday Kitchen’s effectiveness. I now urge you to read this Evaluation Report and to see the difference that Holiday Kitchen is already making to children and families.

This Evaluation Report shows not only that Holiday Kitchen works but also how great the need is for a programme like this over the school holidays and particularly over the long summer holiday.

It is hard not to be moved by the difference that Holiday Kitchen has made to individual children and families who attended the programme e. g. the parent who commented: “Holiday Kitchen has helped calm me down and focus on my children. It has also helped my kids make friends.” This Evaluation Report also underlines just how much potential there is for Holiday Kitchen to develop further. Wouldn’t it be fantastic if we could have a Holiday Kitchen programme operating in every community that needs it?

At its core, Holiday Kitchen is a locally co-produced and run programme that can be flexed and adapted to different settings and to meet local needs. The programme is being informed all the time by a rapidly growing body of delivery experience.

I am sure that I speak on behalf of everyone involved with Holiday Kitchen in saying that we are all committed to helping to grow and develop the programme in the future.

But we really need your help if we are to reach more children and families.

Let’s do this together. Let’s help Holiday Kitchen to achieve its potential. Let’s make it a special part of summer.

David Holmes CBE
Chief Executive
Family Action
The Holiday Kitchen story

In partnership with committed actors and agencies our aim is to reduce the impact of child poverty on individuals, families and neighbourhoods through integrated action to support families’ wellbeing; neighbourhood improvements; alongside social, financial and labour market inclusion. (Ashram Child Poverty Strategy, 2012)\(^1\)

It was in pursuit of this goal that Holiday Kitchen was born. Based on a simple formula of Holiday learning, food and play for families who need it most Holiday Kitchen works to complement government investments to meet Child Poverty commitments laid out in the 2010 Child Poverty Act\(^2\). How and why this non-term-time activity formula could make a considered contribution to this agenda forms the rationale for this study.

Holiday Kitchen rationale

The educational and health benefits of Free School Meals (FSM) for children living in relative or absolute poverty are widely accepted, as are the financial benefits for low-income families\(^3\). FSM sit within a suite of statutory measures to address child poverty in the UK (HM Government, June 2014)\(^4\).

Beyond FSM, schools and the Family Support Services attached to schools and state funded nurseries, offer an extensive framework for children and families to access support, learning, friendships and active play. This provision is central to the wellbeing and social inclusion of low income and vulnerable families. Out of education, the support of FSM, learning and play infrastructure disappears. For many vulnerable and low-income families, nursery and school holiday periods, which make up at least 13 weeks or 25 percent of the year, are a time of stress and indebtedness.\(^5\) For these families, the opportunity gaps regarding nutrition, learning, financial security and play are most pronounced during long summer holidays.

In addition to poor nutrition, social isolation, emotional and financial family stress can undermine children’s school readiness, cognitive functioning, well-being and social integration beyond school holiday periods. For vulnerable and neglected children, these challenges can be even more acute.

Housing providers are aware that anti-social behaviour and rent arrears spike seasonally in relation to holiday periods. Social services, Mental Health Services, Family Support Teams, domestic violence teams and debt advisors similarly recognise an increase in referral rates linked to the summer holidays in particular. Cumulatively, the holiday challenges low income and vulnerable families face have notable social and financial costs. It is clear that holiday periods can effectively act as a child poverty risk in themselves.

The child poverty risk holidays pose is heightened by the rising costs of childcare and the closure/scaling back of accessible voluntary sector and local authority funded holiday activities through youth services, leisure centres and children’s centres. Parents in low paid jobs face particularly difficult choices during holiday periods. In a YouGov (2011) survey of parents it was found that, ‘23% of parents surveyed have worried that their children’s friends were being neglected during the summer holidays’\(^6\).

Responding to calls from residents for support in holiday periods, in summer 2013 Ashrammoseley took action.\(^7\) With the aid of BBC Children in Need funding for one summer, Holiday Kitchen was developed into a short experimental programme that deliver 3000 days of quality activities and free nutritious lunches to almost 500 children in East Birmingham and North Solihull.
Reflecting on this learning, in April 2014 Ashrammoseley convened a national roundtable event for stakeholders from Public Health England, the Department of Work and Pensions, the Cabinet Office, local government departments, voluntary sector leaders, housing associations and private sector representatives to discuss holiday challenges for low-income and vulnerable families. The day concluded with clear support amongst delegates for the value in developing the concept and evidence base of Holiday Kitchen further.

Evaluation

Informed by the round table discussion and learning from 2013 delivery, the primary aim of this evaluation is to understand, measure and communicate the social impact of the Holiday Kitchen programme in relation to its core child poverty objectives:

- To improve social inclusion and aspiration
- To improve family nutrition and wellbeing
- To reduce financial and emotional strain

Each of these core objectives is explored in relation to a series of outcomes identified within a ‘Theory of Change’ model (see Appendix A).

The findings of this study are based on 2300 delivery days spread across eight day pilot programmes that ran over 11 sites in low income neighbourhoods in Birmingham, Sandwell and Solihull, with almost 300 participants. This was supported by a diverse range of community, commissioner, staff, sponsor and volunteer stakeholders. Notably there was no large grant applied for to cover 2014 costs. Delivery rather drew upon multiple small investments, including corporate product sponsorship such as cereal from Kellogg, donations and in-kind contributions which maximised local resources.

Methodology

Prior to the delivery of the 2014 Holiday Kitchen a Theory of Change (see Appendix A) for the programme was collaboratively developed. Within this multiple short, medium and long term outcomes and related indicators were identified for key stakeholder groups. These were subsequently clustered under the programme’s three core objectives. This set out a clear path from inputs, activities and outputs through to outcomes and has provided the basis against which the social value of Holiday Kitchen has been assessed.

The Theory of Change provided the framework for the entire evaluation programme. Indicators were identified for each outcome and these informed the design and development of the innovative and bespoke data collection methods. Considerable attention was given to enabling children’s voices to be strongly heard.

The evaluation programme was an action research pilot that generated a wealth of data and learning. A multi-stakeholder and mixed-method approach was used to ensure that the data gathered was as reliable, robust and credible as possible. Child-centric visual evaluation activities were central to capturing children’s voices alongside the adult voice of families, staff, volunteers and commissioners/funders.

All of the evaluation activities were deemed as ethically appropriate by the Faculty Ethics Committee at Birmingham City University. Children and adults were regularly reminded of their right to withdraw their consent to participate in all evaluation activities.
Planning for Real took the lead in designing bespoke evaluation tools and materials to use with the children and families who attended Holiday Kitchen. The Planning for Real ethos is that techniques should be highly visual, tactile, participatory and community-led and this approach underpinned the design of the evaluation activities.

The evaluation programme included child-centric visual activities (tree of hope, washing line, thought and speech bubbles, weather maps), parent/carer questionnaires and guided 1:1 interviews (including specific distance travelled questions), staff focus groups, semi-structured interviews with volunteers, telephone interviews with centre managers and a feedback session with commissioners/funders.

The evaluation programme design drew on the principles of Social Return on Investment (SROI). The framework developed for this evaluation lends itself to undertaking more detailed analyses which could involve attaching monetary values and producing a final ratio of social return and an accompanying narrative explaining how, where and to what extent social impact is delivered. Appendix B provides an overview of a preliminary Social Return on Investment (SROI) case study.

Caution is required as through this evaluation a sufficient proportion of stakeholders were not engaged across all delivery settings to warrant sweeping claims about the total amount of social impact created. It is however credible to state that positive social impact across numerous outcomes has been created through this programme and as a result of this evaluation programme we will be much better placed to understand, measure and communicate this for future Holiday Kitchen programmes.

Programme principles and purpose

Holiday Kitchen recognises that a nutritious diet and continued learning opportunities are cornerstones upon which wider education and wellbeing outcomes are built. On this basis it provides positive family-focused learning, food and play activities during school holidays that aim to improve children’s wellbeing, educational opportunities and life-chances. More explicitly it is committed to pursuing positive outcomes associated with its three key objective areas:

1. Improved social inclusion and aspiration - related outcomes include improved school readiness and reduced opportunity gaps for social participation.

2. Improved family nutrition and wellbeing - related outcomes include reduced food poverty, obesity and poor mental health.

3. Reduced financial and emotional strain - related outcomes include reduced debt, social services referrals and safeguarding risks.

Delivery using the New Economic Foundation (NEF) Five Ways to Wellbeing Framework

To achieve these objectives, Holiday Kitchen has drawn upon the NEF Five Ways to Wellbeing Framework to inform activities and programme design.

The concept of well-being comprises of two main elements: feeling good and functioning well. Research shows that we achieve wellbeing through five key actions: giving; learning; connecting; taking notice; and being active. For Holiday Kitchen purposes the Five Ways to Wellbeing actions were integrated into each day’s activities to support family wellbeing.
The content of the Keep Learning & Take Notice Activities varied every day according to the activity programme which can be viewed on a programme flyer on the next page. These activities were chosen based on their value in supporting Holiday Kitchen’s three core objectives. An emphasis was put on delivering as many activities outside as possible given the wider health benefits of outdoor activity. The ability of different delivery centres to do this was based on their access to local facilities. In addition to training and an induction into the programme, each centre was given a resource pack to support their delivery of activities over the eight day programme.

Delivery – who, where, when

Holiday Kitchen operates through existing local infrastructure and is delivered in community sites by partners who work directly with low-income and vulnerable families, children and young people. It is premised on a flexible and responsive community delivery ethos that meets the cultural, demographic and socio-geographical nuances of its client group.

The programme required families to register and commit to eight half-days of Holiday Kitchen activities spread across two to four weeks of the summer holidays (2014) in a local participating centre. Most centres delivered activities between 9:30-12:30 in the morning, but two centres delivered Holiday Kitchen in the afternoons and one youth programme delivered activities between 9am and 8pm to fit in with their client group. Breakfasts were all based around Kellogg’s cereals, milk and fruit juice – with some centres offering additional items. Lunch catering varied from buffet style catering by educational caterers to packed lunches from sandwich shops. Two centres supported make & taste self-catering where participants made their own lunches using core ingredients and basic recipes provided by the centres.

A core commitment of Holiday Kitchen is to deliver to families who need it most. Within this context, the evaluation data gathered from a sample of programme participants shows:

- Parent/carer ages ranged from 20 to 41, and most had two or three children.
- All the participants were unemployed apart from one mum who worked part-time.
- All but one were receiving at least one type of state benefit (generally Job Seeker's Allowance, Housing Benefit and/or Child Tax Credits).
- 45 percent of participants came from ethnic minority backgrounds.
- 67 percent of respondents said that their child/ren access free school meals (note that families with younger children did not always identify with this category).
- 34 percent said their family had accessed food bank support in the last 12 months.
- 36 percent reported that they or their children were currently receiving additional support through education, health or social services. This was used as a proxy for vulnerability. Delivery centre staff reported that a significant minority of children had either Child in Need or Child Protection Plans in place.

It should be noted that Holiday Kitchen 2014 was not a universal service. Delivery was socially and geographically targeted in an inclusive manner to disadvantaged families and deprived neighbourhoods. Centres worked with partners to determine the most effective referral and registration routes for their local community. Some centres took referrals primarily from Family Support Teams. Others drew on a combination of referral routes including self-referral. Through this process the programme met the criteria of ‘for families who need it most’. This was clearly validated by programme registration data and qualitative evaluation material.
Overview of Findings

As discussed, the Holiday Kitchen programme was grounded in a ‘Theory of Change’ logic model which identified specific outcomes for children, adults and venues based on the activities and resources delivered in the settings and the inputs contributed by stakeholders (see Appendix A). An overview of the extent to which the short, medium and long term projected outcomes were met in relation to each group according to the evaluation findings for the programme is discussed below.

Achievement of Holiday Kitchen aims in relation to children, parents and venues

In light of the findings from the evaluation materials it is clear that Holiday Kitchen met the following short term aims for children:

- Reduced opportunity gap;
- Increased physical activity;
- Improved opportunities for family bonding and learning outside the home;
- Improved nutrition.

There is also evidence that the short term aim of ‘Increased exposure to reading and language development’ was partially met through the vocabulary building aspects of activities, and that the ‘Money, fun and games’ sessions may have led to an ‘Increased awareness of illegal money lending’.
Evidence from the children’s voices, parents and staff, indicate that the medium term goals for children of ‘Improved well-being’ and ‘Raised aspirations (through diversity of experience)’ were achieved, particularly through the outdoor activities and the local trip. The medium term aim of ‘Safeguarding – avoidance of crisis point/increased safety of children’ was harder to evaluate, although there was strong evidence that Holiday Kitchen helped to reduce parental stress.

In relation to the longer term goals of ‘Reduced obesity amongst children’, ‘Reduced health and education inequalities’ and ‘Improved educational outcomes’, evidence from the evaluation is certainly positive, particularly in terms of children’s reported learning about healthy food, exercise and the enriching and stimulating activities in which they engaged.

For the parents there is strong evidence from the evaluations that the short term aims of ‘Improved opportunities for family bonding and learning outside the home’ and ‘Improved social inclusion’ were achieved, specifically through the shared meal times and the opportunities for meeting and talking to other families. There is also clear evidence that the short term aims of ‘Reduced financial strain’ and ‘Reduced family indebtedness’ were realised through the provision of breakfast, lunch and the free activities for the children. The achievement of longer term goals around reduced debt, illegal money lending and increased financial knowledge and confidence however are harder to ascertain, although there were reports of parents engaging further with financial support organisations they learned about at Holiday Kitchen. From the evaluations it is clear that further opportunities to take part in future Holiday Kitchens would also alleviate financial strain, albeit in the short term again. Given holiday, particularly summer and Christmas periods, are particular points in the year low-income families experience acute financial pressure, alleviating financial strain at these points may have longer term benefits.

There was evidence that the medium term goal for parents of ‘Improved family knowledge of nutrition/fitness/well-being’ was met through the focus on healthy food and activities. Similarly ‘Improved parental mental well-being’ was frequently alluded to in the adults’ evaluations. The long term aim for parents of ‘Raised aspirations - widening horizons – health, wellbeing’ is certainly in line with the evaluation feedback received from the vast majority of parents who viewed Holiday Kitchen as a positive experience for themselves and their families.

A key overriding aim for families was to ‘Reduce food poverty’, and there can be little doubt that this was achieved through Holiday Kitchen, at least in the short term. 90 percent of the research sample of parents/carers felt they and their children benefitted from Holiday Kitchen breakfasts; and 85 percent of the same sample reported they and their children benefitted from Holiday Kitchen lunches. Parents/carers also reported an on average 15 percent improvement on their ability to provide healthy meals at home during this time.

In terms of the venues, the short term aim was to ‘Progress towards achievement of targets related to health & well-being, and school readiness’. Holiday Kitchen was reported to have fitted well within this remit by the centre managers and staff. Several managers and staff also commented on how Holiday Kitchen engendered an ‘Increased reach and uptake of services’ which was the medium term goal. In relation to the long term goal of ‘Increased profile/reputation of Holiday Kitchen venues’, time will tell, but staff and managers undoubtedly understood the value and importance of the programme and were willing, if given the opportunity, to run future Holiday Kitchens. This was reinforced by the fact 95 percent of the parents/carers sample said they would recommend Holiday Kitchen to friends and family.

Conclusions and recommendations

It has been demonstrated here that the multiple risks that holiday periods pose for low-income and vulnerable families in relation to debt, household stress, poor wellbeing, social isolation
and growing opportunity gaps may be effectively addressed through the provision of holiday learning, food and play for families that need it most. As a relatively low cost intervention, Holiday Kitchen has the scope to complement and bolster term-time investments in schools, nurseries and children’s centres to address child poverty. On this basis Holiday Kitchen’s potential to contribute toward goals set out in the Child Poverty Strategy 2014-2017\textsuperscript{10} - with a particular focus on improving living standards and educational achievement - needs further consideration from both a policy and operational perspective.

Policy & research recommendations

At present there is a clear policy gap in relation to providing additional support to low-income and vulnerable families during the 25 percent of the year that make up holiday periods when Free School Meals are not available, and the opportunities to access learning, play and additional support substantially retreat.

The All Party Parliamentary Group on School Food has stated that ‘addressing hunger in school aged children is a collective responsibility of ‘children’s service providers’, communities and families and should be a key part of the government’s ongoing commitment to end child poverty by 2020.’\textsuperscript{11} Upon this basis Graham’s (2014) has recently called for the UK government to support ‘child meal provision and enrichment programmes targeted to areas with high percentages of 40% or more free school meals’ (p4)\textsuperscript{12}. This call has been reinforced by the Feeding Britain (2014)\textsuperscript{13} recommendation that ‘the Government begins costing the extension of free school meal provision during school holidays’ (p50).

Coupled with the delivery of more extensive Holiday Kitchen type interventions, there is a clear need for child poverty policy makers to invest in further research into the social value of holiday interventions for low-income and vulnerable families to inform future.

Operational conclusions

It was agreed at the Holiday Kitchen Round Table in April 2014 that the most effective use of resources within the current climate would be for Holiday Kitchen activities to be delivered within existing settings that are equipped and require limited ‘top up’ resources. Using this approach much was learnt this summer about the need for effective central co-ordination of activities, additional resource requirements, training needs, quality standards, monitoring and evaluation, sponsorship and communication with media, commissioners and policy makers. At the same time, the importance of local ownership was reiterated. It is clear that people delivering frontline services are best placed to tailor a programme to meet the cultural, social, diet, health, educational and linguistic needs and priorities of local participants. Local providers are also best placed to liaise with their community networks and existing referral partners to ensure a programme appropriately reaches ‘families who need it most’.

From both our work and international learning (Graham,2014: 4)\textsuperscript{14}, it is evident that successful local delivery is more likely when supported by a local strategic sponsor who can manage local strategic relationships and champion the programme to related services or settings, referral partners, potential sponsors and the media.

Informed by this learning, the below Delivery Framework has been developed as a recommended basis for effective future programme delivery. This is premised on the development of blended financial and in-kind support packages with diverse stakeholders to effectively maximise existing statutory investments and infrastructure.
Next steps

Over the last two years Holiday Kitchen has been positively received by Public Health Services, Children's Services, child poverty practitioners, community activists, diverse political leaders, civic servants, media channels and local families. Building on the learning developed during this period, a core partnership team for Holiday Kitchen are now developing the infrastructure to scale up and replicate delivery in deprived neighbourhoods across multiple locations in England.

Through the development of different delivery support packages and positive partnering which maximises local resources and infrastructure, we aim to provide a nationally recognised model of holiday learning, food and play. This will directly address support gaps during the 25 percent of the year schools and related services are least accessible to low-income and vulnerable families. In so doing we will seek diverse funding to support delivery, the further development of social impact metrics and learning exchanges with European partners engaged in similar activities.
Appendix A

The Holiday Kitchen ‘Theory of Change’ model 2014

Programme: Holiday Kitchen Theory of Change 2014

Rationale: Families on low incomes who are entitled to free school meals during term time often experience high levels of stress during school holidays (25% of the year) when demands are placed on them to provide children with additional meals and activities. Holiday Kitchen operates through existing local organisations and partnerships which work directly with the children, families and young people using infrastructure.

Service Aim: Holiday learning, food and play for families who need it most. Through family learning we aim to co-deliver age appropriate food and enrichment activities that improve children’s wellbeing, educational opportunities and life-chances while addressing wider community health inequality and family tensions in a way that complements the Child Poverty Strategy.

Inputs (what stakeholders are contributing to make the activity possible)

- Volunteers
- Volunteers’ time
- Staff salaries
- Holiday Kitchen management
- Resource costs
- Food / learning
- Transport
- Sponsorship
- Funding

Outputs

- Delivery framework - 8 day programme over 2-4 weeks
- 11 venues across Birmingham, Sandwell and Solihull
- Day 1: Musical theatre
- Day 2: Change 4 life Plam Challenge
- Day 3: Money fun & games (linked to Biggins Money Lending Team)
- Day 4: A field to fork
- Day 5: Local trip
- Day 6: Make & tests
- Day 7: Forest school
- Day 8 : Music & Celebration
- 1 ½ hour activities incorporating free play & family togetherness
- Resource provision dissemination / distribution and low level signposting
- Food / community lunches & breakfast
- 210 children attending 8 day HK programme
- 75 parents / carers attending 8 day HK programme
- 2,260+ community lunches
- 1,500+ breakfasts
- 3 volunteers / intern supporting activities
- 11 delivery programmes

Activities

Key of Objectives

- Improved Social Inclusion Outcomes
- Improved Nutrition & Wellbeing Outcomes
- Reduced Financial & Emotional Strain Outcomes

Outcomes

- Short: Reduced food poverty (family)
- Medium: Improved nutrition (children)
- Reduced opportunity gap - (linked to out of school learning & play (children)
- Increased exposure to reading and language development (children)
- Improved opportunities for family bonding and learning outside the home
- Improved social inclusion (family)

- Long: Reduced obesity amongst participant children
- Reduced health inequalities (children)
- Improved child well-being - link to reduced household stress, active play & social contact
- Raised aspirations (through diversity of experience) (children)
- Improved educational outcomes – school readiness/ engagement in learning – reducing educational inequalities

- Safeguarding - avoidance of crisis point / increased safety of children
- Improved parental marital well-being (through respite from home in holidays / learning opportunities
- Reduced family indebtedness
- Increased awareness of illegal money lending (family)

- Improved family financial confidence
- Improved employability (volunteers)
- HK venue – increased profile / reputation

Appendix A
Appendix B

Social Return on Investment Case Study Summary - Green Acres Children’s Centre, Oldbury

The Holiday Kitchen evaluation framework is based on a Theory of Change and draws on the principles of SROI (Social Return on Investment). As part of the evaluation process, the data for one delivery setting (Green Acres Children’s Centre in Sandwell) was explored in greater detail so as to understand the future potential for carrying out detailed SROI analyses to measure and communicate the level of social impact generated.

The SROI process involves: calculating inputs, identifying outputs and outcomes, using indicators to understand the quantity and extent of the achievement of outcomes, assigning monetary values to the outcomes, factoring in attribution, deadweight and displacement (how much change the Holiday Kitchen programme can take credit for) and calculating a final SROI ratio to reflect the value of the activity per £1 invested. Of course the ratio is only one element, it is the accompanying narrative that explains the how and the why.

In terms of the verification of outcomes, parents/carers identified three main ways in which the programme had had an impact on them:
- It has helped me financially
- It has reduced me feeling stressed about what to do with the children this summer
- It has helped my family have fun together

These are very much in line with the reduced financial strain and improved opportunities for family bonding and learning outside the home outcomes included in the Theory of Change.

For children the key short term outcomes seem to have been improved nutrition and increased physical activity. There is also evidence of progress against the increased exposure to reading and language development outcome.

The evaluation activities provided evidence of both the achievement of outcomes and the magnitude of change i.e. the extent to which Holiday Kitchen has made a difference to individuals. The distance travelled questions included as part of the parent/carer 1:1 questionnaires captured how far parents/carers felt they have progressed of changed as a result of the programme (based on four responses):
- 50% of respondents felt that by attending the Holiday Kitchen they were able to feed their families more healthy meals at home, with an average 15% improvement.
- 75% of respondents felt that Holiday Kitchen had led to a reduction in how stressed they felt about money, with an average 32% reduction in stress levels.
- 75% of respondents felt that through the Holiday Kitchen they had more positive social contact with people outside their family, with an average increase of 40%.

In order to conduct a full analysis for a given setting a greater proportion of stakeholders would need to be engaged with.

The evaluation material gathered strongly indicates the achievement of multiple outcomes for different stakeholder groups. The mixed-method evaluation approach generated a great deal of data with a strong emphasis on the child voice. This was backed up by reporting through a variety of means by parents/carers.

We are confident that the evaluation framework developed and the innovative materials used to gather data would provide a robust basis for more detailed social impact analyses with the potential for comparative studies across geographic areas and delivery settings in the future.
Acknowledgements

Holiday Kitchen has been pioneered by Ashrammoseley, part of the Accord Group. We are grateful for the programme support that has been received from Family Action, Public Health England, Sandwell Metropolitan Borough Council, Birmingham City Council, Birmingham City University, Solihull Metropolitan Borough Council, Kellogg, England Illegal Money Lending Team, the Longhurst Group, Health for Living, Foseco, The Grimmitt Trust, Mymedpharma Ltd, alongside community service providers and caterers committed to addressing educational and health inequalities.

We are particularly grateful for the comments we received on earlier drafts of this report by Karen Saunders from Public Health England and Angela Blair from Sandwell MBC.

All photographs reproduced in this report have been supplied by Ashrammoseley.

Endnotes

1 www.ashrammoseleyha.org.uk
5 The effect of the spending pressures in the school holidays on the lives of low income and disadvantaged families was clearly explored in the Family Action report Breaking the Bank: Summer on a Shoestring (2012).
7 Holiday Kitchen 2013 was established at the same time reports of food bank demand spikes were being reported: ‘The Trussell Trust… says this is the busiest summer it has ever experienced, with some of its branches seeing double the number of requests for emergency parcels since the start of the holidays.’ (Dugan 2013)
9 See Allen, J & Balfour, R. (2014) Natural Solutions to Tackling Health Inequalities. UCL Institute of Health Equity, UK.
14 Ibid.
15 The programme has received prime time regional and national news coverage on BBC, ITV, 5 Live, Free Radio, Russia Today, Birmingham Post and The Guardian.
Holiday Kitchen Evaluation Team

The Accord Group consists of a group of dynamic, innovative and ambitious housing, health and social care organisations which provide services across the Midlands to over 80,000 people. We are a values-led social business motivated by adding social and economic value to the communities where we work.

Holiday Kitchen has been pioneered by Ashram moseley Housing Association, which is part of the Accord Group. As an agency committed to social inclusion and social impact we co-develop collaborative partnerships and creative projects with a diversity of local residents to meet community needs. This work notably focuses on addressing poverty and social exclusion through excellent service and social innovation. Holiday Kitchen forms part of our work to address child poverty. For more information, please visit accordgroup.org.uk

Planning for Real is an expert community engagement unit which develops specialist visual, participative and inclusive materials for a wide range of audiences. We have an in-house accredited Social Return on Investment (SROI) practitioner who supported this evaluation programme. For more information, please visit planningforreal.org.uk

Family Action is a charity committed to building stronger families by delivering innovative and effective services and support that reaches out to many of the UK’s most vulnerable people. We seek to empower people and communities through practical, financial and emotional help. We provide effective and innovative services that have a positive impact on people's lives. Our work is wide-ranging and includes help for parents-to-be, the provision of many Children's Centres in local communities, intensive family support, emotional health and well-being services, counselling, mediation and therapies, support in schools and financial grants programmes. For more information, please visit family-action.org.uk

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