



KIDS KITCHEN CLUB

Project Report and Evaluation

EXECUTIVE SUMMARY

Kids Kitchen Club is a 'holiday hunger' project developed and delivered by The Welcome Centre, Huddersfield.

This report explores why the project was created and its strategic aims, the process for developing and delivering the project, feedback from participants, and an evaluation of the project.

The Welcome Centre is happy to share its Kids Kitchen Club resources with other organisations and individuals. If you would like to access these resources, or would like any further information about Kids Kitchen Club, please contact Ellie Pearson, Centre Manager at The Welcome Centre, on 01484 515086, or Eleanor.thewelcomecentre@gmail.com.

The Welcome Centre
2018

About The Welcome Centre

The Welcome Centre (TWC) is a food bank plus in Huddersfield (West Yorkshire). Our purpose is to improve the quality of life of individuals experiencing extreme disadvantage in our local community by providing practical support, guidance, advocacy and advice. Our clients are referred to us from more than 100 frontline agencies in our community, and we provide our clients with practical support through the provision of food parcels, toiletry packs, bedding packs, and home starter packs. We also offer an Advocacy, Guidance, and Support service, helping clients address their crisis situation through one to one work. This includes referring clients to other specialist agencies, advocating on clients' behalf with other organisations, and working with clients to help them with money management, benefits and budgeting issues.

Background

In 2017, a growing problem emerged nationally that became known as 'holiday hunger'. Holiday hunger refers to a problem faced by many; families struggling with finances rely on their children's schools to provide them with a free or low-cost lunchtime meal, and in many cases breakfast too. During the school holidays, these children are at risk of going unfed or underfed, and only having access to unhealthy foods. Particularly at risk of holiday hunger are an estimated one million children nationally who receive free school meals during term time, and a further two million children from low income families who do not qualify for free school meals. National attention was drawn to the issue in 2017 by charities including Family and Childcare Trust, Child Poverty Action Group (CPAG), and Trussell Trust, resulting in an inquiry and report from the All Party Parliamentary Group on Hunger.

In response to this emerging issue, several national initiatives were set up, most notably Street Games' Fit and Fed campaign and Trussell Trust Holiday Clubs, both of which offered a model providing children and families with food and activities. Emergency food aid providers in neighbouring areas of Leeds, Wakefield, and Calderdale quickly began working to address the issue of Holiday Hunger, with many engaging in Trussell Trust and StreetGames projects, and some opting to run independent programmes. However, within TWC's area of south Kirklees, holiday hunger provision was limited, with only two areas offering any provision at all.

Due to the lack of holiday hunger provision in south Kirklees, The Welcome Centre (TWC) applied for funding from the West Yorkshire Police and Crime Commissioner's 'Safer Communities Fund', with the aim of:

- Deliver a pilot project tackling holiday hunger locally
- Produce an evaluation report of the project
- Make the evaluation report and project resources available to other groups interested in running similar projects

The funding application was successful, and enabled us to deliver a project called Kids Kitchen Club. Kids Kitchen Club ran throughout the 2018 Easter school holidays and offered children and their families the opportunity to participate in arts and craft, sports, and cookery activities. The project was delivered in partnership with a local school who hosted the activities, and with the support of two activity partners.

Developing Kids Kitchen Club

Conversations with organisations that had run similar projects in other areas revealed two major challenges when delivering holiday hunger projects:

- 1) Ensuring there is no stigma attached to the project that would prevent people from participating, or make the experience less enjoyable for them
- 2) Securing the attendance of the families most in need of support, who may face multiple barriers to participation

To ensure there was no risk of stigma for the families participating in our project we took the following steps:

- 1) We branded the project Kids Kitchen Club, a neutral name which doesn't have any connotations of holiday hunger or social support
- 2) We did not promote Kids Kitchen Club as a food bank initiative, but rather as a collaborative project in which the food bank was involved
- 3) Although a cookery session took place every day of Kids Kitchen Club, the emphasis was placed on cookery as an activity, rather than the provision of food to participants
- 4) Other activities were provided each day, as well as cookery

To secure the attendance of families most in need of support, we took the following steps:

- 1) We delivered the project 'on location' in a residential area rather than asking participants to travel to TWC's town centre premises
- 2) We worked in partnership with a local school¹ who hosted the activities, providing a neutral and familiar space for families
- 3) We gave our partner school responsibility for targeting the families who would benefit most from taking part in the project, and securing their attendance

Before deciding to run our project in partnership with a local school, we considered other possible partners including local community centres, churches and mosques. However, we decided that these venues offered a less neutral space and some families may not be familiar with or comfortable visiting them. Moreover, by working in partnership with a local school, we were able to rely on their considerable knowledge of their pupils to ensure that those most in need were able to benefit from our project. Finally, working with a school meant that we had access to on-site kitchens and equipment for the cooking activities, and that we had a back-up, indoor venue for sporting activities in the event of bad weather conditions.

In addition to cooking activities, which were led by TWC, we decided to run a mixture of arts and crafts and sports activities throughout the project. This allowed us to test the popularity of different types of activities, and was also intended to offer variety for participants and prevent people being dissuaded from participation because of skill level or interest in any one activity. We identified two key project partners to deliver sports and arts and crafts activities. We partnered with Huddersfield Town Football Club's charity foundation (Town Foundation) who, in addition to providing sports coaches, were able to provide breakfast² for participating families each day of the project. Fair and Funky, another local organisation, led our arts and crafts sessions, which focussed on creative activities recycling food packaging.

¹ To further prevent stigma for the families taking part, we have chosen not to name the school we partnered with for the project.

² Town Foundation has an established programme running 'Early Kick-Off Breakfast Clubs' during term time, through which they provide children at participating schools with free and healthy breakfasts. However, the breakfast clubs do not normally run during school holidays.

Delivering Kids Kitchen Club

Kids Kitchen Club ran daily during Easter 2018, from Wednesday 4th April to Friday 6th April and Monday 9th April to Friday 13th April. One member of TWC staff coordinated the project, developing the project plan, liaising with project partners, and recruiting project volunteers. Volunteers for the project were recruited from TWC's existing volunteer base, and led on planning and delivering the cooking activities, and also collecting and evaluating the project feedback. TWC provided all of the food and ingredients for the cooking activities.

One of TWC's volunteers with professional experience in diet and nutrition put together a recipe book of simple, low-cost, healthy meals; all families were given a copy of the recipe book to take home with them, and all of the meals and snacks that families prepared during the cookery sessions were included in the recipe book.

Our partner school coordinated family attendance at the sessions, targeting families they felt were most at risk of holiday hunger. Six families were invited to attend each day.

Each day of the project, we provided families with breakfast on arrival (through Town Foundation's Early Morning Kick-Off breakfast club scheme), and then families took part in a family cooking activity, and a second activity run by one of our project partners (arts and crafts or sports). Families then communally ate the food they had cooked, and were able to take home leftovers. During the lunch session, families were given the opportunity to speak to TWC's Development Worker if they wanted advice on anything (leaflets on a range of topics were also available), and were asked to provide feedback on Kids Kitchen Club via anonymous questionnaire.



(Left to right: Kids Kitchen Club recipe book, tuna pasta bake, ingredients for pitta bread pizzas, arts and crafts creations)

Sessions ran as follows:

(Note: there were no activities on Monday 2nd and Tuesday 3rd April)

- Staff arrival time: 8.30 (set up breakfast arrangements and greet families)
- Volunteer arrival time 9.00 – 9.30 (to be ready for first activities starting at 9.30am)

Monday 2 nd April	Tuesday 3 rd April	Wednesday 4 th April	Thursday 5 th April	Friday 6 th April
		9.00 – 9.30 Family arrival and breakfast	9.00 – 9.30 Family arrival and breakfast	9.00 – 9.30 Family arrival and breakfast
		9.30 – 10.45 Arts and crafts	9.30 – 10.45 Arts and crafts	9.30 – 10.45 Arts and crafts
		10.45 – 12.00 Cooking (tuna pasta bake)	10.45 – 12.00 Cooking (pitta bread pizzas, drop scones)	10.45 – 12.00 Cooking (tuna pasta bake, tzatziki and crudites, fruit salad)
		12.00 – 12.45 Lunch	12.00 – 12.45 Lunch	12.00 – 12.45 Lunch
Monday 9 th April	Tuesday 10 th April	Wednesday 11 th April	Thursday 12 th April	Friday 13 th April
9.00 – 9.30 Family arrival and breakfast	9.00 – 9.30 Family arrival and breakfast	9.00 – 9.30 Family arrival and breakfast	9.00 – 9.30 Family arrival and breakfast	9.00 – 9.30 Family arrival and breakfast
9.30 – 10.45 Arts and crafts	9.30 – 10.45 Cooking (ragu, tzatziki, apple crumble)	9.30 – 10.45 Cooking (pitta bread pizzas, drop scones)	9.30 – 10.45 Cooking (pitta bread pizzas, drop scones)	9.30 – 10.45 Cooking (tuna pasta bake, fruit cheesecake)
10.45 – 12.00 Cooking (pitta bread pizzas, drop scones)	10.45 – 12.00 Sports	10.45 – 12.00 Sports	10.45 – 12.00 Sports	10.45 – 12.00 Sports
12.00 – 12.45 Lunch	12.00 – 12.45 Lunch	12.00 – 12.45 Lunch	12.00 – 12.45 Lunch	12.00 – 12.45 Lunch

Attendance at Kids Kitchen Club

One of the major challenges we encountered when planning Kids Kitchen Club was how to ensure that those families who would benefit most from participating in the project attended. Our partner school identified the families most at need, invited them to attend, and sent out regular reminders in advance of the sessions. Even with all of these steps in place, attendance was not guaranteed, and on some mornings only a couple of families arrived at the start time. The school then phoned the absent families to remind them of the sessions, and also contacted a list of ‘standby’ families, to offer them the

opportunity to take up the vacant places at that day's Kids Kitchen Club. These additional interventions meant that we did have good attendance on most days.

However, it should be noted that we were only able to make these interventions because 1) our project was located on-site in the community within short walking distance of all participants, and 2) our partner school was proactive in encouraging participation in the project, and had sufficient knowledge and information about families' situations to manage these interventions tactfully and effectively.

Session	Number of children present	Number of adults present	Number of family groups	Total number present
Weds 4 th April	11	7	6	18
Thurs 5 th April	9	6	5	15
Fri 6 th April	10	7	6	17
Mon 9 th April	11	6	6	17
Tues 10 th April	8	4	4	12
Weds 11 th April	9	6	6	15
Thurs 12 th April	12	6	6	18
Friday 13 th April	12	5	5	17
Totals*	73	41	38	114

Notes: * not necessarily different people - some families attended two sessions

Feedback from Participants on Kids Kitchen Club

One of TWC's main aims in delivering Kids Kitchen Club was to develop a model that other groups and organisations could replicate, and that the model would be scalable (up and down) to suit differing capacities for delivery. To achieve this aim, it was important that we gathered feedback from the participating families, so that we could evaluate the project and make recommendations for future improvements. To achieve this aim, we conducted daily questionnaires with participants; here is an outline of the feedback based on the questionnaire responses. It should be noted that there were some problems in administering the questionnaires; not all children were assisted, several children did not complete a questionnaire, some adults may have completed the children's questionnaire, and some children copied other children's answers. Additionally, analysis revealed that some of the questions may have been confusing or ambiguous; in particular, 'could you have done the same elsewhere?' and 'would you like to come again?'. As a result, the findings are not entirely reliable but they provide an indication of areas of success and areas for improvement.

In total, 63 out of 73 children and 33 out of 41 adults completed questionnaires, response rates of 86% and 80% respectively. The response rate to questionnaires on days featuring sports activities was lower than when arts and crafts activities were offered (75% and 95% response rates respectively).

Feedback from Children

The majority of children enjoyed taking part in Kids Kitchen Club, although some of the activity sessions were less popular than others. Arts and crafts activities were more popular than sports activities; one in four children did not enjoy the sports and would not have wanted to do more sports activities.

Feedback also highlighted that children enjoyed preparing food more than they enjoyed eating what they had prepared. Unfortunately, we do not have further feedback on why eating the food was less popular, but this may just be because the cooking activities were more interactive and 'fun' than eating the food. Alternatively, it could be attributable to the unfamiliarity of the recipes and ingredients. It is worth noting that although different foods were made on different days, there was no correlation between different recipes and the feedback on making or eating the food.

Finally, it is worth noting that approximately a quarter of children said that they could not have done any similar activities elsewhere. *(Please see Appendix 1 for further details of feedback from children).*

Feedback from Adults

Feedback from adults expressed great satisfaction with Kids Kitchen Club; feedback comments included:

- *We have really enjoyed the kitchen club and hope we can come to more in future. We have tried some new and enjoyable things. Thank you.*
- *Really enjoyed the workshops, especially cooking – will appreciate it if there are more activities in the school holidays – thank you for everything*
- *We enjoyed both sessions. Thanks you for asking us. Has been lovely and we've gained lots of new skills.*

Most of the adults reported that they do have access to and regularly use cooking facilities at home, and that they regularly use fruit and vegetables. Adults also reported that they found both the recipe cards and the advice leaflets useful. *(Please see Appendix 2 for further details of feedback from adults).*




Conclusion and Recommendations

TWC's Kids Kitchen Club achieved its aim of developing and delivering a Holiday Hunger pilot project that others can replicate, and the project was well received by participants. TWC's key recommendations for other groups considering running Holiday Hunger projects are:

- Be sensitive to the stigma of the issue you're addressing; don't advertise your project as a Holiday Hunger project, as this may discourage those who would benefit most from attending
- Run your activities on-site in the community; don't expect participants to travel to attend
- If you can, partner with a local school or nursery, as their knowledge, expertise, and access is invaluable
- Work in partnership with other groups, you don't have to do everything yourself
- Start small initially; see what works in your community and is possible with your capacity. Develop a model that works for you, and then decide whether you want to grow it
- Everything is scalable; if you don't have access to communal cooking facilities, look at alternatives such as providing participants with a healthy packed lunch to take away at the end of each day.

Appendices

Appendix 1 - Responses to questionnaire - children

						
	Liked it/Yes		Not sure		Didn't like it/No	
	Number	%	Number	%	Number	%

Craft (39 replies)

Do you enjoy making things?	38	97	1	3	0	0
Did you like what you made?	26	67	3	8	0	0
Would you like to have done more?	28	72	4	10	6	15

Sport (24 replies)

Did you like the sport?	17	71	2	8	6	25
Could you do it?	14	58	5	21	6	25
Would you like to have done more?	14	58	2	8	7	29

Making the food (63 replies)

Did you like making the food?	57	90	0	0	1	1
Was it food that you enjoy?	45	71	11	17	1	1
Would you like to have done more?	42	67	7	11	8	13

Eating the food (63 replies)

Did you enjoy the food you made?	43	68	6	9	4	6
Do you eat this food at home?	40	63	2	3	11	17
Would you like to make it again at home?	45	71	4	6	4	6

Kids Kitchen Club overall (63 replies)

Did you like it?	56	89	2	3	0	0
Could you have done the same elsewhere?	31	49	11	17	15	24
Would you like to come again?	56	89	0	0	1	1

Note: some children did not reply to all questions, which explains the discrepancies in the percentages

Appendix 2 – Responses to Questionnaire - Adults

	Yes		No	
	Number	%	Number	%
Do you have cooking facilities at home?	32	97	0	0
Do you use them regularly?	30	91	1	3
Do you use fresh fruit/vegetables?	32	97	0	0
Will you use the recipe cards?	27	82	5	15
Did you chat to Cath, the advice worker?	16	48	9	27
Was it useful?	15	94	2	13
Did you pick up any leaflets?	21	64	8	24
Were they useful?	17	81	1	5
Please add any comments on today here: (21 people commented)				
<ul style="list-style-type: none"> • I enjoyed the arts and craft activity – enjoyed overall • My son was very happy and enjoyed everything • I really liked making crafts and the teachers helped as well; I really liked cooking and enjoyed the support • Enjoyed all activities • Enjoyable morning • We had a fantastic morning, lots to do, really engaging and fun. I liked the chance for the children to make their lunch together. Good opportunity to network with other parents. • Fantastic morning. Thank you. • We really enjoyed the session and would not have access to these activities elsewhere. • We really enjoyed today • Today was very good and enjoyed a lot • Enjoyed very much, liked the sport • Very tiring game but very enjoyable • My daughter enjoyed the sessions, liked the cookery, but being quite shy she was unsure during the team sports • Less structure, more play • We really enjoyed both sessions • I was tired in the sports • Enjoyed making the pancakes – easy to make • We have really enjoyed the kitchen club and hope we can come to more in future. We have tried some new and enjoyable things. Thank you. • Really enjoyed the workshops, especially cooking – will appreciate it if there are more activities in the school holidays – thank you for everything • We enjoyed both sessions. Thanks you for asking us. Has been lovely and we've gained lots of new skills. • Thank you for having us – we have enjoyed it all very much. 				

