

HYPE

CENTRAL PARK

Family Fun and Food Report

Welcome to the HYPE Central Park Hub Food Report – August 2023

As part of a community asset transfer, HYPE successfully secured a lease to use 'The Place in the Park' building located in Central Park, Wallasey. From this moment on, HYPE staff, numerous young people, and volunteers have worked hard to transform an abandoned building into a vibrant, modern, and innovative Youth Centre.

Our Central Park Hub was officially launched on 14th April. Since this day, a wide range of activities and projects have been delivered for children, young people, as well as the broader community. Ranging from evening activities targeted to children and young people aged 4 to 16 years old, to daytime activities for the community, the distribution of helpful hampers, and evening activities for families, alongside other initiatives – we have accomplished a lot and positively impacted hundreds of people in an incredibly short span of time.

This report shares the data gathered and feedback provided by families regarding the afternoon activities and food provision that took place throughout the month of August 2023.

We would like to thank Wallasey Car & Van Hire, Rounders England and our dedicated staff who made this programme possible and contributed to its massive success.



WHAT IS FAMILY FUN & FOOD?

Family Fun & Food was an afternoon activity programme delivered in HYPE Central Park Hub throughout the month of August. This programme aims were to;

Ensure children and families had access to healthy and nutritious meals during times of economic challenges, without any barriers or stigma

Provide a safe, warm friendly space for families to take part in engaging activities

Connect families with young children from within our community

The programme also aimed to foster enjoyable family bonding moments while advocating for healthy living through food provision. A different range of engaging and fun activities were delivered to families and sessions included dance, baking, environmental workshops, fun games, quizzes, among many others.

Why HYPE?

As our Hub has officially opened in April we are already working with many diverse groups of children and young people however we want to reach more families during the summer holidays and beyond. We feel at HYPE our Hub is in the perfect location to support families that need our support for meals and activities for free during the summer holidays.

We know from recent surveys and discussions with parents that many of our members can find it difficult during the school holidays financially to support their children with meals and activities.



“

Rounders was good fun, I loved playing that with my mum.

Aisha, aged 8

OUR FOOD

The evening activities featured a food selection that included a main course, bread, fresh fruit, and water. The meal choices were made with a focus on offering a variety of protein-rich and low-fat options. We spoke with a number of local business to our HUB and we chose Rise & Grind, Mill Lane to provide us with our hot and healthy meals.

Rise & Grind prepared these dishes using recipes that emphasise healthy, low-fat ingredients. All staff serving the food were trained in Level 2 Food Hygiene & Safety. Additionally, parents, children and young people have received regular updated information on ingredients and allergens in meals provided.

We have surveyed all our parents who attended the provision of the Family Fun and Food to understand how satisfied they were with the project. Overall, the surveys confirmed that parents were very satisfied with the programme, including the quality of the food offered.



300
meals were
provided through
this programme

+200
Children

+100
Parents

Across
20
Days

After 4 weeks of delivery, these are the key learnings and main conclusions:

Families were extremely grateful to receive this much needed support and felt genuinely cared for;

All parents reported they have received significant support from staff and would rate that support as excellent;

The majority of families attended our evening activities more than two days per week;

The food provided on a daily basis was enjoyed by all parents;

Participation rates were notably higher during family activities compared to Fridays, when we were running the Community Café only;

All parents thoroughly enjoyed the evening sessions and activities delivered;

Parents reported feeling more connected to their children as well as the broader community after attending our sessions;

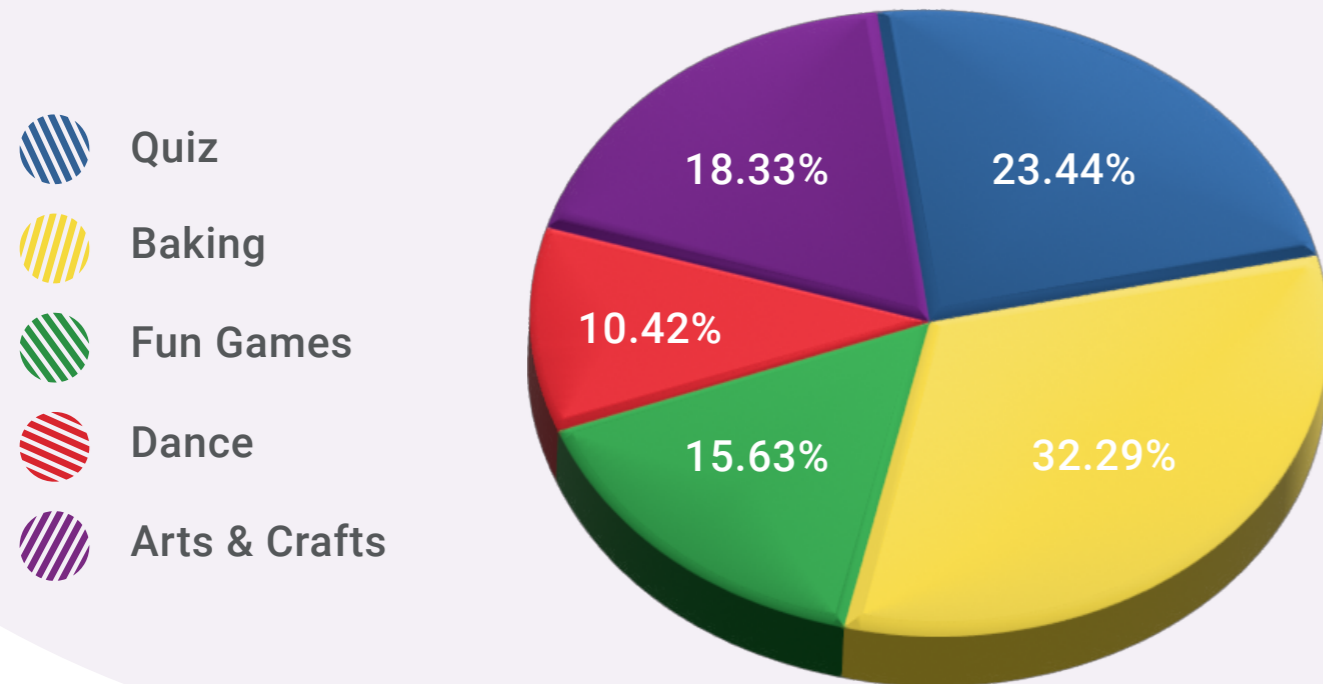
Without exception, parents expressed strong support and a desire for our continued provision of food on a daily basis.

All parents reported that attending our sessions have positively impacted their overall health and wellbeing;



OUR ACTIVITIES

The pie chart below illustrates the favourite activities delivered on the Family Fun & Food sessions among both children and young people, as well as their parents. It provides a visual representation of the key findings, showcasing the top preferences within our attendees.



Quiz: A variety of quizzes were conducted, covering topics such as General Knowledge, Science, Disney, Music, and Movies.

Baking: Activities included making various cookies, cupcakes, decorating your own cake, and making fruit kebabs.

Fun Games: Fun games included 'Musical Chairs', 'Simon Says', 'Green Light, Red Light', and other engaging and interactive games.

Dance: Our dedicated Dance instructor brought rhythm and movement to our sessions, introducing participants to a range of family-friendly dance styles.

Arts & Crafts: Participants unleashed their imagination with activities like playdough making, clay modelling, crafting rainbows, sculpting with cloud dough, among many others.



DELIVERING IMPACT



My children have been coming to HYPE for over a while now, they love it and love the staff. Staff are always really helpful and take time to speak to you. Even my four-year-old cannot wait to be able to go, they love the after-school activities. We always feel welcome at the Hub and we have loved the family fun and food which has been happening on throughout August.

Jenna, Parent



The hub has helped my son come on loads with mixing with other people and making friends, he loves taking part in new and different activities!

The hub has been a great help in feeding the community with cooking and making lunches and tea for the children and adults and providing fresh fruit and water throughout the day for the children which is a big help and a lovely touch.

Rachael, Parent



We enjoyed making shortbread and decorating cakes. We also enjoyed making fruit kebabs and spending time together as a family.

Maria, Parent



I enjoyed seeing the running around and happy to interact with other children.

Jess, Parent

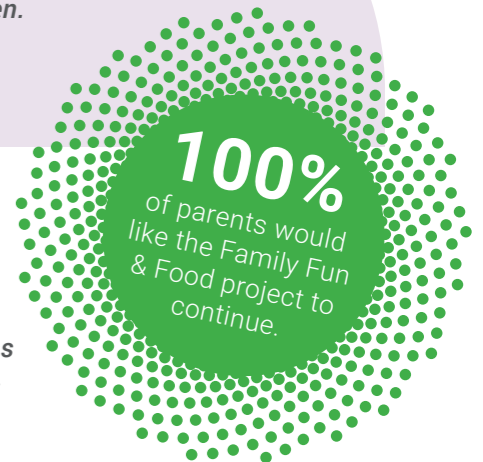


Our Family Fun and Food programme in August was an incredible success that exceeded every expectation. Providing free meals for whole families was particularly important considering the cost of living crisis and the challenging times we are currently facing.

The feedback we received from both parents, children and young people has been overwhelmingly positive, highlighting not only the support provided but also the strong sense of community that has been created.

Laughs were shared, stories were told, and connections grew stronger. I could not be prouder of this initiative, and we do believe that our Family Fun & Food programme should continue to provide a special place for members to come together and enjoy delicious food!

Andreia Maciel, Project Manager



FAMILY FUN & FOOD IN NUMBERS

During August 2023...

We provided free nutritious meals to over **200** children and young people and **100** parents

100% of parents reported that the food was of good economic help

Parents have rated the quality of the food provided as **8**, on a scale from 1 to 10

Our Family Fun & Food had an average daily attendance of **+30** community members

PROJECT COSTS

Food provision:	£2,440
Resources	£200
Staff x 3	£3,150
Total	£5,790

“

Harley got to have things he would never normally eat with me. He now likes curry! Thank you!

Sophie, Parent

“

The baking was my favourite bit, it was funny see my little sister help us.

Connor, aged 7



FUTURE RECOMMENDATIONS

We are committed to use all insights and feedback given by children and young people, parents, and members of the community to continuously improve our activities and food provision, aiming to have a wider impact on the community.

In a way to improve the programme after what we can consider to be a 'trial' for 4 weeks, the following could be implemented in future projects:



- **Diverse Meal Options:**
Offer a range of dietary options, including pescatarian, vegetarian, vegan, gluten-free, and lactose-free choices regularly.



- **Supermarket Vouchers:**
Offer supermarket vouchers to families in need.



- **Zero Food Waste Campaign:**
Implement a comprehensive campaign that avoids food waste, emphasizing sustainability practices.



- **Baby Food Provision:**
Offer baby food to toddlers.



- **Grab and Go System:**
Implement an efficient grab and go food system designed to reach more people from the community, considering the limited seating area in the Hub.



- **Breakfast Club:**
Initiative to provide a healthy breakfast to children before school. This will provide them with higher energy and nutrients needed to thrive on the day and would allow them to improve their concentration, behaviour, attendance, wellbeing, and educational attainment. No child should sit in their morning lesson too hungry.



- **Targeted Marketing Campaign:**
Develop a targeted campaign to reach families, children and young people who would benefit the most from the project as well as children who are challenging to reach.



- **Nutritional Facts:**
Promote nutritional education based on the 'Eat Well Guide'. This includes informative leaflets, promotional posters for display in the Hub and 'Quick Guides' (e.g. Quick Guide to Breakfast; Quick Guide to a Healthy Diet).



- **Family Friendly Resources:**
Create useful resources showcasing the nutritional advantages of healthy meals. Resources will include tips and advice on how to meal prep, as well as free nutritious recipes.



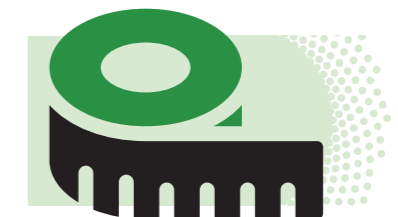
- **Family Cooking Lessons:**
Provide cooking classes for families, equipping them with skills and resources for preparing nutritious meals at home.



- **Partnerships:**
Work with additional partners to optimise our offer and maximise the sustainability and impact of the project.



- **Cost Efficiency Measures:**
Optimise provision by hiring an in-house caterer and seeking cost-effective solutions.



- **Impact Measurement:**
Develop an in-depth system to assess the impact of healthy food provision on parents and children, considering behaviour, eating habits, social skills, parental engagement, concentration, and more.

“
I liked the walk run cycle play because we did every part of it through the summer holidays, my sisters used their balance bikes
Regan, aged 10

FURTHER SERVICE DEVELOPMENT

We would like to keep the support on going for our community here are some considerations of which we feel can continue to make a positive impact in our members through activities and healthy food options.

Family Food and Fun

- Every Monday and Saturday
- Working with over 70 families per week

Helpful Hampers

- Provide 30 of our most vulnerable families with a 'Helpful Hamper' before the Christmas holidays

Breakfast Club

- Our breakfast club would be open to the public every Monday, Wednesday and Friday
- Provide a safe and warm space for families to have breakfast before school during term time



I liked the quiz because some of the questions were funny, it wasn't like a normal quiz

Taylor, aged 9





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