



Kitchen Social

good things to eat and do



MAYOR'S
FUND FOR
LONDON

HELPING YOUNG LONDONERS GROW



Welcome pack



Welcome to Kitchen Social

The Mayor's Fund for London is an independent, London-wide charity supporting close to 40,000 young Londoners from low-income backgrounds each year.

The Mayor of London is our patron.

Our efforts are focused on three key areas:

Food and Wellbeing: supporting children to be happy, healthy and motivated to learn

Skills: helping young Londoners to stay on track at school

Employment and Enterprise: increasing awareness of opportunities, preparing young people for employment and giving them better access to employers



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Kitchen Social is our flagship holiday provision programme designed to tackle food insecurity and social isolation.

Since 2017, we have worked with a diverse

range of grassroots organisations (hubs) across London to support young people by providing wellbeing and educational activities, and access to nutritious meals during the school holidays, in local spaces led by amazing role models.

Every community hub is unique to fit the needs of young people within that area, and range from faith groups and youth centres to schools and adventure playgrounds.

In addition to funding, Kitchen Social provides hubs with access to training, resources, networking opportunities, research, and donations from corporate partners.

The wider impact of this programme, which is evidenced in an independent evaluation by Northumbria University, shows that the programme is successful not only in relation to tackling food insecurity, but also has a positive impact across a whole raft of social measures, including reducing social isolation, boosting wellbeing and helping families who struggle financially during the school holidays.

Tackling children's food insecurity is now more important than ever; however, we know that government support only goes so far.

This is why we are committed to working with local authorities and community partners across London to make sure no young person suffers from a poor diet, hunger or inactivity during the school holidays.

Government funding for Holiday Activities and Food programmes (HAF) only supports part time provision for six of the 13 weeks of school holidays per year and many children who need support in the capital do not benefit.

Kitchen Social is run on an inclusive basis, with a wider eligibility criterion than Free School Meals and funding for all school holidays.

This booklet provides you with everything you need to know to run a successful Kitchen Social programme.

Please read it in full and if you have any questions, please let us know.



Annual Grant

The annual grant total for the 2022/23 academic year is £2000. This is intended to cover 400 meals spread over 20 days of delivery at a cost of £4 per meal. It is important that children have ongoing support, which is why we ask our community partners to spread delivery across the year rather than have one big community meal at which 400 meals are served.

The funds can be used for the following costs:

£2000 =
400 meals
20 days
£4 per meal



Food



Travel costs
associated with
purchasing or
collecting food



**Staff or
volunteer time**
spent preparing
and serving food



Fuel
used to
prepare food



Activities
relating to food
or nutrition
education



Kitchen Social funding is not intended to increase your spend per child if you are also receiving HAF funding from your local authority. The funding we provide is for **additional** days, children or meals not met by HAF funding.

The grant period is aligned to the academic year and runs from September to September.

Please submit invoices for the amounts as listed in your grant agreement to:

Mayor's Fund for London,
169 Union Street,
Southwark,
London, SE1 0LL

**Make sure that your
invoice includes:**

- ✓ The date
- ✓ Your organisational information
- ✓ The name and contact details of the key contact
- ✓ A description of the payment e.g. Kitchen Social Annual Grant
- ✓ The amount as stipulated in your grant agreement
- ✓ Bank details

Training

As part of the onboarding process, all Kitchen Social hubs are required to attend an introductory training session, you may have already attended one, or you may be awaiting a training date.

These sessions are designed to support you with beginning your holiday food provision journey, however, even if you are experienced in this area, you can use this session as a recap and an opportunity to ask any questions you may have about delivery specifics.

Kitchen Social also works with external partners to deliver additional training opportunities. These differ throughout the year and can be tailored to individual hub needs. Examples of the types of training we would offer are nutritional education for hub leaders, youth mental health, and wellbeing training.

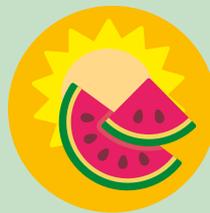


Opportunities / Resources

In addition to annual grants, we also offer intensive funding for specific holiday periods. This funding is based on individual hub needs and hubs are required to submit an application stating their proposed plans for the intensive funding period.

Summer grants

- For hubs who deliver 20 annual sessions before summer begins and those running intensive summer programmes that exceed your 20 days funded by the annual grant.
- Application form is sent to hubs ahead of the holiday period.
- Grant amount is calculated based on £5 per child per session up to a maximum of £2000.
- Hubs to send completed application with details of the number of children and sessions expected to deliver over the summer period.



Christmas party grant

At Christmas time, many hubs are not able to deliver a complete provision programme. We offer a grant of £250 for hubs to run an onsite Christmas or 'festive themed' party to engage with communities and ensure that children and young people receive a healthy nutritious meal alongside activities.

Intensive funding is an add-on to annual grants and is to be reported on separately to any provision funded by local authority HAF grants.

Throughout the year we also offer additional resources such as donations of books, arts and craft supplies, nutritional activity packs and physical activity equipment. We will get in touch with hubs regarding these additional opportunities throughout the year. If you have specific resource needs, please get in touch with us as we may be able to help you fulfil these or point you in the direction of someone else who can.

Website Portal

Our brand-new Hubs Portal has all the resources you could need, from templates to support with reporting, to activity packs, recipes and resources for families. It's a one stop shop for all your needs.

The portal can be found here:
www.mayorsfundforlondon.org.uk/kitchen-social/hub-resource-area-login

We are constantly updating the site but if there is something specific that you would like, please let us know.



www.mayorsfundforlondon.org.uk/kitchen-social/hub-resource-area-login

Reporting and Feedback

Showcasing the hard work you do in your communities to our funders and the wider sector is important. We want to empower you to do this in a meaningful way. We ask all our Kitchen Social hubs to provide feedback in a variety of ways across the year.

We know reporting is often time consuming and we want to make this simple and easy as possible so you can focus on the most important things. We have templates in our Hubs Portal for you to use for ease. Below are some of the ways you can share feedback.

Survey Monkey

We ask that you report on demographic data after every holiday period, and our questionnaire takes roughly 4 minutes to complete. We don't ask for identifiable data for each young person i.e. name/date of birth, but we will need a breakdown of unique numbers of children, meals and some wider data such as gender etc.

Case Studies

A case study can help to bring understanding to a complex issue or object and gives an opportunity to illustrate what you do. Your case study can focus on a person (staff or young participants), a place, group of people or an experience.

Questionnaire feedback from young people and families

Testimonials from young people themselves is hugely important to us. Throughout the year, we will share surveys and organise for our team to come visit you to learn more about what the young people enjoy and what they would like to see more of. This feedback helps us to inform our funders about what your communities need.

Alongside these surveys, we will also be asking communities about the impact of your work on them. These results will be shared with you as well.

Photos / videos

We ask that you obtain permission for any photos or videos of young people that you share with us, as these are instrumental in showcasing your work. We often use these in funder reports and across our marketing channels and social media to celebrate all that you do.

Media Guidelines

During school holidays, we know that some hubs are frequently approached by mainstream media regarding stories about holiday provision and holiday 'hunger'. As a result of the pandemic and the cost of living crisis, the appetite for more stories like this has increased.

These stories often highlight the extent of child food insecurity and child poverty in London; areas that have no doubt worsened during the past two years.

The scale and impact of these issues are extreme, and we encourage the media to increase awareness of these issues amongst the general public. However, we also urge media outlets to do this with a high degree of sensitivity and avoid stigmatising children and families experiencing these issues.



Tips

If you or your organisation is approached by the media for a story, here are a few tips that might help you:

- 1** Be clear with your families and your children in advance that you are communicating with the media and ask them to submit their opinions and statements on the article topic to inform your response;
- 2** The pandemic presents unforeseen challenges; talk about how your community has come together to tackle this;
- 3** Talk about food insecurity in general ways and use statistics for your local community that demonstrates need, rather than talking about the families who attend your holiday hub, as not to stigmatise them;
- 4** Be clear with journalists that food insecurity is a sensitive topic and that you will not partake in any stories that do not treat it as such;
- 5** Be cautious when speaking about holiday 'hunger' as food insecurity manifests in many ways besides physical hunger. By talking only of hunger, this might diminish other children's experiences;
- 6** Talk about the positive benefits that holiday provision, such as Kitchen Social, provides and the need for sustainable, inclusive and high-quality provision in London;
- 7** Kitchen Social hubs like yours provide children and families with vital support and a safe and inclusive environment where they can make new friends and get a free meal – this the perfect opportunity to showcase all the good work that you do.

If your hub would like extra guidance and support with responding to a media request, please let us know.

Our Team

Get to know the team, below is some information on the food and wellbeing team and who to contact if you want to discuss the programme or wider opportunities.

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