



November 2020

Peter McGrath
Meals & More Operations Director

Meals & More aims to provide support to children who live with poverty and social isolation and have limited access to adequate food provision and activity throughout school holiday periods



Meals & More

- Background of Meals & More / Holiday Provision
- Delivery / Outcomes 2020
- Current position & overview
- Future Challenges



Meals & More

- Meals & More a stand-alone registered Charity
- Governance, Policy & Procedure
- 5 Trustees – Quarterly Meetings
- Action Plan 2019/20 presented to Trustees
- Action plan 3 key strands – Financial/Ops/Comms
- Focus > growth > Target support> Areas of Social Deprivation



Meals & More Aims 2020

- 200,000 meals
- 250 clubs
- 16 Delivery Partners
- 27 Supporter Partners



A network reaching localised communities in areas of need

*Meals & More the only Charity focused on Holiday Provision
with UK wide reach.*



2020 and beyond....

- Review of Plan & Strategy
- Engaged new Delivery Partners
- Projected 200,000 meals +80% on 2019
- Sign 4 New Supporters
- Improve Comms & Outputs
- Report & Promote CSR
- Promote Literacy & Activity
- Literacy Award



Our Partners



Our Delivery Partners 2020



CHOMP*



Sustained progress

Meals & More	2016	2017	2018	2019	2020
Clubs	4	42	154	202	220
Meals supported	1,800	31,000	100,000	110,000	200,000
Delivery Partners	1	8	10	10	14
Supply supporters	1	15	26	26	27



Regional Reach

Region	Clubs
North East	57
North West	24
Yorkshire & The Humber	23
East Midlands	26
West Midlands	12
East of England	14
Greater London	11
South East	29
South West	11
N Ireland	5
Scotland	5
Wales	3
Total	220



Charitable CSR Goal 2025

To support provision of 1 Million Meals By end of 2025



Communications



Meals & More
Happier, Healthier Children

DID YOU KNOW?

What Makes Brakes Great!

OVER 4.1 MILLION children in the UK currently live in poverty and food insecurity. Experts say that this number will continue to increase year on year!

Our Delivery Partners are Clubs/Organisations across the UK providing food and activities to vulnerable children.
2019: 202 Clubs
2020: 252 Clubs Planned



Meals & More is a charity started by Brakes in 2015 to tackle the growing problem of holiday hunger. Since becoming an independent charity (supported by Brakes) in 2018 it has gone from strength to strength and is now a leading voice in the fight to put an end to holiday hunger for children.

In 2019 Meals & More supported **202 CLUBS** providing...
110,000 MEALS
with the summer holidays accounting for **79%** of that total. But it's not enough - our 2020 target is more than **200,000 MEALS!**

27 industry suppliers have supported Meals & More since its inception, with many more pledging further support over the next three years. We have already engaged with 12 new potential supply supporters.

The Meals & More team visited a number of holiday clubs this year to experience first hand the service and support provided by the clubs.

FIGHTEEN
There are 18 Meals & More Ambassadors at Brakes. Email [Lynsey Watts](mailto:Lynsey.Watts@brake.co.uk) to find yours.

£6,500 has been raised by our generous Brakes colleagues in the past year alone!

£500,000 Over half a million pounds has been pledged by Brakes over 5 years to help support the Meals & More project.

STOP PRESS...
In 2019 various National Press Titles (including the Daily Express and Daily Mirror) and Trade Magazines have featured the great work carried out by Meals & More and helped to raise awareness of the ongoing challenges.

Meals & More has launched the Ken McMeikan Meals & More Literacy Award with £650 of Book Vouchers given away to worthy causes. Our inaugural winner was Upper Stratton Church in Swindon, a Meals & More funded club, who received £400 of Vouchers.



Have questions about Meals & More? Please email: peter.mcgrath@brake.co.uk



Spring 2020

Meals & More

Happier, Healthier Children

Meals & More is a charity started by Brakes in 2015 to tackle the growing problem of holiday hunger.

Since becoming an independent charity (supported by Brakes) in 2018 it has gone from strength to strength and is now a leading voice in the fight to put an end to holiday hunger.

The past few months has seen **Meals & More travel, support and present** across the country as well as receive **fabulous support from delivery partners and donors.**

December

Brakes and Meals & More supported **FESTIVE FOOD & FUN** for hundreds of families across the UK. In Brighton, almost 100 children enjoyed a show, fabulous food and Santa paid a visit.

A special thanks to **Brakes UK supply chain** who donated over £2,000.00 in stock for our **Christmas Hampers.**

Mid-January saw the first London Children Food Insecurity SUMMIT held at City Hall. Speakers included Children's Commissioner for England Anne Longfield OBE and Debbie Weekes-Bernard, Deputy London Mayor for social integration.

February - Continuation of three new Supplier Partners and four existing suppliers renewing their contracts to support Meals & More.

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THANK YOU for your support

Fundraising

BRAKES COLLEAGUES raised an amazing **£23,816.23** total for 2019 - thank you to every person and department for your activity and dedication to Meals & More. Your support makes such a difference to children's lives.

MARATHON MAN Paul Woodhouse - Husband of Kate Woodhouse (Chair of Meals & More) ran the **New York marathon** in an incredible time of **3:38** raising a massive **£1,229.92**. Thank you, Paul - keep on running!

Meet the latest trustees

Trustees meet quarterly to monitor progress and discuss future strategy. Two new Trustees have joined our board.

We have a New Vice Chair **HELEN EVANS** - Helen has vast experience in all things food and is the current Chair of London Markets Board and Member of London Food Board.

We also welcome **BARRY BOLTON** as a new trustee - Barry is Chairman AMIC Environmental PLC and is passionate about Meals & More and the work we do. Expert in his field Barry brings knowledge of the wider industry, with the aim to support and guide Meals & More growth over the coming years.

In the New Year

ASIST FM Scotland announced **Meals & More** as its **CHOSEN CHARITY** for 2020.

Many thanks to Jayne Jones, ASIST FM Chair and the rest of the Board for their support. Peter McGrath, our Meals & More Operations Director was invited to present at the ASIST FM Launch of its Inch by Inch campaign, held at Inverclyde Academy, Greenock. Receiving a warm welcome from the students, Peter presented the Meals & More story so far and the need to support children, families and communities in leading a healthy lifestyle during the holidays.

Visit us www.mealsandmore.org.uk

Tweet us @MealsandMoreUK

Registered Charity Number: 1179092



Child Poverty

- **Prior to Covid-19, an estimated 4.2 million children were living in poverty in the UK, equivalent to 9 children in every classroom of 30.¹**
- **14% of parents and guardians living with children have experienced food insecurity in the last six months.²**
- **There are four million people living in these affected households including 2.3 million children.²**
- **This remains higher than pre-Covid-19 levels of 11.5% of households with children.²**
- **600,000 more children are in relative poverty compared to 2012. ³**

- 1. Child Poverty Action Group (CPAG). (2020).
- 2. Food Foundation data calculated from YouGov Plc. Total sample size was 2309 parents or guardians living with children under 18 years. Fieldwork between 24 August and 1 September 2020
- 3. Social Mobility commission – report 2013 > 2020



Child Poverty

- Alison Garnham, Chief Executive of Child Poverty Action Group said: “We’re a country that wants every child to thrive. But child poverty is rising – not falling. “That should ring alarm bells for every politician because it will damage children’s well- being, their chances in life and the country’s economy.”
- **72 per cent of children growing up in poverty live in a household where at least one person works.** (Households Below Average Income, Statistics on the number and percentage of people living in low income households for financial years 1994/95 to 2018/19, Table 4.3db. Department for Work and Pensions, 2020)

CHILD POVERTY
IS PROJECTED TO RISE TO
5.1 MILLION
CHILDREN BY 2020



Child Poverty - % of children living in poverty 2017/18

Constituency	After Housing
Bradford West	51%
Bradford East	47%
Leeds Central	43%
Bradford South	41%
Sheffield, Brightside and Hills	40%
Batley and Spen	37%
Rotherham	37%
Barnsley East	37%
Sheffield Central	37%
Huddersfield	36%
Kingston upon Hull North	36%
Dewsbury	36%
Leeds West	36%
Doncaster North	36%
Leeds East	36%
Kingston upon Hull West and Hes	36%
Kingston upon Hull East	35%
Halifax	35%

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National survey & PR*



- 73% of UK adults believe Government should do more
- 78% are worried about children going hungry during holidays
- 86% would like help with food and or money



*1 OnePoll survey of 2,000 UK adults (nationally representative) undertaken 17>19/7/19



Child Poverty



“Overcoming poverty is not a gesture of charity. It is an act of justice. It is the protection of a fundamental human right, the right to dignity and a decent life... While poverty persists, there is no true freedom.”

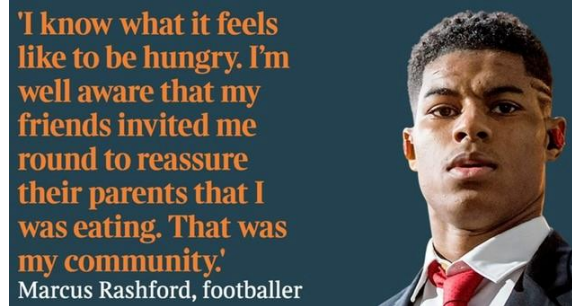
NELSON MANDELA
1918-2013



National Holiday Activity & Food (HAF) Programme

“Raising a family should be the most fulfilling experience of your life. But for too many parents, the costs of childcare are a heavy burden. We want to give parents the freedom, support and choice to look after their children in the way that works best for them.

We will establish a new £1 billion fund to help create more high quality, affordable childcare, including before and after school and during the school holidays.” <https://www.conservatives.com/our-plan>



National food Strategy

- Expand eligibility for the Free School Meal scheme to include every child (up to the age of 16) from a household where a parent or guardian is in receipt of Universal Credit or equivalent benefits.
- Extend the Holiday Activity and Food Programme to all areas in England, so that summer holiday support is available to all children in receipt of free school meals.
- Increase the value of Healthy Start vouchers to £4.25 per week, and expand the scheme to every pregnant woman and to all households with children under four where a parent or guardian is in receipt of Universal Credit or equivalent benefits.



Decision Day 25 November



- NFS - The Recommendations – the 3 Asks
- Rashford's Task force
- Food Foundation Coalition Group
- Likely outcomes



Petition

End child food poverty – no child should be going hungry

Government should support vulnerable children & #endchildfoodpoverty by implementing 3 recommendations from the National Food Strategy to expand access to Free School Meals, provide meals & activities during holidays to stop holiday hunger & increase the value of and expand the Healthy Start scheme

[▶ More details](#)

[Sign this petition](#)

1,004,834 signatures

[Show on a map](#)

100,000



Parliament will consider this for a debate

Parliament considers all petitions that get more than 100,000 signatures for a debate

Waiting for 13 days for a debate date



Thank You

Any Questions?

Meals & More
Happier, Healthier Children

