

a unique service provided by  
**access**  
Your Community Your Trust

# THE PINK orange

**evaluation**  
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phase 1 - summer 2020



# Introduction: Spotlight on Suffolk

Throughout the UK, it is estimated that up to 3 million children are at risk of ongoing #foodpoverty during school holidays. This number has increased dramatically due to the effects of the COVID-19 pandemic, with a staggering amount of families struggling with essential need.

The county of Suffolk holds a population of 761,350 people, of this figure 20% are aged 0-17 years old (152,270). The latest estimate is that upto 50,000 young people in Suffolk are living in ongoing poverty, with low incomes families relying on foodbanks to survive.

Currently households containing 12,135 children that receive Free School Meals (FSM) in term time are registered as relying on local foodbanks. Sadly, this number is just the tip of the iceberg, with a conservative estimate of underlying need to support at least 24,000 children and their families.

Whilst it is welcomed news that Suffolk County Council has commissioned a county wide Food Justice Plan, to be published in late 2021, this does not address the immediate need to seek and deliver provision to a rapidly growing number of children that need immediate support outside of term time and when localised lockdowns occur as the pandemic continues.

We CAN and MUST act swiftly to support these children, before the lasting long term effects on both physical and mental health become irreversible for an entire generation.

Emma Ratzer MBE  
Chief Executive Officer  
Access Community Trust and Founder of PINK Orange.

\* Source of figures: Suffolk Observatory / Suffolk Community Foundation.

## #foodpoverty


*"The inability to afford, or to have access to, food to make up a healthy diet"*

Department for Health - UK Government

## #holidayhunger

*"Occurs when a child's household is, or will, become food insecure during the school holidays"*

Fairshare - Fighting hunger, tackling waste.



Meet Taylor - aged 9 (Just one of our Members)  
Taylor is the oldest sibling in a single parent family of four. Prior to COVID-19, his mother struggled to provide enough food to prepare three basic meals a day and relied on the local food banks to bridge the gap. Before PINK Orange, Taylor and his brother's were sadly eating breakfast cereal as an evening meal to ensure they did not go to bed hungry.



# PINK Orange: Immediate Support

A groundbreaking pilot service has been created by regional charity Access Community Trust throughout the 2020 school summer holiday, that would square up to #holidayhunger, by ensuring that the burden of #foodpoverty within FSM household was shared with a proactive and caring partner, that could provide immediate provision and a lasting legacy for it's Members.

In it's simplest of forms, PINK Orange draws resource and energy from Access Community Trust's established root system as an award winning provider of supported care across health and wellbeing, education, social enterprise and accommodation. Using it's robust links with a variety of food providers throughout the region, PINK Orange sources healthy, nutritional, fresh and ambient products that are combined in our 'Food Hub', to form PINK Orange ingredient kits, which contain the exact quantities of food needed to make a number of family meals throughout each week.

The PINK Orange logistics team distributes these prepared kits via a variety of techniques directly to FSM households each week throughout the school holiday period, directly combating #holidayhunger at source.

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## Members: Added Value

PINK Orange is not just about delivering ingredient kits, the service inspires young people to learn key life skills on kitchen safety and how to prepare and cook on a budget, using easy to follow recipe cards and videos created by 'young people FOR young people'.

The charity understands that in many cases there are a number of hidden additional factors that may lead to #foodpoverty within a household. By gaining the trust of our Members, whilst providing essential need, the charity is able to subtly provide additional information and support within each bag that could further enrich the physical and mental wellbeing of a child or elder household member over their lifetime. This creates a lasting legacy beyond essential need, which is incredibly important in times of crisis.

PINK Orange is a platform that breaks down the stigma of #foodpoverty. Members are encouraged to share their experience and gained knowledge with others around them, creating a #payitforward effect that enhances community resilience.

## PINK Orange: Our Workforce

The fulfillment of PINK Orange is achieved by a combination of volunteering, work experience and placements by individuals within the Access Community Trust network and local communities. In an encouraging workplace environment, these young people learn the value of supporting others. Further educational and training courses are available in a range of professions, helping to support a pathway to future employment.

PINK Orange ensure that it squeezes every drop of value possible from funding, not only by supporting essential need, but delivering a lasting legacy to its Members, Workforce and Community.



#payitforward

*"when someone does something for you, instead of paying that person back directly, you pass it on to another person instead."*

Garden of Delight - Lily Hardy Hammond (1916)



# Evaluation: Analysis & Results

With just one week before the school summer holiday to mobilise and launch, commitment was agreed to provide provision to support 10795 FSM children throughout Suffolk within a seven week period. On completion, the PINK Orange targeted campaign delivered multiple times to the households of 11,874 FSM receiving children. (+10%)

Achieving this level of outreach support combined the use of contactless direct delivery to homes alongside a number of strategically placed collection points in areas of denser FSM term time need.

Under the surface: **Suffolk School Network**

Growing need throughout Phase 1 service provision indentified key areas of need based upon education providers.

- East Point Academy
- Ipswich Academy
- Ormiston Denes Academy
- Chantry Academy
- Hadleigh High School
- Bungay High School
- Westbourne Academy
- Sir John Leman High School
- Pot Kiln Primary School

Under the surface: **Added Support Services**

Targeted signposting leaflets were added to kits to engage Households based on geographical area. Highlighting support available from Access and localised partners, which included returning to school, Domestic Abuse, Period Poverty help, Mental Health Support.

Headline support received:

- Domestic Abuse Support (+67 Members)
- Back to School Series (+1,000 views)
- Period Poverty Packs (+143 sent)

# Added Reach: Collection Points

The service predominantly gained Members via digital means. Understanding that not all Households would have access to the internet, PINK Orange launched specific collection points in areas of high deprivation to maximum support. Achieved by collaboration with grass rooted local organisations and leaflet drops.

Collections points reached 7489 of FSM children. **CP**

Under the surface: **Collection Points**

Rapid expansion of collection points allowed larger bulk deliveries to partners, increasing provision greatly to more geographical areas with high FSM children.

Under the surface: **Age of Children**

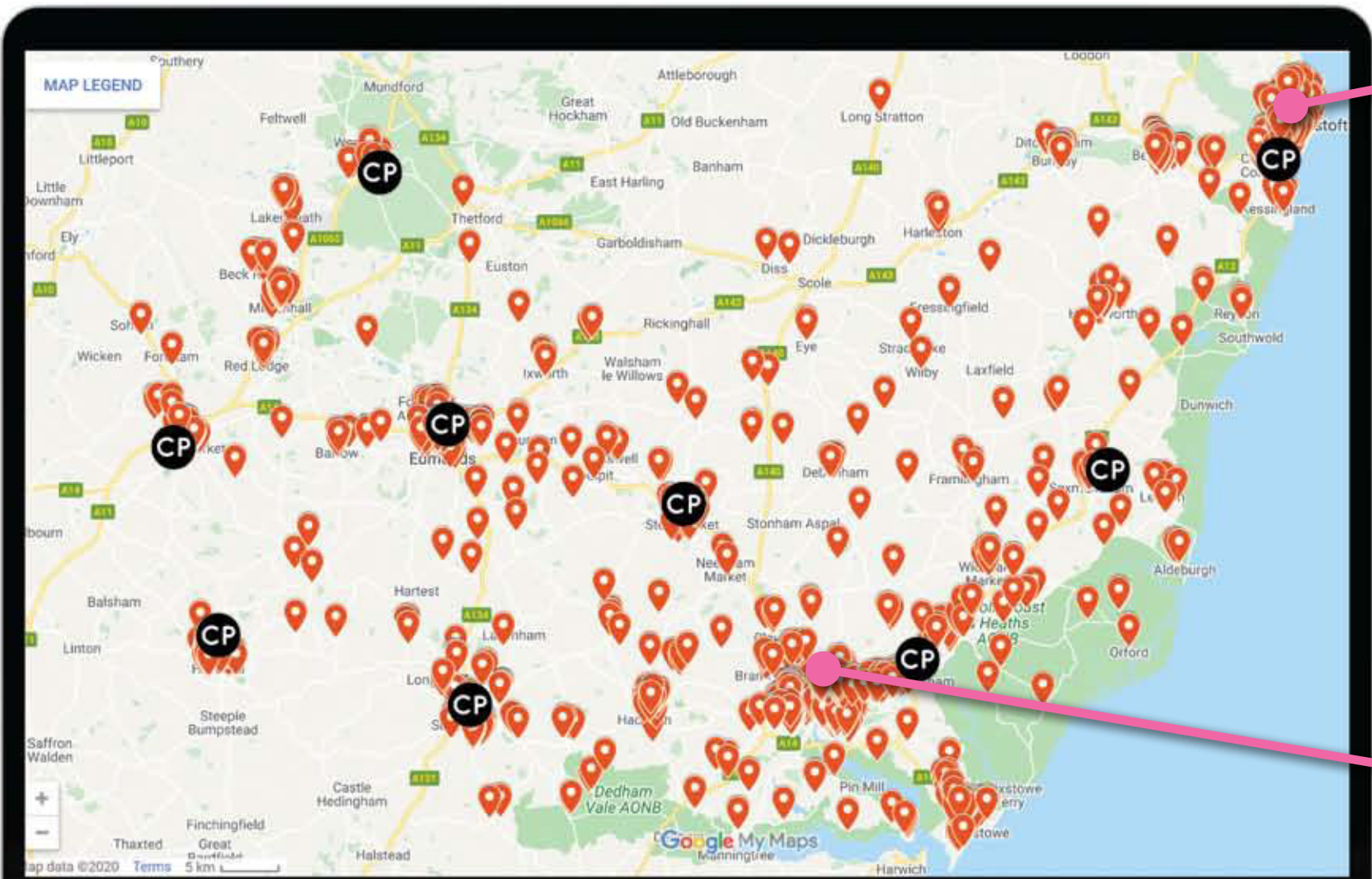
Data capture concludes that 63% of FSM children supported were of primary school age. Recipes were created to encompass them requirement.

Under the surface: **Dietary Requirements**

Understanding the need to support FSM children from multi cultural backgrounds and dietary needs lead to the creation of 7 variants of kit to fulfil need.

Under the surface: **Ipswich area**

Central Ipswich presented extreme demand, localgrass route partners provided additional resource to deliver kits throughout service.



# Ingredients for over 100,000 Meals

Equating to over 65 tonnes of fresh and ambient ingredients, acquired via a range of donations and procurement channels.

# Provision for 11,874 FSM Children

Target +10% achieved via direct contactless delivery and localised collaborative collections points, thanks to strong working partnership with like minded organisations



## Members Feedback: Phase 1

Upon completion of 'Phase 1', all direct delivery households (xxxx) were invited to provide honest (anonymous if preferred) feedback of the service provision. This invaluable insight established whether PINK Orange achieved its goal at providing provision for FSM households outside of term time. Feedback also delivers a firm understanding of the foundations built and how future PINK Orange services can develop at pace for continued benefit to a struggling generation in the communities that surround us.

\*Figure based on transparent feedback of 666 Households.



**96% Members found PINK Orange extremely vital in preventing #holidayhunger.**

**90% Members shared family cooking time with their children.**

**60%+ Members perceived the value of their weekly kit to be between £5-£10 pounds.**

**96% Members would continue with PINK Orange's service.**

**89% FSM Children supported tried new fresh ingredients.**

**57% Members joined due to social media or recommendation from friend.**





# Evaluation: Future Enhancements

Finalised future enhancements will be completed post PINK Orange debrief meeting on Tuesday 29th September.

PINK Orange bags continued to be delivered to local schools to maintain provision where possible, whilst raising awareness and interest for an ongoing service offering.

# Inside the bag

Meeting essential need is pivotal in delivering PINK Orange. But we choose to go further by offering support to FSM Households with our additional range of support services at no extra cost to Funder or Member.

