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Holiday Activities & Food Package

# Context



*All Local Authorities need to work with vulnerable children and young people across the 2021 holidays sometimes without being able to deliver a face-to-face. They need a reputable and virtual means of delivering engaging and meaningful content that supports their physical and emotional health that can be procured and delivered at scale.*



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# Need



*Many children and young people living in our poorest communities are not getting access to the fundamental benefits of play and basic food. They don't have toys, resources or access to the internet in the home, and have a lack of belonging to something positive and healthy during the holiday period.*



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# Need

- Growing inequalities in education, health and physical activity
- Lack of toys, play, parent support and stimulus in home
- Digital deprivation in home
- Sense of belonging
- Maintain positive behaviours on food/hydration/activity in the home
- Development deficit physically, socially and emotionally
- Increase in loneliness, anxiety and unhappiness
- Support needs e.g. 14-16, SEND, social mobility



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# Package solution



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# Package Options - example

PACKAGE	BRONZE	SILVER	GOLD
EXAMPLE CONTENT*	Activity Cards Food/hydration Cards Unbranded Bottle Unbranded bag	Activity Cards Food/hydration Cards Branded Water Bottle Psycho-social poster Digital channel Branded bag	Activity Cards Food /hydration Cards Branded Water Bottle Psycho-social poster Chateez Keyrings Inflatable frisbee/ball Equipment package Digital channel Branded bag
COST X 1,000	£7.50/Pack	£10/Pack	£27.50/Pack
COSTS X 5,000	£6/Pack	£8/Pack	£20/Pack
COSTS X 10,000+**	£5.50/Pack	£7.50/Pack	£18/Pack

\*Contents can be tailored with additional local resources

\*\*Greater savings for bespoke packages over 25,000



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# Package solution – example (gold)



# Activity & Food content

Age  
appropriate  
activity content  
(YST)

- Create online playlist for age and stage relevant activities
- Hard copy resources to overcome digital deprivation
- Linked to PE at home and the national curriculum
- Linked to School Food Plan and aligns with food standards
- Simple 'how to' guide for all children and young people
- Ensure content is accessible against SEN, environment, ability, COVID etc.
- Choose activities that are 'equipment light' but give opportunity for creativity
- Mixture of activities that are individual and family pairs/groups
- Develop timetable for activities throughout the day/week/holiday period.



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# Guidance

Guidance for  
parents and  
deliverers (YST)

- Light touch 'instructions for use' for parents/deliverers
- Assistance with 'timetabling', inclusion and strategies for when to be active
- Consider elements of Autism, PE at Home for PMLD
- Orientation around the social and emotional content
- Delivered digitally through e-comms or hard copy.



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# Lifestyle & emotional support

Healthy  
Lifestyle and  
emotional  
wellbeing  
content  
(YST)

- Hard-copy resources for healthy eating and cooking
- Utilise healthy eating and oral health resources from local authorities
- Introduce resources from our social and emotional support programmes
- Utilise a series of videos orientating around the poster(s) through YouTube
- Ensure accessibility of the poster/video content



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# Equipment packs

- Drawstring bag with branding
- Home packs for Reception/KS1
- Differentiated equipment packs for KS2/KS3/KS4
- A variety of creative, innovative and inclusive equipment
- Small, scaleable and accessible equipment
- Able to be used and sustained within the home/flat
- Consider a lack of outdoor space
- Consider a difference in parent/carer support

Small  
equipment  
package to  
support  
activities (YSTe)



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# Procurement

Procurement of equipment, additional resources and packaging (YSTe)

- Procurement of equipment items
- Printing of posters and activity hard-copy resources
- Printing of guides and postcards
- Co-ordination of other supporting resources through local authority
- Procurement of drawstring bags and packaging
  
- *Adhere to COVID restrictions and operating guidelines*
- *Drive carbon offset principles*
- *Work with new suppliers around product availability*



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# Delivery

- Pick and pack all equipment and resources
- Co-ordinate packages for Healthy Movers Home packs
- Co-ordinate packages for KS2/KS3/KS4
- Co-ordinate delivery addresses
- Delivery of all packages into homes or community centres
- Contactless delivery straight into children's homes or hubs

Delivery of  
packs through  
logistics  
company  
(YSTe)



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# Budget

## Virtual Holiday Activities Programme

- Budget based on:
  - Staff time for creating playlists and online libraries
  - Staff time for project management for delivery
  - Staff time for YSTe and procurement
  - Equipment and printing/branding
  - Packaging
  - Warehousing, picking and packing, delivery costs
  - Intellectual property
  - **Could include monitoring and evaluation and impact report**

# Further information

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