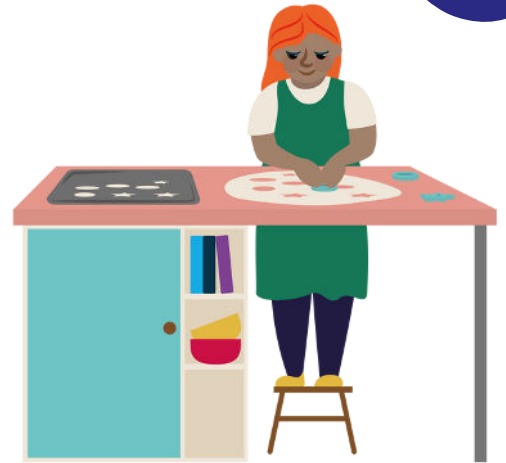


SUPERMARKET SUPPORT CASE STUDY

#HAF2024

Food insecurity during the summer affects many families, especially those relying on free school meals. To address this, Essex Activate provides support during school holidays with nutritious meals, healthy snacks, and food education sessions, helping children and families maintain a healthy lifestyle beyond the HAF programme. With food being at the forefront of Essex ActivAte local clubs offer fun and engaging food activities such as cooking, baking, food tasting, and recipe creation. Club providers offer engaging options like salad bars and colour-based fruit and vegetable choices which help encourage children to try new foods.



To enhance the summer programme, club providers throughout the county received support from local cafes, shops and well-known supermarkets, which donated fresh fruit, snacks, ingredients and prizes to assist club activities.



68% of summer HAF providers worked with supermarkets

“Our nearest supermarket (Asda) donates food to us, where some ingredients have been used as part of cooking activities.”

- BASILDON PROVIDER



“We were approached by one of the local supermarket champions from Morrisons asking if we can recommend a HAF club who they could support with squash, food and snacks. I recommended EPC Whitehall Clacton as I knew they had high numbers booked in with a waiting list, therefore I knew the food would go down well.”

- TENDRING PROVIDER



£2,600

funding leveraged from Waitrose Colchester to support four North Essex HAF clubs

Waitrose in Colchester offered £350 to support a HAF club over the summer and Lighthouses in Harwich was chosen because of the great activities they ran last year such as supermarket and farm visits. The funding helped them run fun healthy eating sessions, where children got to try different fruits and vegetables at two club locations. Waitrose also generously provided an additional £2,250 to support two local SEND clubs, Go Bananas and Mistley Kids Club. Discussions are still ongoing to decide how the funding will be utilised.

“Our local Sainsburys gave us some fresh fruit parcels and we had a local Morrisons give us some outdoor activities such as frisbees, bubbles, and skipping ropes!”

- ROCHFORD PROVIDER

