

Holiday Activities and Food – Easter Delivery Report 2023

Introduction:

The Holiday Activities and Food (HAF) programme is a Department for Education (DfE) funded initiative. The Programme was initially trialled in 2018, its success saw the programme expanded across the whole of England to every Local Authority in 2021/22. Sutton Croft Ltd was commissioned by Worcestershire Children First (WCF), in partnership with Ready Steady Worcestershire (RSW) to manage the grant funding allocation and delivery of the programme between 2021 - 2024. The programme is primarily aimed at children and young people primarily between the ages of 5-16, in receipt of benefits-related Free School Meals (FSM). There is flexibility in the programme guidelines to offer places to other vulnerable cohorts. The aim of the programme is to reduce the pressure for families during school holidays by offering free access to activity clubs providing physical activity, enriching activities, healthy food, and support for families. Research has shown that children from low-income families are:

- Less likely to access organised out-of-school activities.
- More likely to experience 'unhealthy holidays' in terms of nutrition and physical health.
- More likely to experience social isolation.



This diagram shows how HAF it! 2022 supported with enriching activities. Physical activity, fun and friendship, signposting and family support, healthy meals and school holiday experiences.

Easter Highlights:

At Easter 2023, the HAF Booking Portal was opened to families and carers three weeks earlier than in previous periods. This additional booking time resulted in approximately 80% of sessions reporting as fully booked two weeks before the start of the Easter school holidays. This additional time meant more mobilisation time for providers and the ability to follow up bookings and risk assess as needed, leading to higher attendance (86%) with reduced 'no-shows'. Sutton Croft commissioned 44 providers across 107 venues in Worcestershire to deliver the HAF Programme, of which 12 were specialist SEND clubs. Activities ranged from sports, arts, crafts, performance, outdoor adventure, dance, day trips and more. The HAF Programme was accessed by 95 children from refugee families and one of our HAF providers - Little Oaks – ran a family fun and safety day aimed at refugee families supported by local organisations including the emergency services, self-defence coaches, local supermarkets, and charities. The Programme continues to attract new providers, donations, and community partners. Working with the Dogs Trust, Bikeability, local artists, caterers, supermarkets, venues, events, and local support services; the HAF Programme supports local Worcestershire businesses along with families.

Overview of individual CYP supported during Easter 2023:

The number of individual children and young people supported by the Holiday Activities and Food (HAF) Programme in Worcestershire has increased by 2857 individual participants from 2021 to 2023 during the Easter holidays.

Notes on this data:

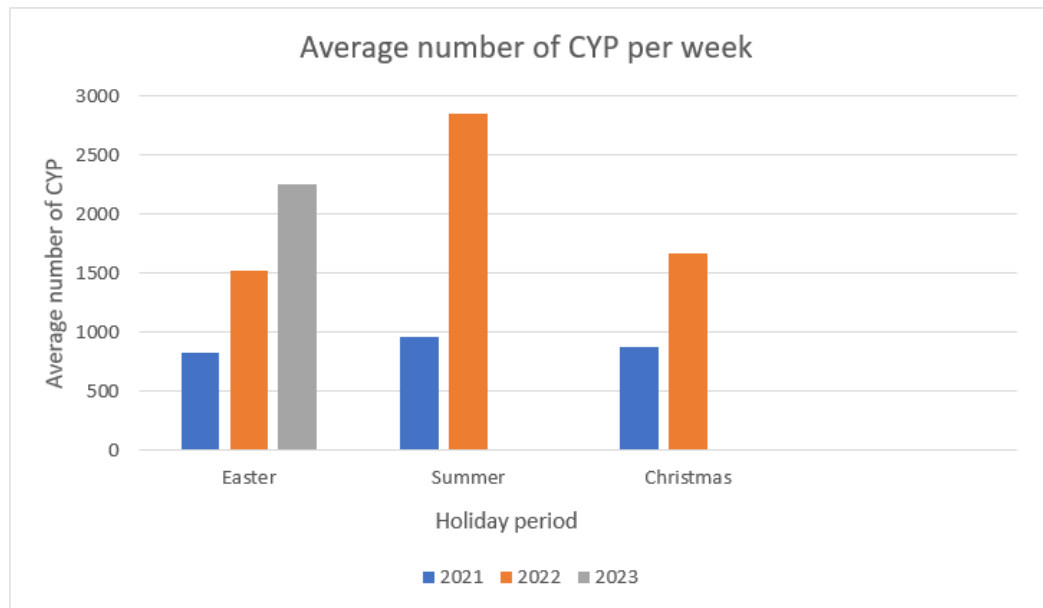
- If Child A attends 4 days and Child B attends 3 days, that data is counted as 2 individual children and 7 sessions attended, giving an average of 4 (3.5) sessions per child overall.
- Providers reported higher costs to run sessions but were able to attract additional funding, donations, and funding in kind to enable the scale of the programme to remain unaffected.
- Bookings made available earlier, providers overbooking sessions, following up parents to confirm bookings and booking site reminders all contributed to higher attendance.
- At Easter 2021, an additional 3911 CYP were remotely supported through HAF by activity packs and food parcels due to Covid restrictions.
- Easter 2022 & 2023 were face-to-face provision only.

Easter 2023 – The bigger picture:

At Easter 2023, HAF supported an average of 2257 children per week. The 'Average Individual CYP Per Week' chart shows the total individual CYP divided by the number of weeks in each holiday period. For Easter and Christmas that is 2 weeks, for summer 4 weeks. The trend of the average CYP per week has consistently increased with each holiday period, demonstrating more interest from families and CYP in the programme. This is due to a range of factors:

- Returning families and CYP to the programme.
- Increased engagement from schools and improved signposting.

- Clearer processes to participate.
- Continuously improving offer, engaging activities and a quality programme.
- Continuous commitment and engagement from HAF providers to improve individual offers and engage families.
- Supporting innovative delivery models and increasing capacity through resource sharing between providers.

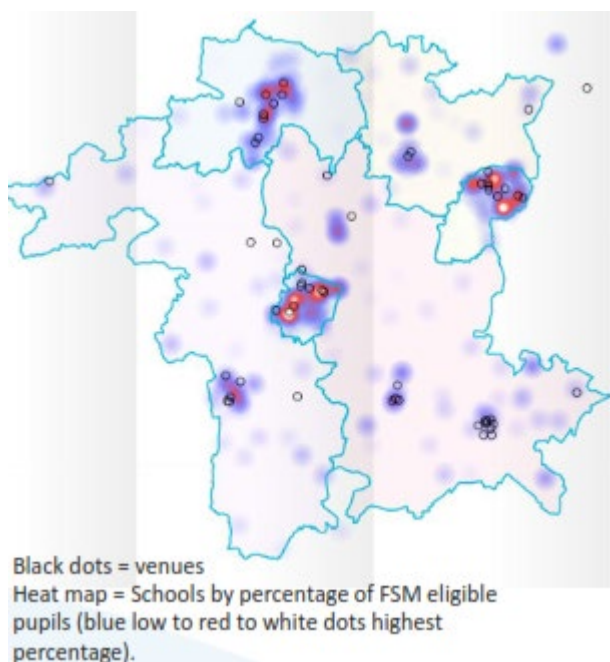


This diagram shows the holiday period and the average number of children and young people who attended sessions. This information is shown in the following table.

Season	2021	2022	2023
Easter	1658	3044	4515
Summer	3838	11408	N/A
Christmas	1742	3337	N/A

Provider Mapping

Our Easter provider map shows areas of high FSM eligibility across the county and where we have HAF funded provision. Funding allocation reflects the percentage of FSM eligibility, and we work with providers to identify and fill gaps in provision across the county. Mobile and 'pop up' activities worked well to engage new families and raise awareness of more permanent provision available. At Easter, there was another increase in private organisations applying to be part of the HAF Programme. Whilst School as lead providers remained low, the number of schools opening premises as delivery venues and working with lead providers, with 26 schools opening premises for providers, signposting families, and supporting the HAF Programme.



A map of Worcestershire highlighting venues, school by percentage of FSM Eligible pupils (blue low to red to white dots highest percentage)

Provision	Christmas 2021	Easter 2022	Summer 2022	Christmas 2022	Easter 2023
Voluntary or community based	40%	61%	47%	50%	45%
Private Organisation	37%	26%	40%	42%	45%
School	14%	9%	10%	5%	5%
Local Authority	9%	4%	3%	5%	5%

HAF in Schools:

At Easter, we saw the benefit of our Christmas 2022 school engagement strategy. School resources were developed and distributed with clear instructions to share information with families. More schools joined HAF as delivery sites, working with lead providers to offer the HAF Programme at their site.

This model of delivery worked well in schools by:

- Reducing workload of holiday provision coordination for school.
- Offering on-site consistency for pupils between school holidays.
- Offering paid opportunities for TAs during school holidays.
- Improves communication between provider and school to offer better support for CYP.
- Offers site familiarity for CYP.

Percentage of schools working with HAF either as lead providers or venues:

School	Christmas 21	Easter 22	Summer 22	Christmas 22	Easter 23
Primary	8%	8%	4%	10%	10%
Secondary	0%	0%	0%	16%	12%

Special	3%	3%	3%	0%	3%
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Easter 2023 Funding Allocation:

HAF Funding Breakdown by District and Holiday Period

District	Christmas 21	Easter 22	Summer 22	Christmas 22	Easter 23
Malvern Hills	£75,962.88	£44,843.83	£76,731.80	£46,231.54	£26,295.02
Redditch & Bromsgrove	£94,300.31	£76,936.95	£301,498.60	£57,109.55	£58,519.31
Worcester City	£71,321.05	£44,843.83	£244,123.90	£46,231.54	£45,415.70
Wychavon	£38,425.65	£55,492.00	£182,664.00	£84,304.57	£75,618.96
Wyre Forrest	£36,644.92	£52,117.83	£119,376.00	£38,073.03	£38,248.00

Increased delivery costs meant providers were under more budget pressure, however providers received more match funding and local community support which ensured the scale of delivery was still able to increase.

FSM Eligibility vs Total Places vs Total Funding

The FSM Representation % indicates what proportion of children in each district of Worcestershire are FSM eligible. When compared against the total places and funding allocated to each district, we would expect to see the values matched closely to indicate availability and value of provision per place in each area.

Where % funding is higher than % total places shows a higher cost to run provision in that area, limited provision. A high % total place compared to funding indicates good value per place and larger scale projects.

District	Contracted Places	% Total Places	% FSM Representation in County	Funding Allocated
Malvern Hills	678	8%	10%	11%
Redditch & Bromsgrove	2214	26%	33%	24%
Worcester City	1964	23%	20%	18%
Wychavon	2410	29%	16%	31%
Wyre Forrest	1112	19%	20%	16%

Attendance Overview:

The below table and chart show the number of individual children and young people supported by the HAF Programme 2021-22. We have seen a steadily

increasing attendance rate. At Easter 2023, 8378 places were offered, 7205 places were attended by 4515 individual children.

PRIMARY SCHOOL AGE CHILDREN	Summer 21	Christmas 21	Easter 22	Summer 22	Christmas 22	Easter 23
FSM/Non-SEND	2353	822	1511	6039	1725	2667
FSM/SEND	291	218	347	982	334	467
Referred/Non-SEND	482	257	102	1405	378	476
Referred/ SEND	60	37	38	167	85	175
TOTAL:	3186	1334	1998	8593	2522	3785

SECONDARY SCHOOL AGE CHILDREN	Summer 21	Christmas 21	Easter 22	Summer 22	Christmas 22	Easter 23
FSM/Non-SEND	482	217	563	1367	628	402
FSM/SEND	60	57	185	525	79	121
Referred/Non-SEND	98	96	302	717	74	145
Referred/ SEND	12	38	23	206	34	62
TOTAL:	652	408	1073	2815	815	730

ALL CHILDREN	Summer 21	Christmas 21	Easter 22	Summer 22	Christmas 22	Easter 23
TOTAL:	3838	1742	3071	11408	3337	4515

Ukrainian Refugees	Summer 21	Christmas 21	Easter 22	Summer 22	Christmas 22	Easter 23
TOTAL:	N/A	N/A	N/A	191	38	95

Families and parents sign up via the HAF It! Portal to register for access to the HAF Programme. Once signed up, accounts are pending until checked against the FSM database and verified. When individual child profiles are verified as either FSM eligible or referred status, parents and families are able to either instant book on to HAF activities or request places (if referred) for providers to review and accept.

Providers have the flexibility to offer up to 15% of their total places to participants who are not eligible for benefits related free school meals but are considered to be vulnerable. These groups include but are not limited to:

- children assessed by the local authority as being in need, at risk or vulnerable

- young carers
- looked-after children or previously looked after children
- children with an EHC (education, health, and care) plan
- children who have low attendance rates at school or who are at risk of exclusion
- children living in areas of high deprivation or from low-income households who are not in receipt of free school meals
- children in transition phases between nursery and primary school or primary and secondary school
- Children of refugee families

Quality Assessment

As part of our commitment to offering a quality provision for Easter HAF, we monitored quality assurance in a number of ways.

Measure	Description
EOI Quality Response	Detailed EOI application form detailing provider. experience, evidence, and proposed plans.
Safeguarding and Policies	Health & Safety and Insurance checklists and organisations submit all documentation prior to delivery
Provider support and training	Ongoing mobilisation and delivery support, access to training courses designed for HAF
Delivery reporting	Final delivery report including registers, summary of delivery, photos, and family feedback
Site Visits	The HAF Programme Team performed site visits during activity sessions and completed an informal assessment sheet
Provider Feedback	Providers completed a feedback process to review the HAF Easter delivery programme
School Feedback	Schools that participated in HAF were asked to provide feedback.

Highlights Easter 2023

- Severn Arts ran 25 workshops at Easter and began creating collaborative pieces for the HAF Art Exhibition in October 2023.
- Bikeability piloted a programme, running workshops at provider locations and bringing bikes to the venues. This is with a view to offer a larger programme at summer 2023.
- Dogs trust ran dog safety workshops for children at provider locations.
- Worcester Theatre hosted the AlterEgo play combined with theatre workshop – the play was designed for CYP 11+ and addressed safety and knife crime issues. Worcester Theatres are now developing a bespoke play specific to Worcestershire CYP to be delivered during summer 2023 with a view to customise and package the performance for other Local Authorities beyond 2023.
- Safety Day for refugee families – hosted by Little Oaks at the REDI Centre in Redditch, the day brought together emergency services, food, fun and safety demonstrations as a family day for Ukrainian refugee families.

- HAF Awards 2023 – we nominated eligible HAF providers for national recognition and were proud to see Active Youth Outreach Services win the West Midlands Regional Champion Award.

Feedback and Case Studies

From HAF parents and children:

- Parent child 1 - " The staff on your camps have made my child feel so welcome and safe, she asked Stuart to do whole of the following week, he facilitated without hesitation. My child was so happy we can't wait for summer. "
- Feedback from a parent: 'Thank you so much for today. A has had an amazing time and has been absolutely full of stories about what she has been up to. This has been such a great thing for her confidence.'
- 'The HAF programme at the UOW lakeside campus was incredible for all three of my children. On their first day they were nervous as they'd never been before, but they were immediately put at ease by all of the staff. It was all up from there; their smiles were all bigger every afternoon and they were bursting to tell me what they'd done! My mum and I saw them all grow in confidence and self-esteem, and they were able to participate in and experience things that they would not have been able to do (maybe ever) if it wasn't for the HAF programme. This week also did not go as planned as I had a family emergency and had to leave my children in the care of my mum. This was very unexpected and normally all three of my children but especially my oldest would struggle without me, however, thanks to Samantha and the rest of the staff they hardly even noticed I was gone! It's always nerve wracking sending my children somewhere new, especially my oldest son as he has SEND. All of the team were incredible with my oldest child and for the first time ever I didn't receive any phone calls asking me to collect him as they managed his behaviour so perfectly there was not a single meltdown!! He made friends with people he'd never met before - which also never happens! – and made wonderful bonds with all of the staff. All three of my children would LOVE to go back to lakeside but it will only be possible for us if they are again on the HAF programme.'
- 'Thank you so much to all of the team - you made what would have been a very difficult week a wonderful one with memories that will last a lifetime!'

From HAF Providers:

- It helped with children socialising with other children that may not necessarily meet each other, the children who attended were all new to the venue and having parents accompany them helped them to liaise with each other and reduce anxiety and isolation.

- By having a regular meeting place, for young people to meet, we saw many young people feel more confident and engaged. A lot of our young people feel isolated and anxious about entering a youth centre, but being able to offer sports and food, broke the ice and made people feel more comfortable. Having it open every day in the same space with the same people staffing it, also helped to reduce anxiety, and has led to about 40% continuing to access the sessions after the HAF funding sessions were finished.
- It was more inspiring this Easter as the children came individually and were then placed in groups to make new friends. I then tried to ensure they stayed with the same participants as it enabled them to build strong friendships and a rapport with their instructor. This was really rewarding for children who have SEND or trust issues as they hopefully build those particular relationships with participants and instructors.
- Many of the children had an increase in physical exercise and kept active through the day. Some of the boys, specifically, are known for spending days gaming and not moving from bedrooms, those that attended were tired at the end of the day as they were kept moving and physical brushing ponies, riding, taking part in stable management, learning about horse feeds, and feeding, sweeping, and taking part in obstacle courses and therapeutic sessions.
- The children who attended our club were significantly impacted which improved their social interaction skills and isolation. As the children attend from all different schools the opportunities this provided to make new friends and to feel a valued member of our club environment benefited them massively reducing anxieties and feelings of isolation.

Case Study:

Provider:

Running two Holiday Youth Cafes a week where the young people can attend knowing that there will be a safe, inclusive space available to them with a range of activities on offer plus a free hot meal is incredibly powerful. Thank you for allowing us to deliver this. Not requiring pre-booking so young people can autonomously choose to come along (or not) takes the pressure of those who are experiencing anxiety too. We are finding that regular term-time attendees choose to come to these sessions to keep their interaction with friends (and staff) outside of term time. We find that our term time attendance often grows following holiday activities, as those who have booked for HAF sessions often then choose to try out our term time offerings too. These sessions during term time are free to attend which makes them available to all that can get to us. Seeing young people share a space happily when they are aged between 10-16 and from all kinds of backgrounds is very powerful and we are very pleased that to date we have very little in the way of any negative interaction between them. One young person shared that she is bullied at school but coming to the Holiday Youth Cafe session has given her an opportunity to make new friends who aren't 'swung by what they know about me already.'

Feedback:

'I wasn't going to come tonight as I was feeling really low and fed up. I am so glad that I did though as look at me, I have a huge smile on my face and I have had, as always, the best time! You guys are great, you make everyone so welcome and coming here is definitely helping my mental health.'

Case study:

K has ASD and finds forming friendships something that she really finds difficult. She attended the Felis trip and forged a bond with the three girls in her group. They bonded over cooking so much that she stayed to attend Youth Cafe and then came back for another session the next day which they were attending. Mum is delighted that she has had a positive experience of spending time with peers.