

# Holiday Activities and Food – Christmas Delivery Report 2022

## 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.



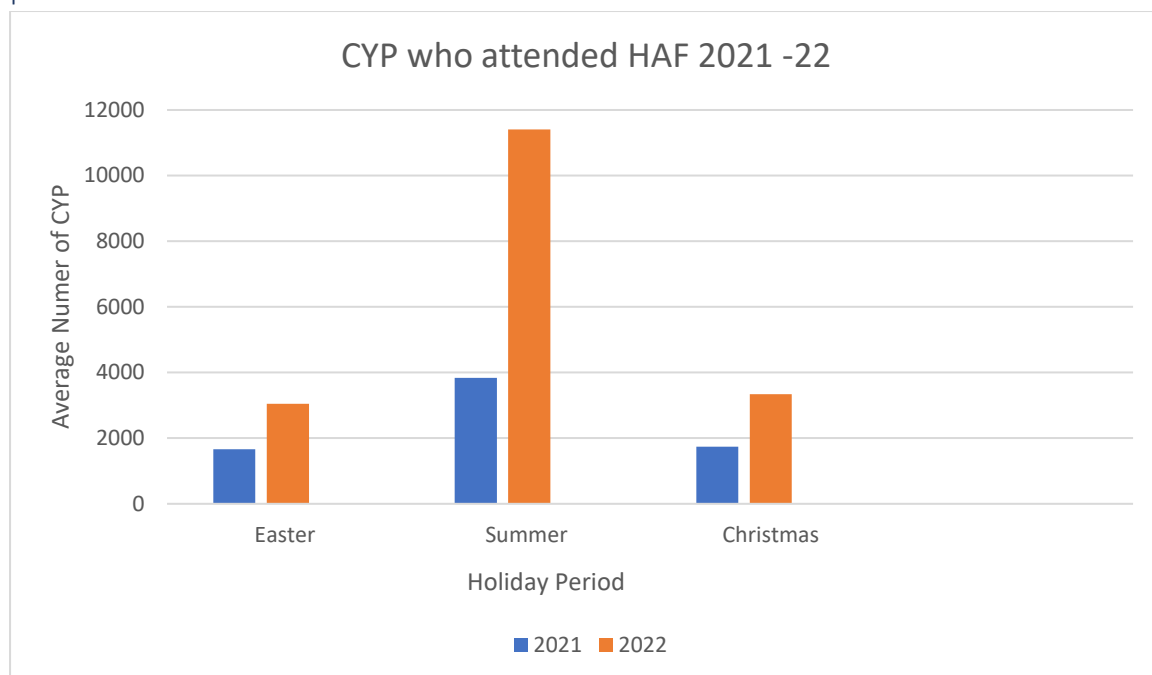
## Overview of Individual CYP Supported

The number of individual children and young people supported by the Holiday Activities and Food (HAF) Programme in Worcestershire has increased by 10,551 individual participants from 2021 to 2022.

Notes on this data:

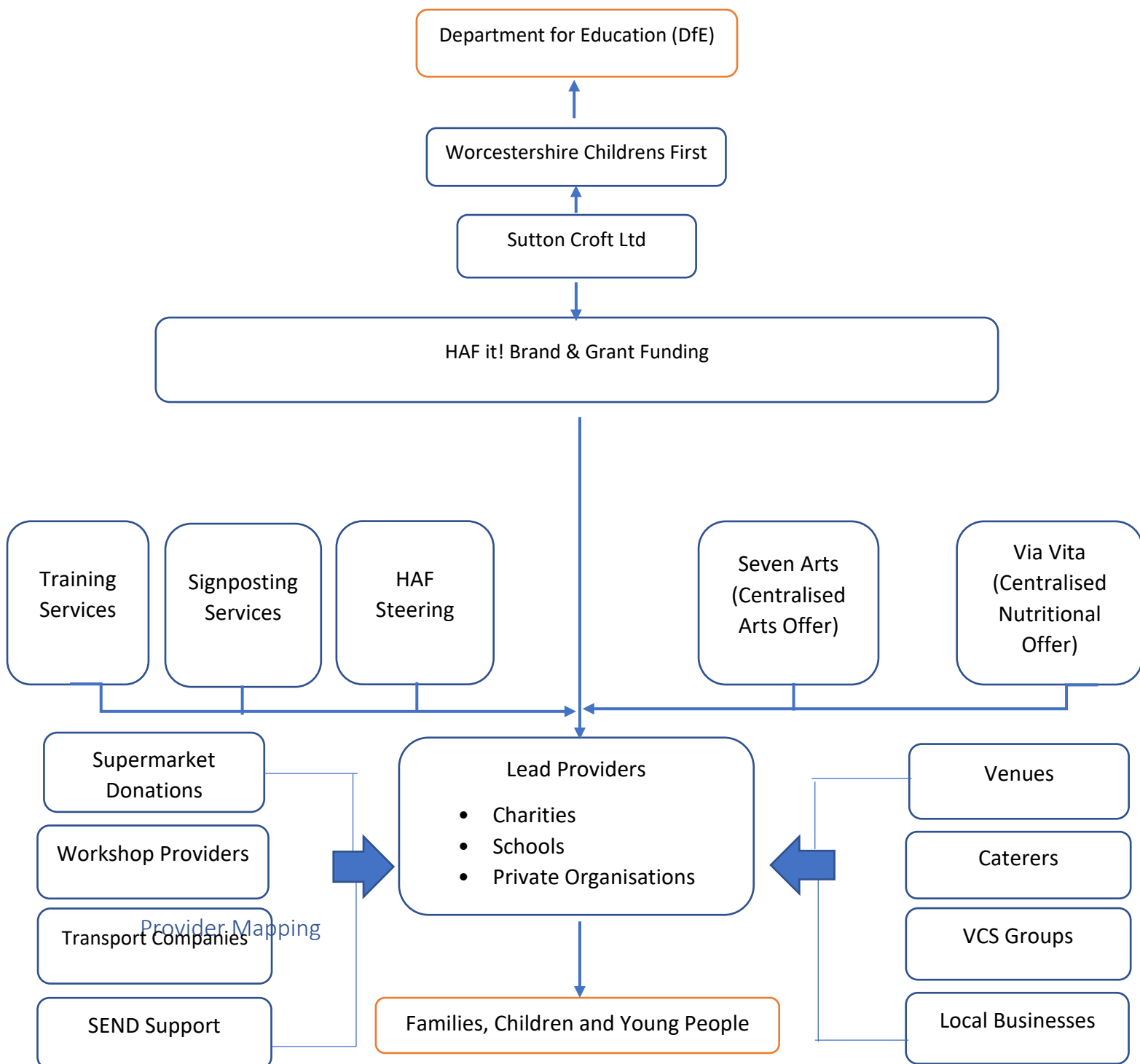
- Individual children are re-counted each holiday period to determine the total individual during each holiday period. E.g., Child A could attend provision during Easter, Summer and Christmas and would therefore be counted three individual times in the data.
- Summer 2022 figure includes 2018 individual CYP that attended outreach activities.
- At Easter 2021, an additional 3911 CYP were remotely supported through HAF by activity packs and food parcels.
- At Christmas 2021, an additional 4991 CYP were remotely supported the HAF by activity packs and food parcels.

The graph shows the number of children who attended a face – to face provision by holiday period 2021 – 2022:

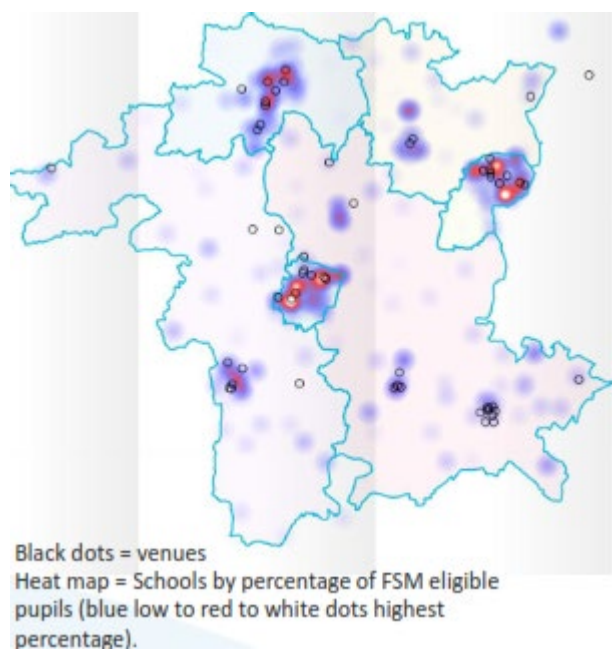


## How HAF is delivered in Worcestershire

Lead Providers apply for HAF funding through the HAF Provider Portal, custom built for Worcestershire HAF. Once funding is awarded, we use a flexible and scalable delivery model to reach all areas of Worcestershire and mobilise providers in areas of high need. At Christmas 2022, 38 Lead Providers were appointed across 46 venues in Worcestershire. Lead Providers worked with a total of 129 other organisations to deliver the programme, these included caterers, supermarkets, local businesses, workshop providers, transport companies, support groups, signposting services, and venues. Providers are encouraged to work together, share resources, staff, and experiences to improve and adapt the programme to the needs of children, young people, and families.



Our Christmas 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 in an area, 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 Christmas, the majority of the 38 lead providers were voluntary or community-based organisations. Whilst we saw a decrease at Christmas of Schools as lead providers, there was an increase in schools opening premises as delivery venues for lead providers. At Christmas 2021, schools were able to offer remote support by way of food hampers and activity packs during the school holidays. The programme at Christmas 2022 was exclusively face to-face provision, which is a challenge for schools due to staffing and closures without a lead provider to deliver on site.



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

## HAF in Schools

School engagement was a focus for the programme leading up to Christmas. Schools took part in a short survey with the aim of understanding barriers for schools around HAF. Some reasons for low engagement included more school focused resources required, simplified information in a ‘family ready’ format, lack of time and resource on school side, lack of understanding about the HAF Programme and confusion between FSM vouchers and the HAF Programme.

With this information we developed a presentation for schools and circulated to our school contact list, we then tracked engagement on the presentation and previous correspondence in relation to our top 10 highest FSM eligibility schools to find that only one school on that list was engaging with HAF information on a regular basis.

This has had a significant impact on our school engagement strategy for 2023 and we are furthering this work to analyse the number of children from each school against that data to build a detailed attendance map of the county by school.

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

School	Christmas 21	Easter 22	Summer 22	Christmas 22
Primary	8%	8%	4%	10%
Secondary	0%	0%	0%	16%
Special	3%	3%	3%	0%

## Christmas 2022 Funding Allocation

HAF Funding Breakdown by District and Holiday Period

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

Increased delivery costs meant providers were under more budget pressure, Worcestershire received additional funding of £79,390 and this allowed providers to open up additional places on the programme, increase the food support available, train additional staff and provide extra staff support for children with SEND.

## 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	646	10%	10%	17%

Redditch & Bromsgrove	2461	36%	33%	21%
Worcester City	1153	17%	20%	17%
Wychavon	1625	24%	16%	31%
Wyre Forrest	880	13%	20%	14%

## 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 Christmas 2022, 6765 places were offered, 5680 places were attended by 3337 individual children.

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

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

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

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

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 Christmas 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.

## HAF Celebration Event

In October we hosted a Celebration Event for providers and community stakeholders as a Thank You for supporting the HAF Programme and review of the Programme's success to date. The event included sample activities from Severn Arts artist and our Nutritional Education partner designed a selection of healthy snacks catered by Worcester Cathedral as a demonstration of the healthy food on offer. We hosted an awards ceremony for children nominated by providers and appointed our first group of 'HAF Ambassadors'. Performances by HAF Groups from the YMCA and Swan Theatre were highlights of the evening, with positive feedback we have started planning for our 2023 event.



## Golden Nuggets

Golden Nuggets are centralised offers available to all our lead providers designed to enhance the HAF Programme. At Christmas 2022, we continued our partnership with Severn Arts to offer a range of arts workshops to providers including visual art, music, drama, and dance. Severn Arts ran 23 workshops over the Christmas period. Via Vita ran 15 healthy eating workshops at provider venues offering fun and educational healthy eating games and tasks. The Swan Theatre developed a bespoke, relaxed,



sensory friendly, interactive performance for CYP with SEND called 'The Ice Queen'. Families could book tickets through the HAF platform and providers could take their groups to the performances in the run up to Christmas. Following the success of the performance a touring package is being created to enable the show to be rolled out to locations outside of Worcestershire for Christmas 2023.



## Feedback and Case Studies

From HAF parents and children:

- “Thank you for all your help, it will make a massive difference having the kids in holiday club. Especially as lunch is provided.” – HAF Parent
- “We are so grateful for this amazing scheme; it really helps that our children are given lunch and activities to do all day! Our children loved attending and the coaches were excellent. Thank you and happy Christmas!” – HAF Parent
- “My son really loved his time here; he came home raving about it every day” – HAF Parent
- “Great activities and thank you for lunch” – HAF Parent
- “Without this club, my mental health would have declined. Thank you for supporting my children at times of need. Amazing” – HAF Parent
- “My children were able to enjoy the spirit of Christmas” – HAF Parent
- “It gave us a chance to do something together as a family that we wouldn’t ordinarily do, we had food and other essentials given to us that was very gratefully received” –HAF Parent
- “I liked playing dodgeball (sic), I liked the food, I loved doing the circus, I liked doing bike riding” – HAF Child

From HAF Providers:

- “As a result of the program we have been made aware that children have been able to transfer breathing techniques and mindfulness activities shared into daily life, including reducing anxiety about school.” – HAF Provider
- One child was able to attend school for a full week, without the need of her 1-2-1 support, and stay in class for the first time this academic year as a result of techniques learned during the program to control her PDA and ADHD tendencies.” – HAF Provider
- “HAF had a significant importance to the children. It allowed them to be active during a time where they would ordinarily not be. It allowed for the children to get the much-needed exercise and allowed them to learn about what foods are required for a healthy lifestyle.” HAF Provider
- “I believe that doing the HAF programme has a significant impact on the activity, exercise levels and general wellbeing of the children, as taking part during the week at our camp the children took part in more than the recommended 60 minutes of exercise while being with us but taking part in fun and engaging activities. This improves the children's fitness and wellbeing among a lot of other benefits. We also ran daily health and wellbeing sessions focusing on healthy eating, healthy bodies, positivity, confidence and rest and sleep” – HAF Provider
- An example of this positively impacted a child in our group, one of the parents said that she was so grateful we were doing this camp as her son usually spends all day and night on his Xbox and he didn't want to come as he wanted to stay on his Xbox however when he was there, he took part in everything and enjoyed it.” – HAF Provider

## Case Study

### Provider:

I met this child on the first day of the HAF programme. The child was very nervous and was reluctant to leave her mother for the day, and after speaking with the parent I discovered that the child had issues with anxiety and mentioned that the child gets nervous in new environments and is rarely willing to join in new activities. We could clearly see a change in the child approach to the environment from day 1 to day 4. I feel the support and approach from the coaches was a really positive move, and the buddy support was also very helpful. One way of measuring the success of our approach, on day 1 and 2 the child wouldn't approach us to say good morning/hello, however on day 3 and 4 the child actually came to us first to say hello – something simple but also great to see the change in their approach to the programme. The parent also commented on the change on their child's attitude toward the HAF programme, saying that towards the end its all they would talk about, and wanted to go back as soon as they could. Hopefully the work done by our coaches has supported this child going forward with similar environments, be it a sports club, school or another HAF programme and can approach these environments with more confidence and enjoy it from day 1.

Child feedback – At the start of the week I was really scared and didn't want to get out of the car and leave mummy. But I really enjoyed the games we played, and I liked my new friend. I want to come back next time.

Parent feedback – It was really reassuring to know that my child was in a safe place, but more importantly a place where they are looked after with a team that were aware of the challenges and were prepared to support each one of them. It was great to see the support given to my child specifically and was amazing to see when I picked her up, she wouldn't stop talking about the day and couldn't wait to go back.

## The Importance of HAF

“Speaking to three parents in particular, all from different families made comments on how they felt isolated at home and were unable to find opportunities to socialise with other adults as well as their children meet new friends without our events. One parent was very emotional and moved by our support and nurturing.”

“With the cost-of-living crisis and understanding that our families will not have had any spare money over Christmas, our events allowed both parents and children to have a break from being stuck at home which may be added stress, volatile, etc. We were able to take some stress away by providing opportunity for parents and children to do things together to make positive memories.”

“This was a great opportunity for CYP of different backgrounds to attend our provision which helped improve social inclusion and reduction of isolation and anxiety. They all engaged in loads of different sports and activities, so it was great to see CYP from different backgrounds socially mixing.”

“Without this club, my mental health would have severely declined. Thank you for supporting my children at times of need. Amazing”

97% of HAF providers report that the HAF Programme has significant impact on activity levels of children during the school holidays. 83% of HAF providers reported significant reduction of social isolation among children and young people taking part in HAF. 89% of HAF providers reported slight or significant impact on the healthy eating and nutritional education of children and young people.