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# Leicestershire Holiday Activities and Food (HAF) Programme

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## Annual Report 2022

# Programme Introduction

The Holiday Activity and Food Programme (HAF) is a national programme that supports school age children and young people receiving free school meals (FSM). Each local authority receives funding from the Department for Education (DfE) to deliver the HAF programme which provides eligible children with free access to holiday activities and a meal during Easter, Summer, and Winter school holidays.

HAF aims to improve outcomes for these children by offering healthy food, and opportunities to participate a range of activities during the school holidays and the DfE expect all HAF programmes to offer:

- a healthy meal
- fun and enriching activities that help children develop new skills and try new experiences
- physical activities that help children to stay active
- nutritional education activities that help improve children and their families' understanding of healthy eating
- information, signposting or referrals to other services that would benefit children and their families





# Programme Governance and Management

A multi-agency steering group, chaired by Leicestershire County Council (LCC) Assistant Director for Education and including representation from Active Together, FareShare, Public Health, and the Police, provides strategic direction for the Leicestershire HAF Programme and reports into Leicestershire's Children and Families Partnership, a sub-group of Leicestershire's Health and Wellbeing Board.

The Leicestershire HAF programme is coordinated by staff from LCC Children and Family Services Department, with commissioned support from Active Together. A dedicated HAF programme team oversees the implementation of the programme throughout the year, including commissioning, monitoring and reporting, quality assurance, provider support and confirming FSM eligibility. Additional support is funded by LCC for programme management and support with finance, business intelligence, marketing and promotion.

The HAF programme team have worked with FareShare and Leicestershire Nutrition and Dietetic Service who have provided advice, information and support to our HAF providers.





# Funding and Delivery



## Funding

£1,210,398 was spent on the co-ordination and delivery of the equivalent of six weeks of holiday club provision during 2022.

Of this, £1,014,258.78 was spent on direct delivery of HAF holiday clubs and, in line with DfE guidance, ten per cent (£133,638.31) was spent on management and administration of the programme. A further £55,500 was spent on equipment, resources and training for HAF providers to support their HAF delivery.

In addition to the above, targeted provision was funded for early help caseload families with FSM eligible, SEND or other vulnerable children, as part of our Easter HAF programme. This was delivered in the form of family fun sessions. £7,000 was awarded to deliver 26 fun day sessions to 167 families, including 407 children.



## HAF Holiday Club Delivery

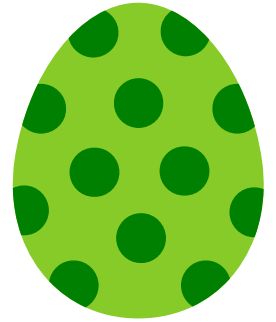
Grants were awarded for the delivery of Easter and Summer HAF holiday clubs to providers successful in demonstrating their ability to meet the DfE HAF programme requirements.

Funding for Winter HAF was managed through a contract framework process with providers successful needing to apply to join the Leicestershire HAF supplier framework.



# Easter 2022 Leicestershire HAF Data

Below is a breakdown of the Holidays Together Programme data for Easter 2022.



## Attendance Data

**30**  
Providers

**64**  
Venues



Average days attended  
**3.43** Primary aged  
**3.56** Secondary aged

**1716**

HAF Funded attendees

**1505**

Primary school children

**211**

Secondary school children

**1270**

FSM eligible

**229**

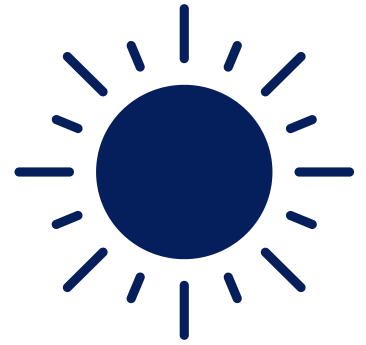
SEND children

**12%** of FSM eligible cohort (14,408) engaged.



# Summer 2022 Leicestershire HAF Data

Below is a breakdown of the Holidays Together Programme data for Summer 2022.



## Attendance Data

**31**  
Providers

**65**  
Venues



Total sessions attended

**21,797**

**1,930**

HAF Funded attendees

**1799**

Primary  
school  
children

**131**

Secondary  
school  
children

**1904**

FSM eligible

**240**

SEND  
children

**12%** of FSM eligible cohort  
[14,408] engaged.



# Winter 2022 Leicestershire HAF Data

Below is a breakdown of the Holidays Together Programme data for Winter 2022.



## Attendance Data

**15**  
Providers

**31**  
Venues



Total sessions attended  
**2,187**

**685**  
HAF Funded attendees

**571**  
Primary school children

**41**  
Secondary school children

**665**  
FSM eligible

**53**  
SEND children

**5%** of FSM eligible cohort (14,408) engaged.





# What did children and families tell us?



"A. loved his few days in the holidays, he came home and listed off endless things he had done during the day, brilliant programme and he absolutely loved the team, hope to see them again soon!"

-Parent who's child attended a Winter HAF Camp



"Lovely, delicious, tasty foods"

-Child who attended a Summer HAF camp

"What have you most enjoyed about your holiday club?"



"He has done various activities, from karaoke to baking biscuits, and I have seen a real sense of confidence in him since attending. These programmes are so vital for families like ours, as often the opportunities for our children to be included are not there."

-Parent



"The trip to the space centre was super amazing"

-Child who attended a Summer HAF camp

"My kids rarely leave the estate, so when they took the kids to the outdoor cinema event in Coalville town centre, I was, and they were a bit nervous and anxious. The kids loved it that much that I took them by myself to see a different film. This was something I was really chuffed about."

-Parent who's child attended a Winter HAF Camp

"Yummy, healthy treats"

-Child who attended a Summer HAF camp





# What did providers tell us?



**“It was fantastic meeting lots of different children from lots of different cultures, backgrounds and interests. We had lots of children whose confidence soared through the sessions and parents noticing a difference in their confidence and participation in activities”.**

*-Megastrikers, HAF Provider Summer 2022*



**“Amazing feedback from parent supporting the programme, telling us the children up at 6am and can't wait to get back again wanting to come extra days. When we had to call parent about behaviour issues they were very supportive towards us. Also telling me child was more active”**

*-SI Sports, HAF Provider Summer 2022*

**"We are pleased to have been chosen as a HAF provider. During our time as a HAF provider we have seen over 250 participants with most returning for a second time. We have been able to offer support and respite for parents who wouldn't normally have this."**

*-Premier Evolution, HAF Provider 2022*



**"KisP had a vision when we started the HAF that they would deliver freshly prepared hot meals to the children, to ensure that they had a nutritious meal every day. We have encouraged the young people to help prepare and cook their meals and gave them new skills and a better understanding of healthy foods"**

*-KisP, HAF Provider 2022*



# Marketing and Promotion

Various Marketing and promotion methods were used at each delivery period to raise awareness of the programme and where sessions were being held, encourage sign-up from qualifying families for the scheme and to showcase the work that's been done.

Tried and tested marketing channels used included:

- Social Media - Leicestershire County Council and Active Together.
- Mainstream Media including press releases.
- Partner collaboration and message sharing.
- Leicestershire County Council, Active Together and partner websites.

Comms 'assets' were refreshed during the year – including new images and videos. This included introducing and trialling reels and TikToks.





# Support for HAF Providers

The HAF implementation team have worked closely with HAF providers to help them to deliver high quality programmes that met HAF standards:

- Pre application Q and A sessions were held to support prospective providers to understand the requirements of the HAF programme and the application process.
- Free School Meal data was shared to identify areas of highest need in the county.
- An online resource hub is available for providers including activity ideas, information, resources, tools, videos and links relating to the required HAF standards.
- An optional central booking system was introduced in Winter 2022.
- Centralised comms support was provided in the lead up to each holiday period.
- Quality Assurance visits were undertaken and follow up advice and support offered.
- Workshops were on food education and inclusive practice to support providers.
- Provider Network Events were held to enable providers to come together to share learning and successes.



# HAF 2022 Providers



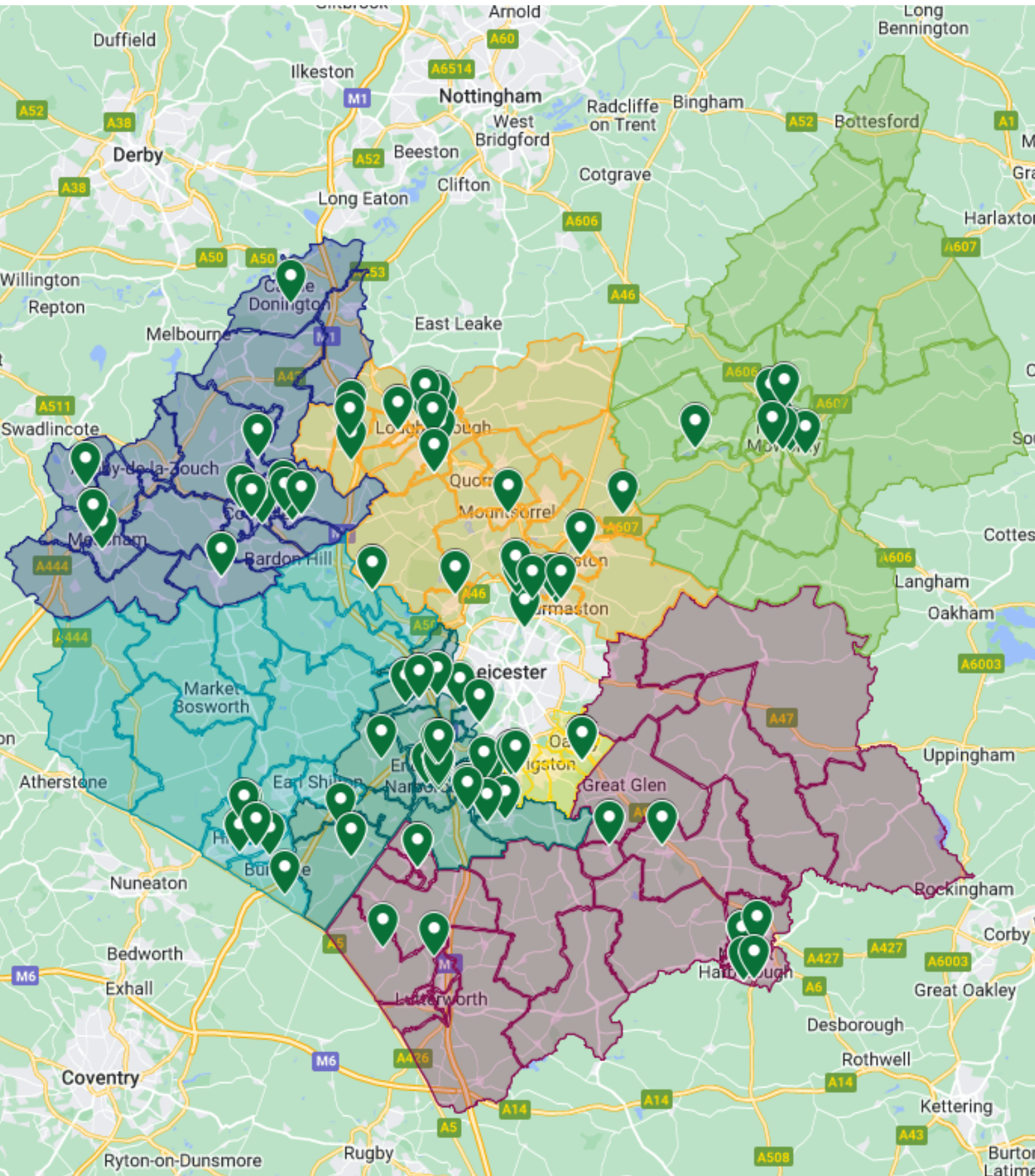
**We would like to take the opportunity to say a big thank you to all our 2022 HAF holiday club providers:**

- Charnwood Pre-School & Out of School Club
- Westfield Community Development Association
- Football and Fitness Sports Coaching
- The Richard Moore Sports CIC
- Lutterworth Football Academy
- Leicester Outdoor Pursuit Centre
- JM Football and Multisports Academy
- Super Star Sport Midlands
- Discovery Schools Academy Trust
- Forward Thinking Movement and Dance CIC
- Leicester City in the Community
- Premier Education (EA Coaching Ltd)
- ME Sports in the Community
- CNPG (Beaver Childcare LTD)
- Newcroft Primary Academy
- Fiesta Sports Coaching Ltd
- Spirit & Soul Wellbeing CIC
- Countesthorpe Academy
- Total Insight Theatre
- Fiesta Sports Coaching Ltd
- Hastings High School
- TayPlay Sport Ltd
- Melton Learning Hub
- MRC Community Action
- Active Future Leicester
- Clubzone CZ Limited
- ClubsComplete Ltd
- Birchwood Primary
- Ridgeway Primary
- SMART Inclusive
- Little Gems
- PACE
- TB Sport
- Megastrikers
- SRK
- SFK Multisports
- KisP
- EMPWR
- Evolution
- Si Sports Ltd
- Kidspace Clubs
- Molly's Gift





# Delivery Locations



# Key learning and next steps

Feedback from children, families, providers and the DfE has helped us to identify the following areas for improvement for 2023:

- Increasing the reach of the programme – we will review our marketing strategy to help us effectively target eligible families and to understand any barriers to access.
- Increasing places for young people – we will explore how we can increase the number of places available for 11 – 16 year olds at provision that meets their needs and interests.
- Increase places for eligible children with SEND – we will work with our providers to develop their practice and confidence to support children with lower level SEND needs and look to engage providers able to meet needs of children requiring specialist provision.





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Leicestershire  
County Council



Department  
for Education

