

LET'S
GET
MOVING

Leicestershire Holiday Activities and Food (HAF) Programme

Annual Report 2024



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Background

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.

The aims of the programme are to offer a high-quality experience that will support children to:

- ◆ receive healthy and nutritious meals
- ◆ maintain a healthy level of physical activity
- ◆ be happy, have fun and meet new friends
- ◆ develop a greater understanding of food, nutrition and other health-related issues
- ◆ take part in fun and engaging activities that support their development
- ◆ feel safe and secure
- ◆ get access to the right support services
- ◆ return to school feeling engaged and ready to learn



HAF Programme Governance and Management



A multi-agency steering group, chaired by Leicestershire Children and Family Services and including representation from Active Together and Public Health, 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 Leicestershire 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 in line with DfE HAF Programme Guidance. This includes commissioning activity, monitoring and reporting, quality assurance, provider support and communications.



HAF Programme Funding and Expenditure

Leicestershire County Council was awarded a funding allocation of £1,606,380 for the financial year 2024/25, from the Department for Education (DfE), to deliver the Holiday Activities and Food programme across the County. This grant funding is calculated based on the numbers of children eligible for and in receipt of benefits-related free school meals in Leicestershire.

The funding is provided to cover:

- provision of free holiday places
- coordination of the programme locally.

The DfE recognises that there are administrative costs associated with setting up and running the holiday activities and food programme. As such, local authorities are able to use up to ten per cent of their total allocation to cover such costs.

Department for Education HAF grant expenditure 2024/25	
Face-to-face holiday club provision (funding to providers for delivery costs)	£1,393,522.70
Management and administration of the programme by the LA	£160,638.00
Other costs (including provider events, eligibility vouchers, quality assurance, data insight)	£52,219.30
End of year total spend	£1,606,380

HAF Programme Delivery 2024



Overview

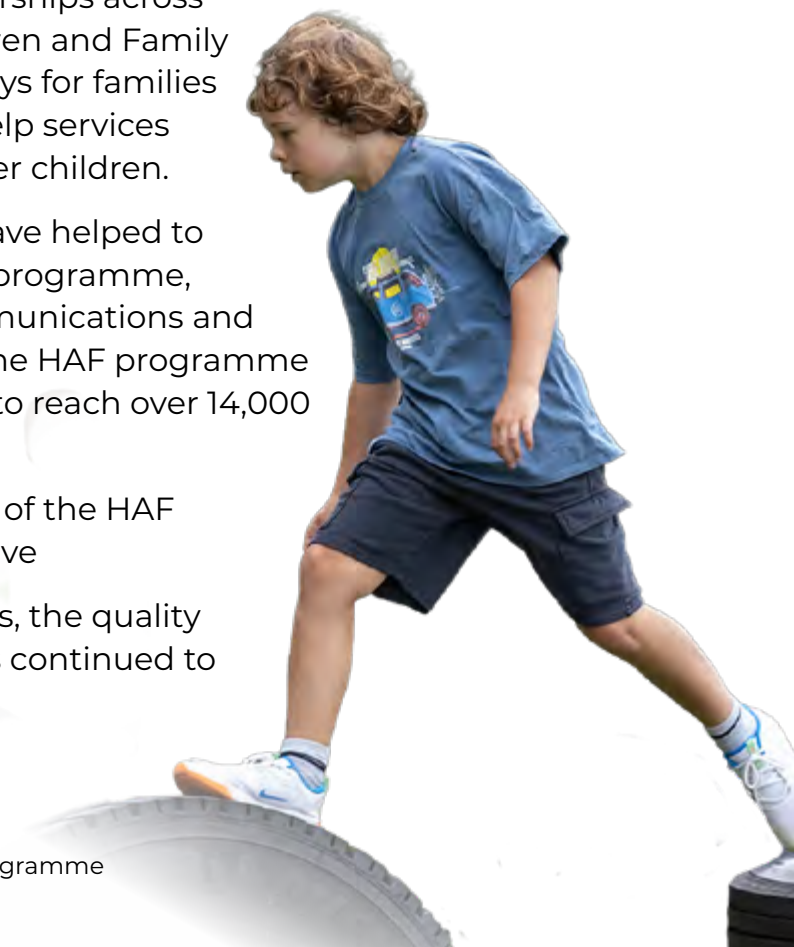
2024 saw a steady increase in the number of providers delivering HAF, the number of HAF places offered and the number of eligible children taking up the HAF offer. We have seen an increase in delivery and take up particularly of secondary aged places.

A range of schools, out-of-school, multi-sports, and voluntary and community providers and leisure centres were funded to deliver HAF holiday clubs and HAF junior gym memberships across the county. In addition, the council's Children and Family Services were funded to deliver HAF fundays for families supported through their Targeted Early Help services and a summer playscheme for Looked After children.

Successful communications campaigns have helped to raise awareness of the Leicestershire HAF programme, and the use of e vouchers as a direct communications and marketing tool, informing parents about the HAF programme and their child's eligibility, has enabled us to reach over 14,000 children each holiday period.

Parent and child feedback on the benefits of the HAF programme remain overwhelmingly positive

Based on data from quality assurance visits, the quality of delivery by our framework providers has continued to improve.

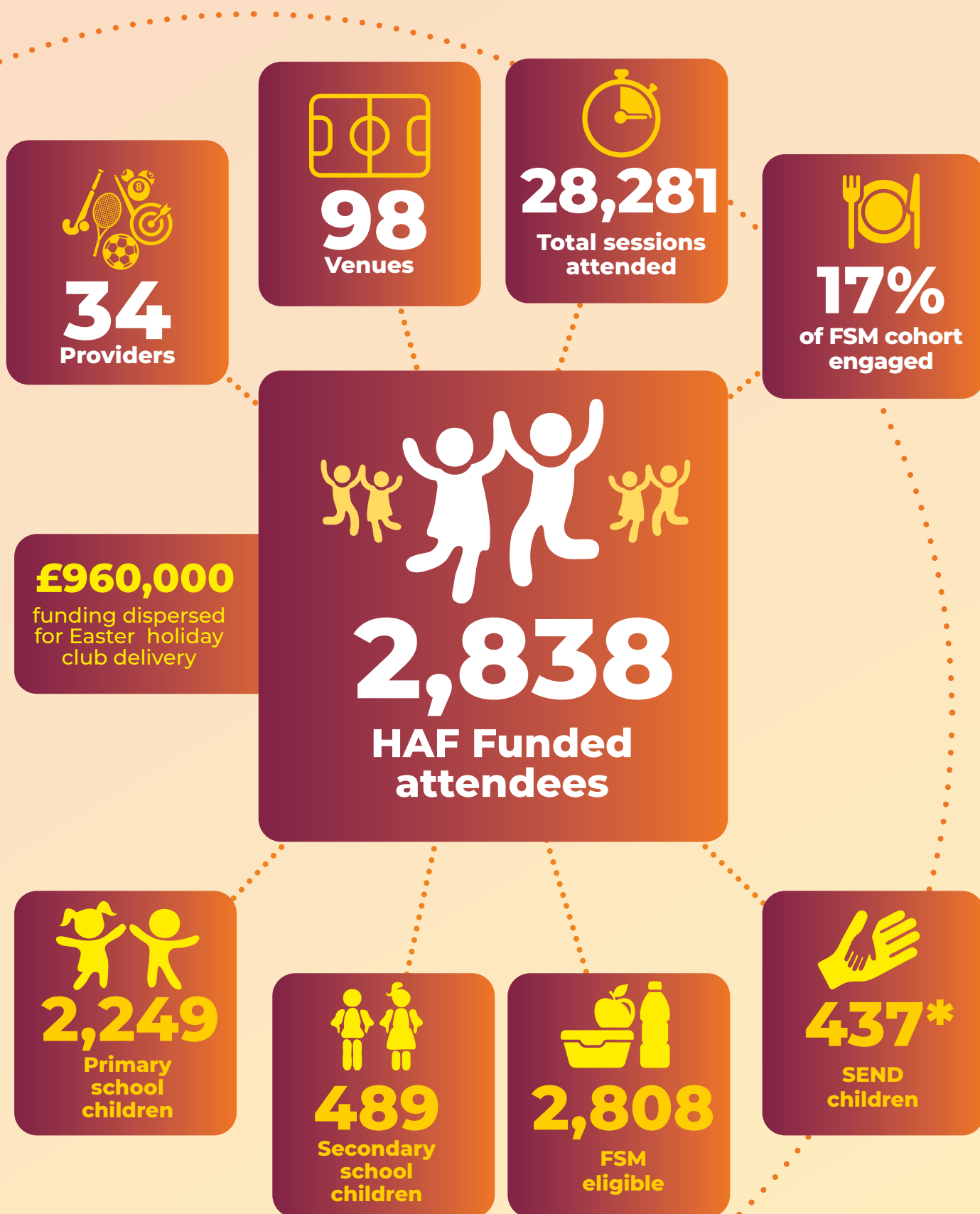


Easter HAF 2024 attendance data



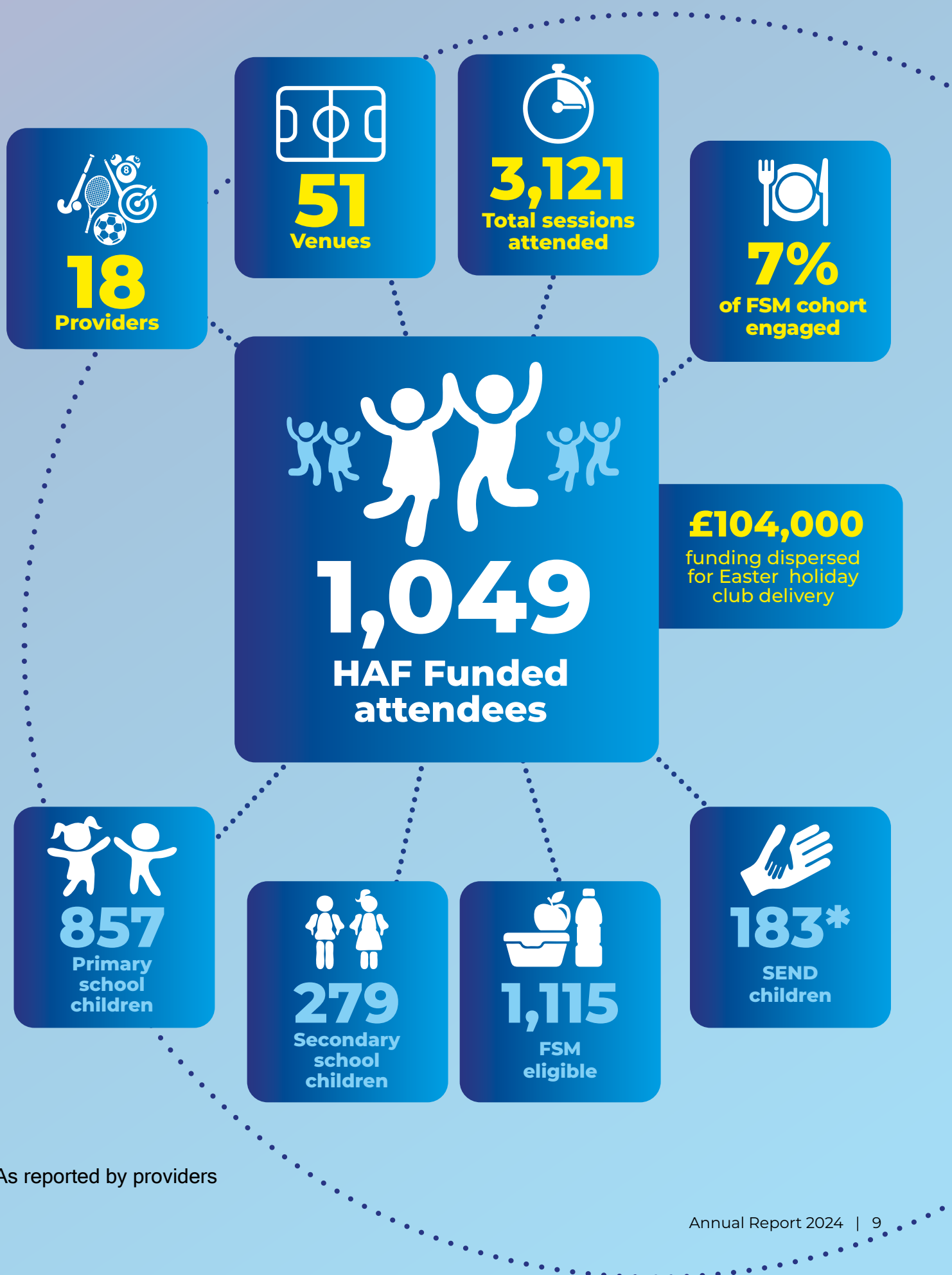
*As reported by providers

Summer HAF 2024 attendance data



*As reported by providers

Winter HAF 2024 attendance data



*As reported by providers

Feedback from children and young people

Feedback from the children and young people attending HAF has been consistently positive and below are some examples of the common comments received when asked *"What have you enjoyed most about your HAF club?"*

I love sports so I enjoy doing them all day

I really enjoyed it; the coaches are fun and get us all joining in and laughing

Being with friends and trying new activities

Being active and having fun

I've met a new friend and we're having a play date after the summer

We played some different sports I hadn't heard of before like boccia and new age kurling

We get to meet new people

Been able to learn new skills and play new games

I've made lots of friends and love coming every day

Lots of outdoor activities

Trying new things like woodwork and archery

Doing cooking and lovely food

Feedback from parents/carers

How has the HAF holiday club benefitted your child?



This club helps my children to make friendships I am able to leave them in safe environment and not worry about feeding them as food is given to them too and money is tight, its absolute godsend and I'm grateful to have the opportunity to send my children to the HAF club.



My son absolutely loves his HAF club! Every time it's on he can't wait to go! He has such a fantastic fun filled day with lots of exercise. Thank you for providing such an amazing opportunity for the kids! He has tried lots of new foods which I am so pleased about as he does not do this usually at home, but it has helped at home as well as he will now eat things he has tried at camp.



HAF has been a godsend this summer holiday. It's kept my kids happy and active and also so much patience and understanding with my SEN child. The food was brilliant and helped a mother of 4 children loads and nothing was ever too much trouble. If my son didn't like the meal that day they adapted to his eating habits. Staff and all volunteers were happy, helpful and also put a very anxiety mother at ease my children are already excited and wanting to join the next HAF.



My son loved going. This was his first time. I had been reluctant to send him before as he has Autism and thought he might struggle. He had an amazing time and developed a nice bond with a few members of staff. He asked if he could go every day



I would just like to say this club is amazing not only help me with childcare, but's helped my son really come out his shell making new friends. He's trying new foods which I have to make at home now which they are cheap to make meals and quick. The staff are absolutely amazing. I would like to say thank you for everything you do. They even did a Christmas parcel for my son which was amazing.

Quality of Provision

The Council's vision is to work collaboratively with our providers to offer the very best HAF provision for Leicestershire's children and young people. The HAF implementation team work closely with HAF providers to help them to deliver high quality programmes that met HAF standards and a robust monitoring framework has been put in place to ensure that all HAF provision in Leicestershire is of a good quality.

Becoming a provider

Providers wishing to deliver HAF in Leicestershire are required to submit a tender application to join the Leicestershire HAF supplier framework. This process includes successfully evidencing that they are able to meet HAF programme delivery requirements and passing due diligence checks. Pre-application Q and A sessions were held to support prospective providers to understand the requirements of the HAF programme and the application process.



Quality Assurance Visits

Each provider receives at least one annual quality assurance visit to observe and assess their delivery against each of the DfE HAF standards:

- ◆ providing healthy meals
- ◆ providing fun and enriching activities that help children develop new skills and try new experiences
- ◆ providing physical activities that help children to stay active
- ◆ providing activities that help improve children and their families' understanding of healthy eating, lifestyles and behaviours
- ◆ offering information, signposting or referrals to other services that would benefit children and their families
- ◆ suitable policies and procedures in place, including safeguarding

Providers are given a rating for each standard, from very poor to excellent, in line with HAF guidance. The implementation team produce a report of the visit, providing feedback on what is going well and making recommendations for areas of improvement. Providers are then asked to submit an improvement plan identifying how recommendations will be actioned, and these are followed up by the HAF team.

Contract Management Meetings

An annual contract management meeting is held with each provider to review their performance against their HAF contract. This meeting offers an opportunity for the provider and our HAF team to discuss previous delivery, celebrate successes, identify good practice and to agree any actions needed for improvement.

Additional Support for Providers

Provider network events were held in the run-up to Easter, Summer and Winter delivery to enable providers to share good practice and to provide further support on areas identified by providers and through QA visits, including marketing and promotion, inclusive practice.

An online resource hub is also available for providers to access activity ideas, information, resources, tools, videos and links relating to the HAF standards.



Communications

Communications activity focused on raising awareness of the HAF offer and on encouraging new providers to apply to deliver HAF in Leicestershire. The approaches used this year included:

- ◆ Council HAF Webpage
- ◆ Council Social media (Facebook, Twitter, LinkedIn, Nextdoor)
- ◆ Active Together webpage and social media
- ◆ Headteacher briefings
- ◆ Primary Times articles
- ◆ Early Years e blasts
- ◆ Leicestershire Matters articles
- ◆ Local papers
- ◆ District Council media channels
- ◆ Briefings to partners and stakeholders
- ◆ Leaflets distributed to Family Hubs and food banks
- ◆ Local radio interviews

We utilised videos and images from previous delivery periods and undertook more filming over the Easter and summer 2024 to help build up a library of images and videos for us to use for future marketing campaigns..



HAF 2024 in action

<https://youtu.be/9Do1NhllKgQ>

<https://youtu.be/3lJs29bTPxQ>

<https://youtu.be/pSDpAPwwpEk>

<https://youtu.be/WNIwA7JoIXY>

<https://youtu.be/JHpEfW0w-Qo>

<https://youtu.be/wpdveLCPpmY>

Feedback from HAF providers and children

https://youtu.be/i9RJEu_0k8s



HAF providers 2023/24

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

Activate Management

Aimstrong Sport

Beaver Childcare

Birch wood School

ClubsComplete Ltd

Clubzone CZ Ltd

Coalville Can

Dallaglio Rugbyworks

Discovery Schools Trust

Empowr-U/Energise Ltd

EMPWR

Everyone Active

Evolution

Fiesta Sports Coaching

Football & Fitness

Fusion Lifestyle

*Green Towers Hinckley Club
for Young People*

JM Football Academy

Kidspace

KisP CiC

Leicester Tigers Foundation

Leicester Riders

LIFE Multi Academy Trust

Little Gems

MACCA Sports

*ME Sports In The
Community*

Megastrikers

Metcalf Multisports Ltd

Molly's Gift

*Marlene Reid Centre
Community Action*

*ProActive Community
Endeavours*

Ridgeway Primary

Sense

SFK Multisports

*Super Star Sport Midlands
Limited*

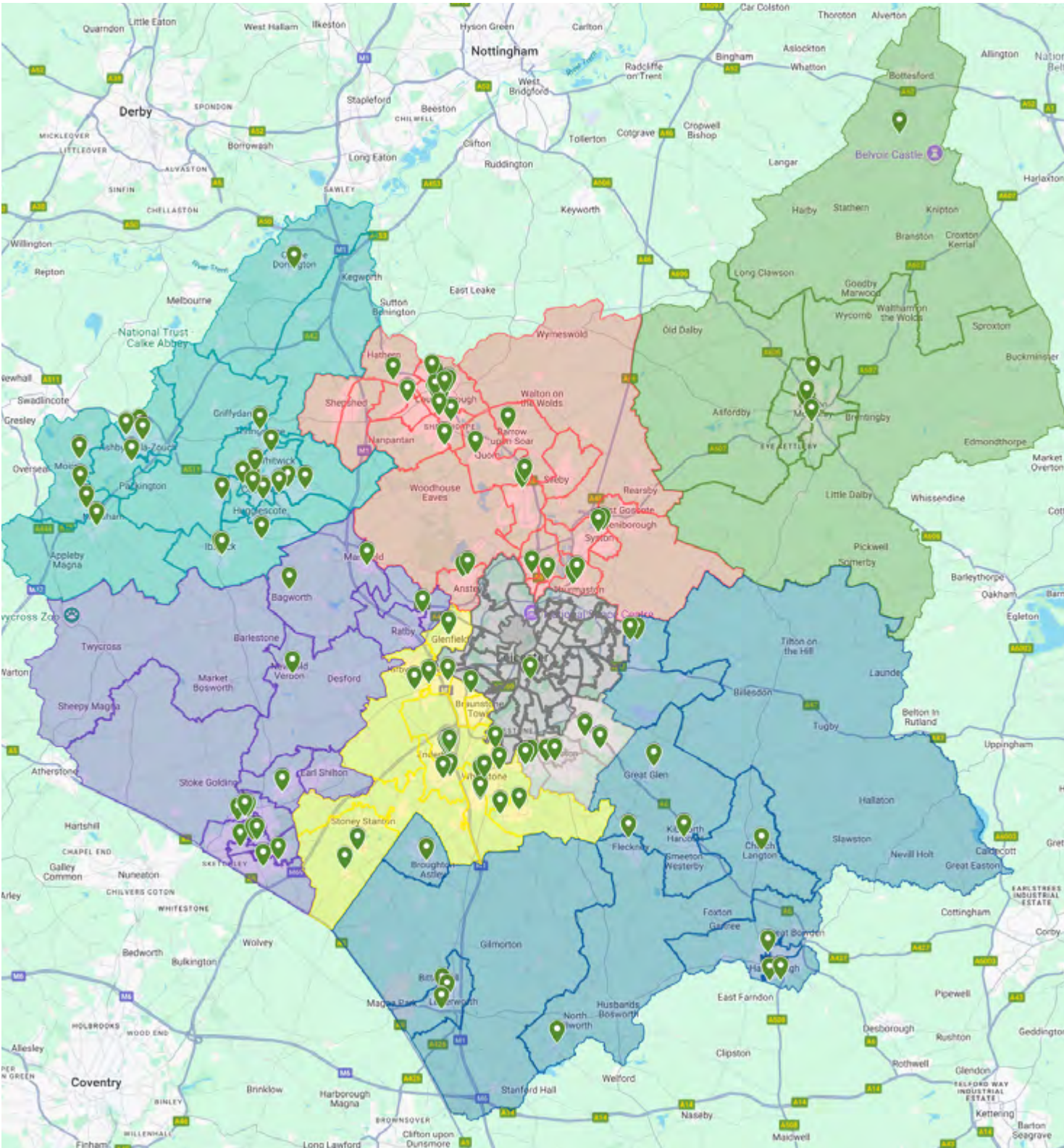
TB Sport

The Melton Learning Hub

*The Richard Moore Sports
CIC*

Westfield Kids Club

Delivery locations 2024



Next steps for 2025

Feedback from children, families, providers and the DfE has helped us to identify the following areas for improvement for 2025/26.

Focus for the year will be to work together on continuing our journey to:

- ◆ Maximise take-up and attendance, reducing un-booked and booked but not attended places
- ◆ Improve quality of provision across all HAF standards – aiming to see all provision rated as good and above at QA visits
- ◆ Improve inclusive practice – building understanding and confidence of delivery staff
- ◆ Capture voice of children – to inform programme improvement





The staff make sure that our children are safe, looked after, provide food for and entertain them by giving them activities to do together...

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