

LET'S
GET
MOVING

Leicestershire Holiday Activities and Food (HAF) Programme

Annual Report 2023/24



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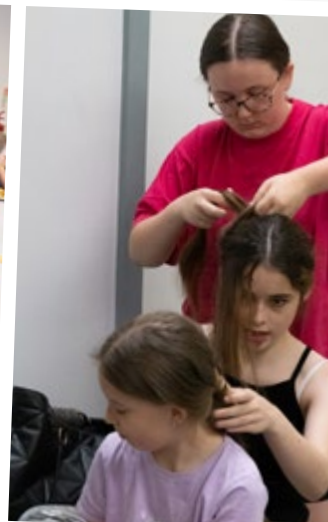
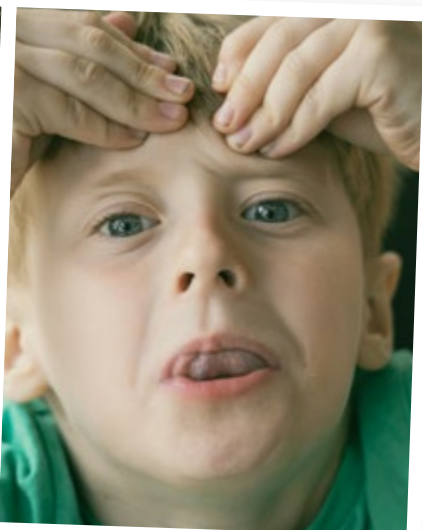


Background

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 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 in line with DfE HAF Programme Guidance, including commissioning, monitoring and reporting, quality assurance, provider support and confirming FSM eligibility. Additional support for programme management and support with finance, business intelligence, marketing and promotion is funded by the Council.

HAF Programme Funding and Expenditure

Leicestershire County Council was awarded a funding allocation of £1,549,600 for the financial year 2023/24, 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 2023/24

Face-to-face holiday club provision (funding to providers for delivery costs)	£1,343,765
Publicising the scheme to eligible families and other communications	£27,500
Management and administration of the programme by the LA	£154,960
Other costs (including provider events, eligibility vouchers, quality assurance, data insight)	£16,735
End of year total spend	£1,542,960

HAF Programme Delivery 2023/24

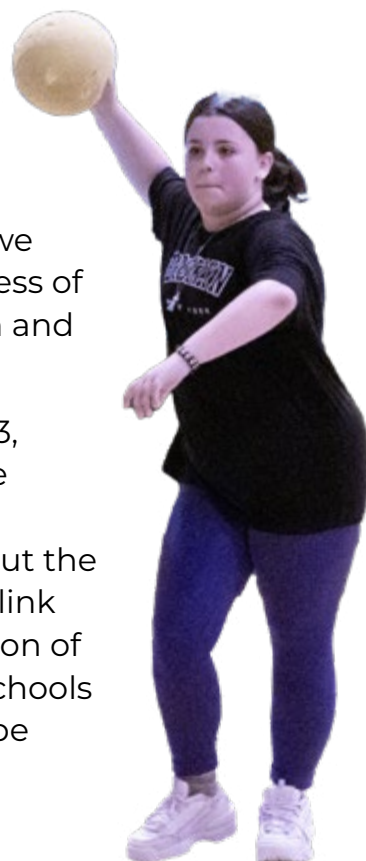


Overview

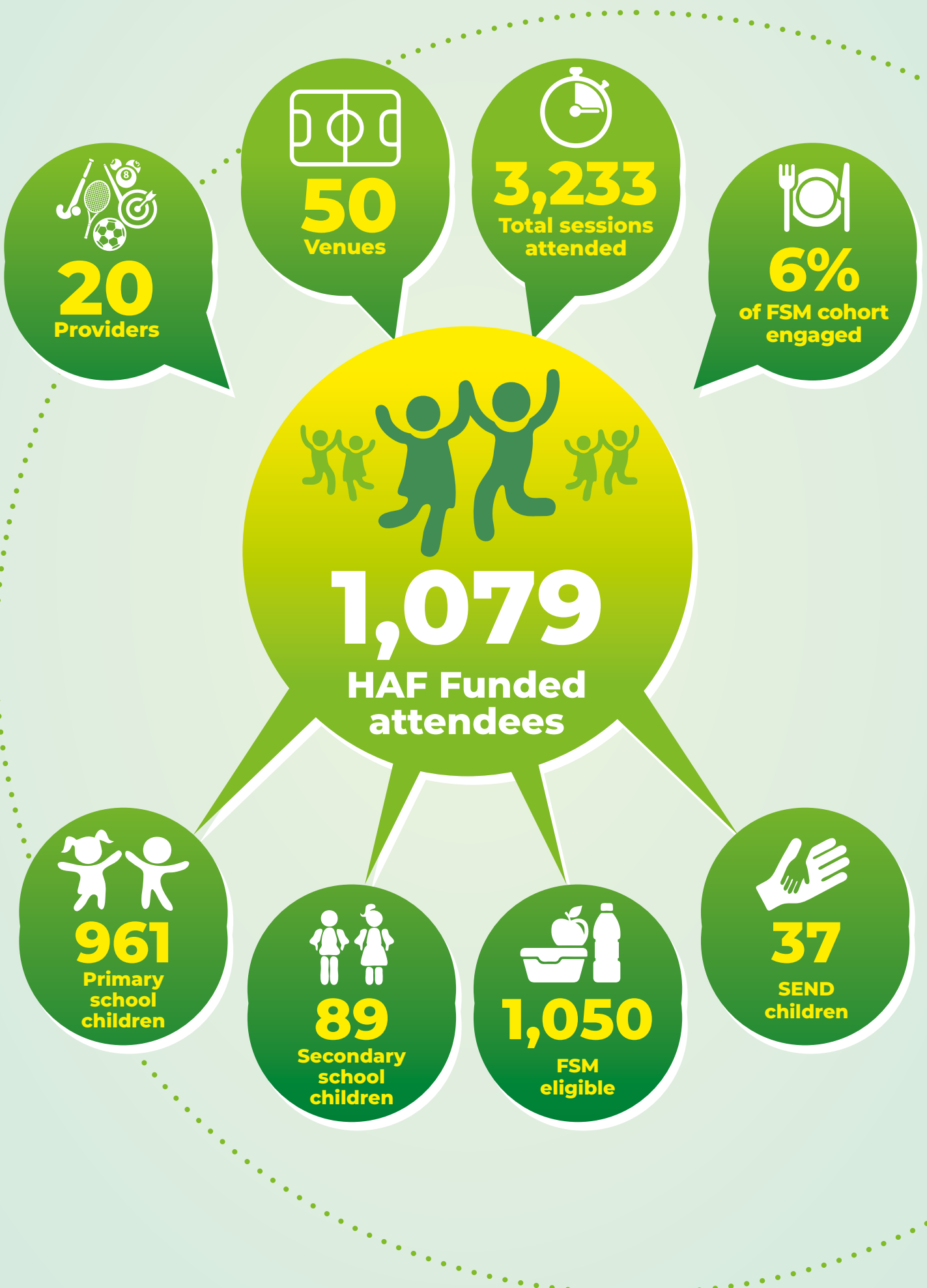
HAF 2023/24 saw a significant increase in the number of providers delivering HAF, the number of HAF places offered and the number of eligible children taking up the HAF offer. We feel this is due in some part to the embedding of the HAF programme and a greater awareness of the offer, and also to specific pieces of work undertaken to increase take up of places, particularly by secondary aged children.

Nationally, the take up of secondary school age provision in HAF activities is far lower than primary age, and this was also reflected in Leicestershire's numbers. To address this, we piloted new approaches over the summer, including offering junior gym and swim memberships at local leisure centres and funding our HAF providers to deliver youth HAF programmes, offering more flexible delivery. Alongside this we launched a targeted social media campaign to raise awareness of the breadth of our HAF offer, aimed directly at older children and teens who are more independent in their decision to attend.

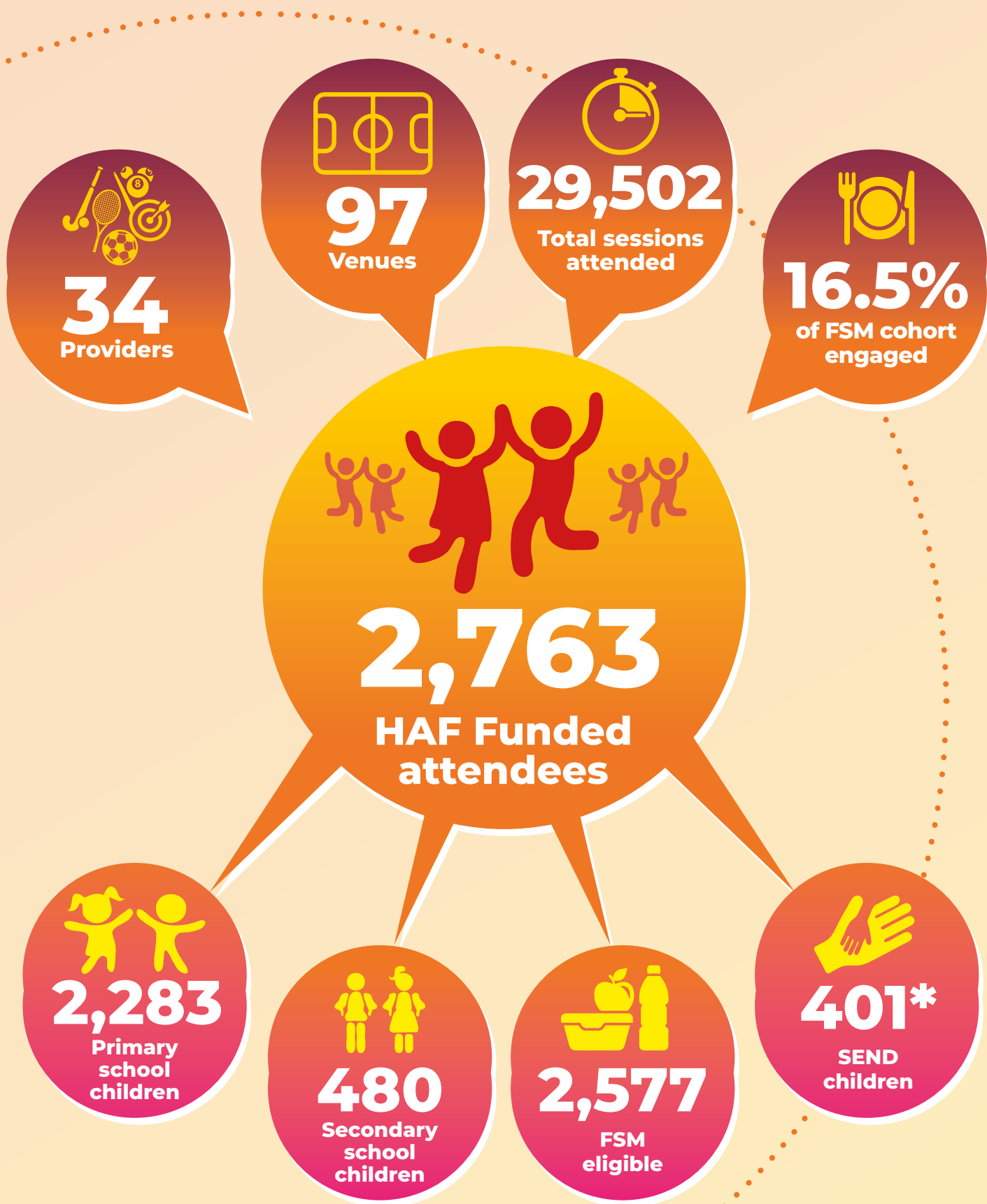
We also introduced the use of e vouchers from summer 2023, that are issued to children recorded on their school database as receiving free school meals. The e vouchers as a direct communications and marketing tool, informing parents about the HAF programme and their child's eligibility, and providing a link to our HAF webpage. The e vouchers also act as a confirmation of HAF eligibility for our providers. Over 90% of Leicestershire schools engaged with us to order the e vouchers, enabling them to be issued for over 14,000 children in summer and winter 2023.



Easter 2023 attendance data



Summer 2023 attendance data



*As reported by providers

Winter 2023 attendance data



Feedback from children and young people

What have you enjoyed most about your HAF club?

Meeting new people and making friends

The food parcels we get mean I can have nicer meals at home over the weekend

Painting the rocks of kindness and giving them out

I have made new friends and developed a love for basketball

It's inclusive, it doesn't leave anyone out

It's good that we get breakfast every morning before we do any exercise

I have learnt to grow cress and that peas grow in the garden

Brook jumping was awesome!

If it wasn't for the summer scheme, I would be sat at home playing x box

Liked playing rounders, badminton and tennis

I like the food we made – I didn't know you can have healthy pizzas

Being listened to and meeting new friends

I went swimming for the first time and I want to go again and again

I got to use a drill - I have never done woodwork before

Playing outside on the big field - I love running around

I have made lots of new friends that I can meet outside of the summer scheme

Feedback from parents/carers

How has the HAF holiday club benefitted your child?



It was an opportunity for our child to access a fun day of activity and learning new skills, making new friends in a safe, caring environment



Giving my child something active to do with a meal also provided which is great



J absolutely loved his 3 weeks at HAF and will defo be back next year. He was always smiles when coming out and met some great friends along the way. I found the staff to be extremely friendly and welcoming, J always told me about the banter they would have with him. Thank you for providing him with this opportunity



HAF camps are incredible, they have so much support for our children including their sensory room for when they feel overwhelmed and specialist staff who know how to support the children. My children have had so much fun and have made some new friends which is something my eldest has struggled with in the past



Every time i pick my son up from there he comes out with a huge smile on his face, he's had a healthy meal and always comes home with something they've made and stories or playing sports and games in teams and making new friends. The staff are always polite and cheery and you can see they treat each child and their needs personally. They've brought no end of confidence out in my son, and he really enjoys going. It helps me so much break up the holidays and the staff deserve great recognition for what they do for our community. I'd recommend anyone to get their kids involved and it's active, friendly, and healthy meals.



It's brilliant, non-stop wide range of activities, healthy fresh cooked meals and snacks, and the staff are 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 2023 to help build up a library of images and videos for us to use for future marketing campaigns.



HAF 2023 in action

<https://youtu.be/UFzOBy3lqyM>

HAF promotional video

<https://youtu.be/3u1kBFZqBM>

Feedback from HAF providers and children

https://youtu.be/MUvY_CnsbY0

HAF provider case study

<https://youtu.be/7dSeKU0iB1I>

Leicestershire County Council
 16,192 followers

Can your organisation provide eligible Leicestershire school aged children with healthy meals and fun activities over the school holidays? 🌟

Working with Active Together, we will be awarding grants to deliver HAF holiday provision this Winter.

🔔 Application deadline: 16 August

Find out more about the #HAF2023 programme and how to apply 🌟
<https://crowd.in/1a3H2F>



Leicestershire CC
 @LeicsCountyHall

HAF sessions are back!

🌟 Parents/carers of eligible children will be emailed and/or texted on 10th June from Hello@holidayactivities.com providing a link to their eligibility e-voucher.

More information can be found at crowd.in/myMyH4

Holiday Activities and Food Programme

15th Aug 2023 1,262 Views



Leicestershire County Council
 15 August at 12:00

🔔 Register your interest by noon 7th October (16 August) if you'd like to run a holiday club in Leicestershire this Winter.

We are awarding funding to organisations to offer a range of activities across Leicestershire for children who receive benefits related free school meals this Winter.

Find out more and apply 🌟
<https://crowd.in/legCW>

4 likes 5 comments

Most relevant

- Loughborough Wellbeing Centre Re-Wishes: Mental Health & Well-Being - this may be of interest?
- Berna Hean James Mandy Lou Smith
- Sharon Harvey Victoria Gould ?

Leicestershire County Council
 AC Communications Team • 14.3k

Attention parents of 4-16 year old eligible for free school meals!

Looking for exciting summer activities for your children? Leicestershire holidays together is providing FREE holiday clubs packed with fun experiences, sports, arts, and more!

Secure your child's place now 🌟 www.leicestershire.gov.uk/haf

#LeicsHolidaysTogether #LetsGetMovingLLR #HAF2023

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 leicestershire.gov.uk

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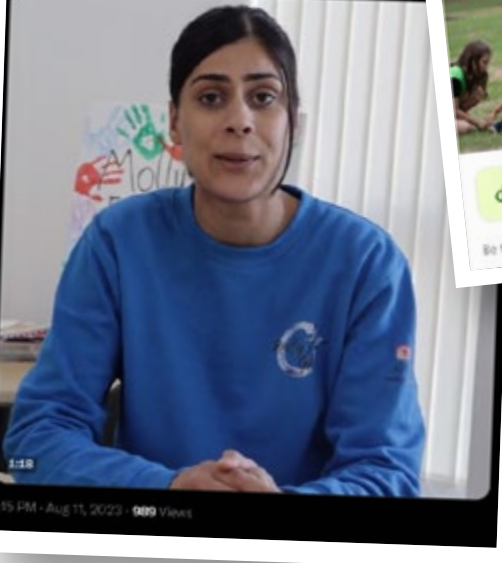


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 @LeicsCountyHall

"I do it just to see the smiles on the children's faces every"

Do you run an organisation that works with children or know who does? consider becoming a HAF programme provider.

Find out more 🌟 crowd.in/pHX0.k0



Leicestershire County Council
 8 July at 10

🔔 Did you know that free gym and swim passes are available to eligible youngsters this summer at selected Everyone Active leisure centres?

If your child benefits from free school meals then you're eligible for 10 free passes! 🌟 Don't delay, find out more information today 🌟 <https://crowd.in/k5A5v>

#LeicsHolidaysTogether #LetsGetMovingLLR #HAF2023

13 likes 17 comments 112 shares



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

Beaver Childcare

Birch wood school

ClubsComplete Ltd

Clubzone CZ Ltd

Coalville Can

Discovery Schools Trust

Empowr-U/Energise Ltd

EMPWR

Evolution

Fiesta Sports Coaching

Football & Fitness

Genius Tuition

JM Football Academy

Kidspace

KisP

Leicester Riders

LiFE Multi-Academy
Trust

Little Gems

ME Sports In The
Community CIC

Megastrikers

Metcalfe Multisports
Limited

Molly's Gift

MRC

ProActive Community
Endeavours

Ridgeway Primary

Sense

SFK Multisports

SMART Inclusive SEN

Sport Works

Super Star Sport
Midlands Limited

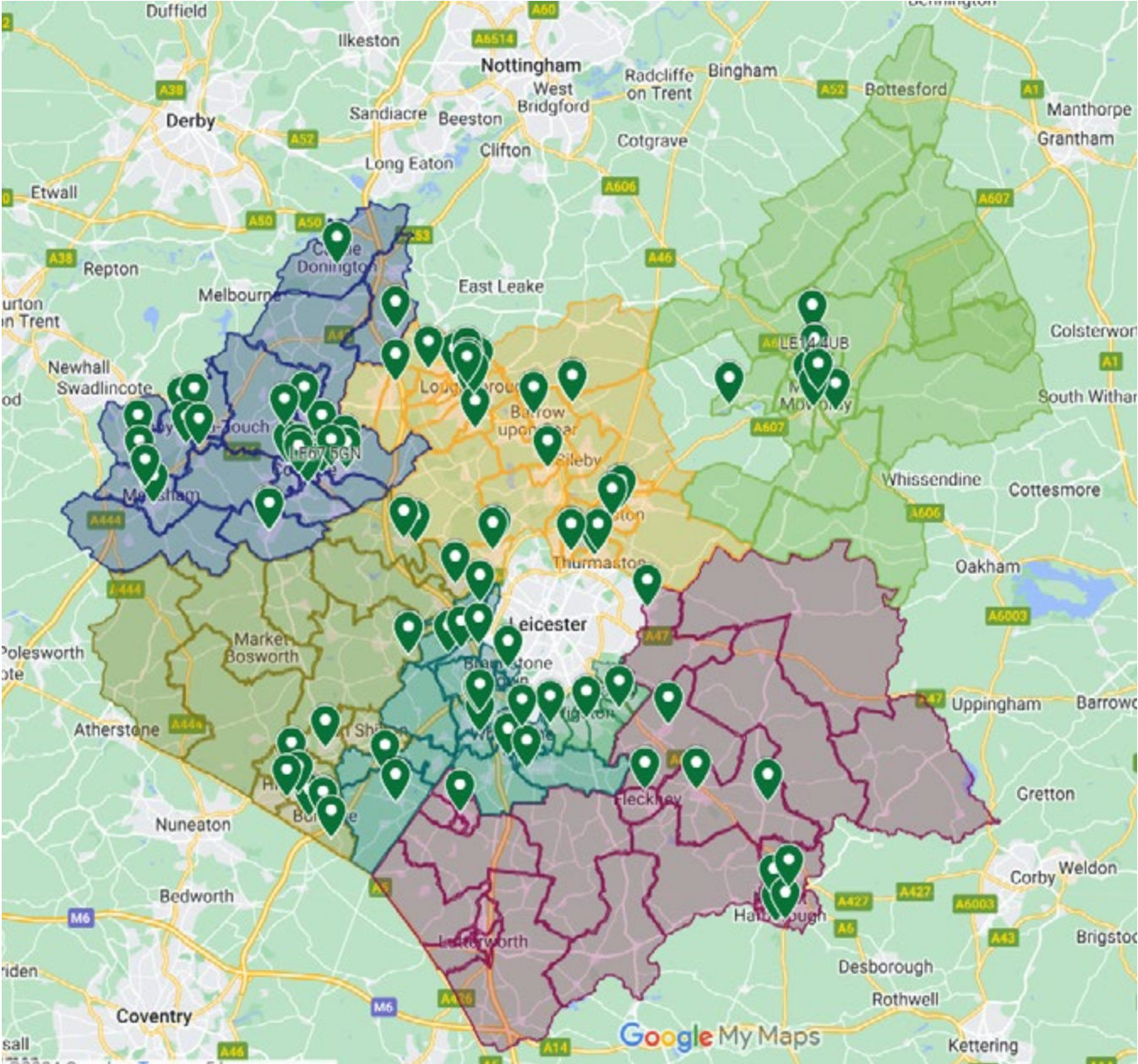
TB Sport

The Melton Learning
Hub

The Richard Moore
Sports CIC

Westfield Kids Club

Delivery locations 2023/24



Next steps for 2024/25

Feedback from children, families, providers and the DfE has helped us to identify the following areas for improvement for 2023/24.

- ◆ **Increasing the reach of the programme** – we will work with our providers to maximise take up and attendance of available places.
- ◆ **Increasing places for young people** – continue working with our providers to increase the number of places available for 11 – 16 year olds at provision that meets their needs and interests.
- ◆ **Increasing places for eligible children with SEND** – we will continue working with our providers to develop their inclusive practice and to engage new providers able to meet the needs of children requiring specialist provision.





This did wonders for our child's self-esteem and nurturing a sense of belonging.

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