



Holiday Activities and Food (HAF Programme) Winter Delivery Report 2023

HAFit!
2023

Introduction

The Holiday Activities and Food (HAF) programme is a Department for Education (DfE) funded initiative. The Programme was initially trialled in 2018 and 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 “HAF Worcestershire” between 2021 – 2024.

HAF Worcestershire is primarily aimed at children and young people between the ages of 5-16, in receipt of benefits-related Free School Meals (FSM). There is limited flexibility in the programme guidelines to offer places to other vulnerable cohorts including families considered to be ‘just about managing’.

HAF Worcestershire has significantly grown since the start of the programme and works directly with holiday club providers, schools, charities, community groups and other organisations to offer an inclusive, varied and flexible programme for eligible children.

The Aim of HAF

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.



Winter 2023 Highlights

47 providers across 70 venues were commissioned to deliver HAF during the Christmas holidays, including SEND clubs and activities. Across the county CYP were able to attend a wide offering, including water sports, outdoor adventure, forest school, arts & crafts, theatre and performing arts, musical workshops, yoga and wellbeing, animal care and equine therapy through to multisport clubs.

HAF supported 2300 individual CYP, 1781 (77%) of which were FSM eligible, 13% secondary aged and 29% SEND.

Providers reported higher quality food offers, with more hot meals and take home packs offered for children in attendance. The HAF Programme offered was fully face-to-face and was oversubscribed in applications for funding across the county, meaning we could focus on choosing the highest quality providers and allocate 100% of funding.

More hot & substantial meals served

Continued increase in SEND inclusion

Early sign up increased for providers

Diverse, creative, fun & inclusive activities

Improved parent communication

New providers & community partners

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Winter 2023 Highlights (cont)

Key points from the winter programme:

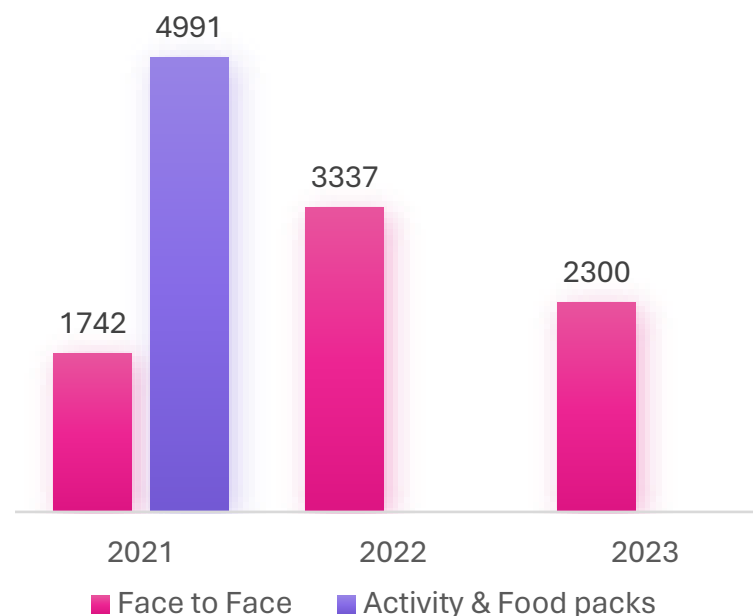
- Higher cost per place (average of £7.50 per place increase) continues due to rising delivery costs
- Severn Arts ran 20 artist workshops
- First time delivering over a slightly late/disjointed delivery period with some providers opting out of pre-Christmas activities and instead focussing on the first week of January.
- Bookings were somewhat slower than anticipated initially, though did pick up in December through promo from HAF It! social media and provider channels.
- Higher rate of cancellations during delivery and no-shows were still an issue – potentially impacted further by local news: severe flooding in Worcestershire affected access for some families.
- Improved peer-to-peer networking for providers – collaborative working (venue and resource sharing, learning, support staff) helped tackle rising delivery costs and staff shortages

Overview of Individual CYP Supported

Winter CYP analysis:

- Decrease in individual CYP attending from winter 2022 – DfE meetings suggest this was a nationwide issue
- Only 12% of parents said the holiday dates meant their children could attend less activities, however 48% of parents said the second week was more suitable. Parents were generally happy with the winter HAF offering and activities. Any criticism was more constructive, indicating a need for more activity types and more activity locations.
- 69 CYP were from refugee families
- 29% of CYP attending were SEND – this is the highest number of SEND ever, and is very close to the percentage of Worcestershire FSM CYP that are SEND (30%)
- 13% were secondary aged, and 87% were primary aged
- Strongest lead in being aware of HAF – through previous holiday bookings / provider marketing / newsletter & social media / schools?

CYP Supported Winter 2021-2023



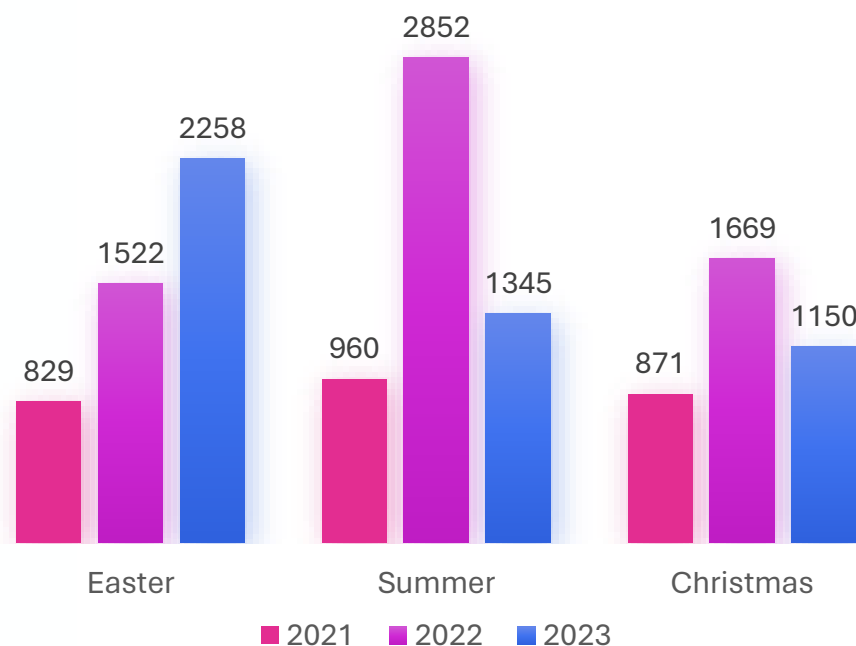
Winter 2023 in the Big Picture

HAF supported an average of 1150 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.

We continue to see improvement in the following areas:


- Returning families and CYP to the programme.
- Increased engagement from schools and improved signposting.
- Continuously improving offer, engaging activities and a quality programme in line with current trends/interests to attract older aged CYP.
- New providers expressing interest in applying for HAF funding within areas of higher FSM CYP.
- Support from external agencies in offering workshops or educational presentations within lead provider settings.
- Continuous commitment and engagement from HAF providers to improve individual offers and engage families.

Average Individual CYP Per Week








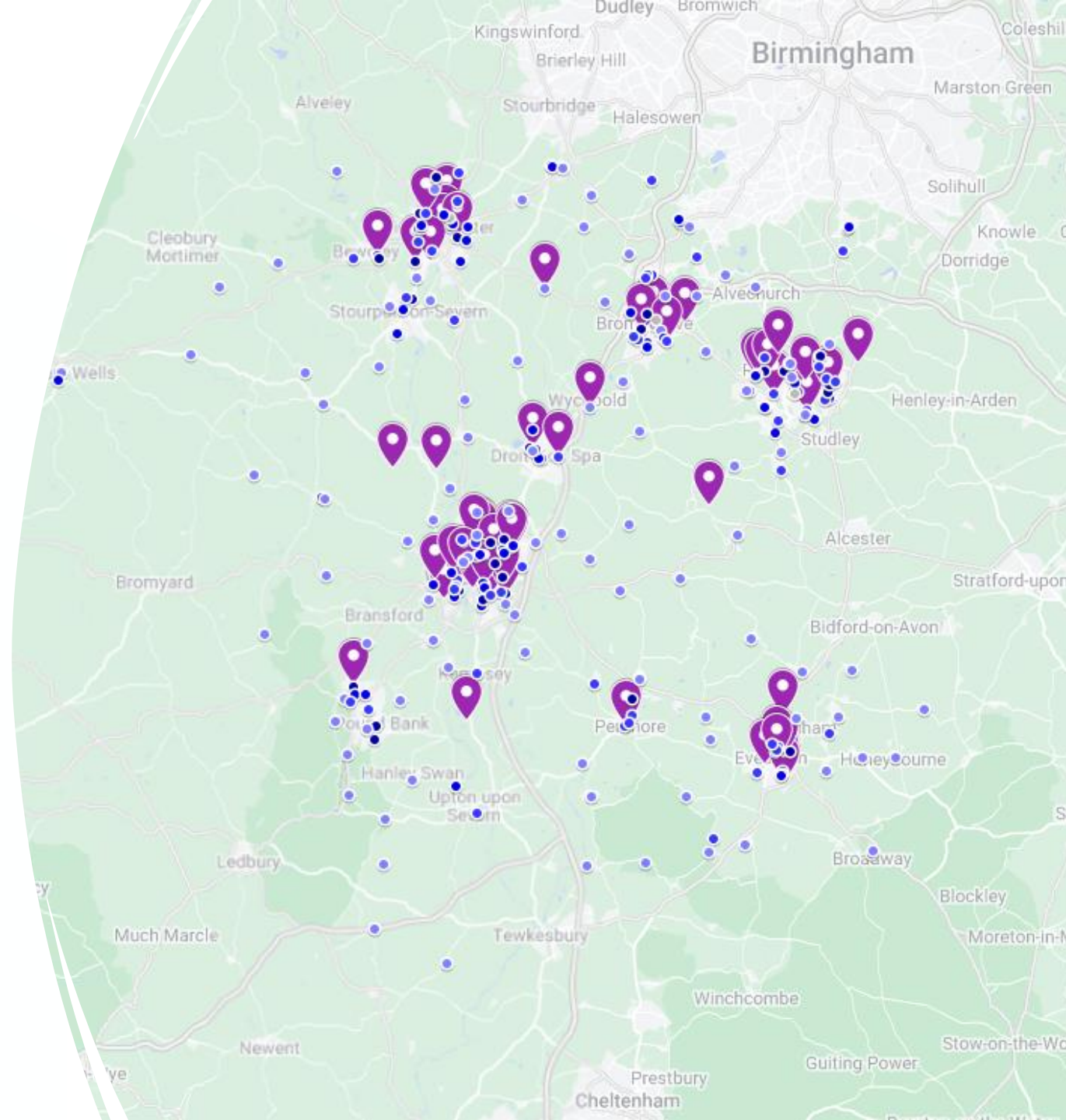
Provider Mapping

Our provider map shows FSM numbers across the county and where we have HAF funded provision. 47 providers across 70 venues were commissioned to deliver HAF winter.

 Venues

Number of FSM children

-  0 – 31
-  32 - 72
-  73 – 119
-  124 – 345
-  No value



Provider Mapping (cont)

Our provider map shows areas of high FSM eligibility across the county and where we have HAF funded provision. 47 providers across 70 venues were commissioned to deliver HAF winter.

Funding allocation reflects the percentage of FSM eligibility. We work with providers to identify and fill gaps in provision across the county.

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 33 schools opening premises for providers, signposting families and supporting the HAF Programme.

Providers by type

	Winter 2021	Easter 2022	Summer 2022	Winter 2022	Easter 2023	Summer 2023	Winter 2023
Voluntary or community based	40%	61%	47%	50%	45%	42%	47%
Private organisation	37%	26%	40%	42%	45%	39%	45%
School	14%	9%	10%	5%	5%	16%	6%
Local Authority	9%	4%	3%	5%	5%	3%	2%

HAF in Schools

For winter delivery, a total of 14 schools supported the HAF 2023 programme, either as lead providers or as hosts. Some providers reported school venues were not available during their proposed delivery dates due to how the dates fell for school closures over the winter period.

Schools operating either as lead providers or supporting providers by hosting suits the programme in the following areas:

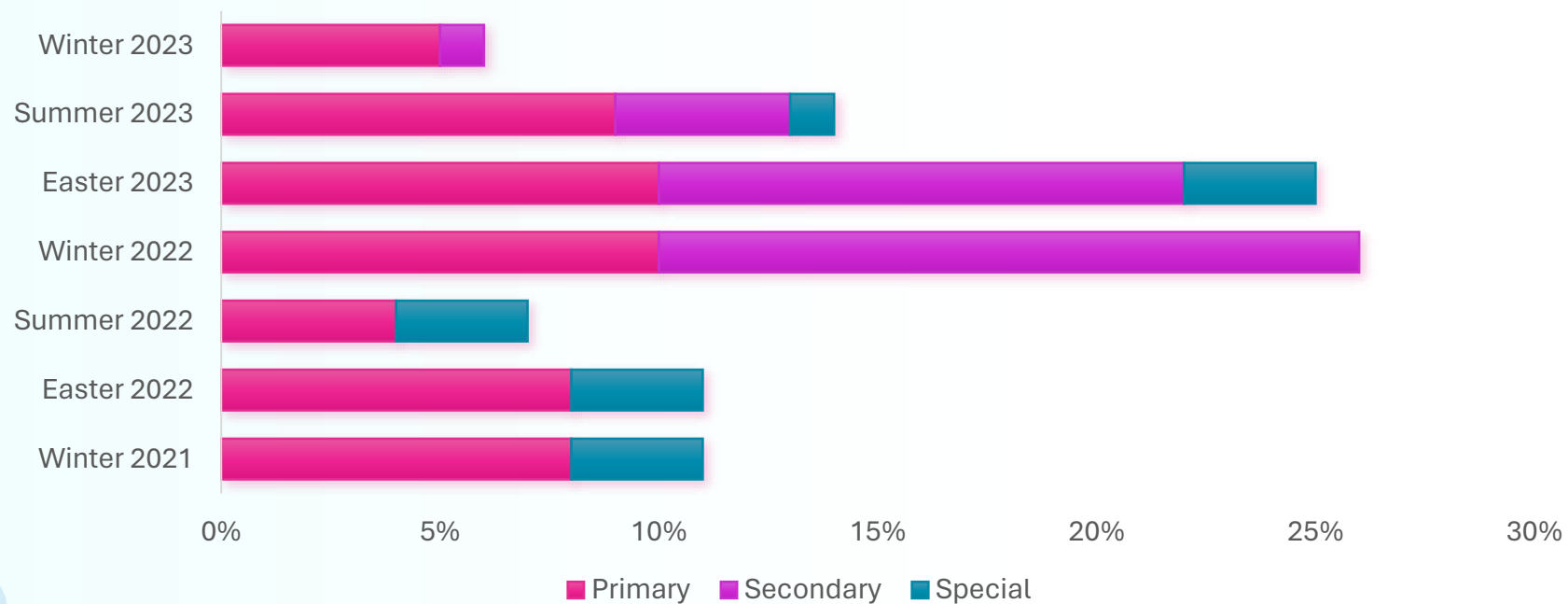
- Reducing workload of holiday provision coordination for school, allowing a combined group of paid/HAF activities.
- Offering on-site consistency for pupils between school holidays.
- Offering paid opportunities for TAs during school holidays.
- Improves communication between provider and school to offer better support for CYP.
- Offers site familiarity for CYP and accessibility within local communities.
- Schools are recognised as safe, secure venues for parents with good facilities and often, sufficient catering areas to allow for hot food provision.

20% of HAF
delivery venues
were schools

HAF in Schools

Percentage of total schools as lead providers or venues

	Winter 2021	Easter 2022	Summer 2022	Winter 2022	Easter 2023	Summer 2023	Winter 2023
Primary	8%	8%	4%	10%	10%	9%	9%
Secondary	0%	0%	0%	16%	12%	4%	4%
Special	3%	3%	3%	0%	3%	1%	1%



Winter 2023 Funding Allocation

Funding allocation 2021-2023 by district

District	Winter 2021	Easter 2022	Summer 2022	Winter 2022	Easter 2023	Summer 2023	Winter 2023
Malvern Hills	£75,962.88 (17%)	£44,843.83 (15%)	£76,731.80 (8%)	£46,231.54 (17%)	£26,295.02 (11%)	£106,752.80 (11%)	£22,709.00 (9%)
Redditch & Bromsgrove	£94,300.31 (33%)	£76,936.95 (25%)	£301,498.60 (33%)	£57,109.55 (21%)	£58,519.31 (24%)	£291,144 (30%)	£71,512.00 (29%)
Worcester City	£71,321.05 (21%)	£44,843.83 (15%)	£244,123.90 (26%)	£46,231.54 (17%)	£45,415.70 (18%)	£252,324.80 (16%)	£85,312.94 (35%)
Wychavon	£38,425.65 (20%)	£55,492.00 (18%)	£182,664.00 (24%)	£84,304.57 (31%)	£75,618.96 (31%)	£155,276.80 (16%)	£48,466.00 (20%)
Wyre Forest	£36,644.92 (8%)	£52,117.83 (17%)	£119,376.00 (13%)	£38,073.03 (14%)	£38,284.00 (16%)	£164,981.60 (17%)	£22,830.00 (9%)

Winter 2023 Funding Allocation (cont)

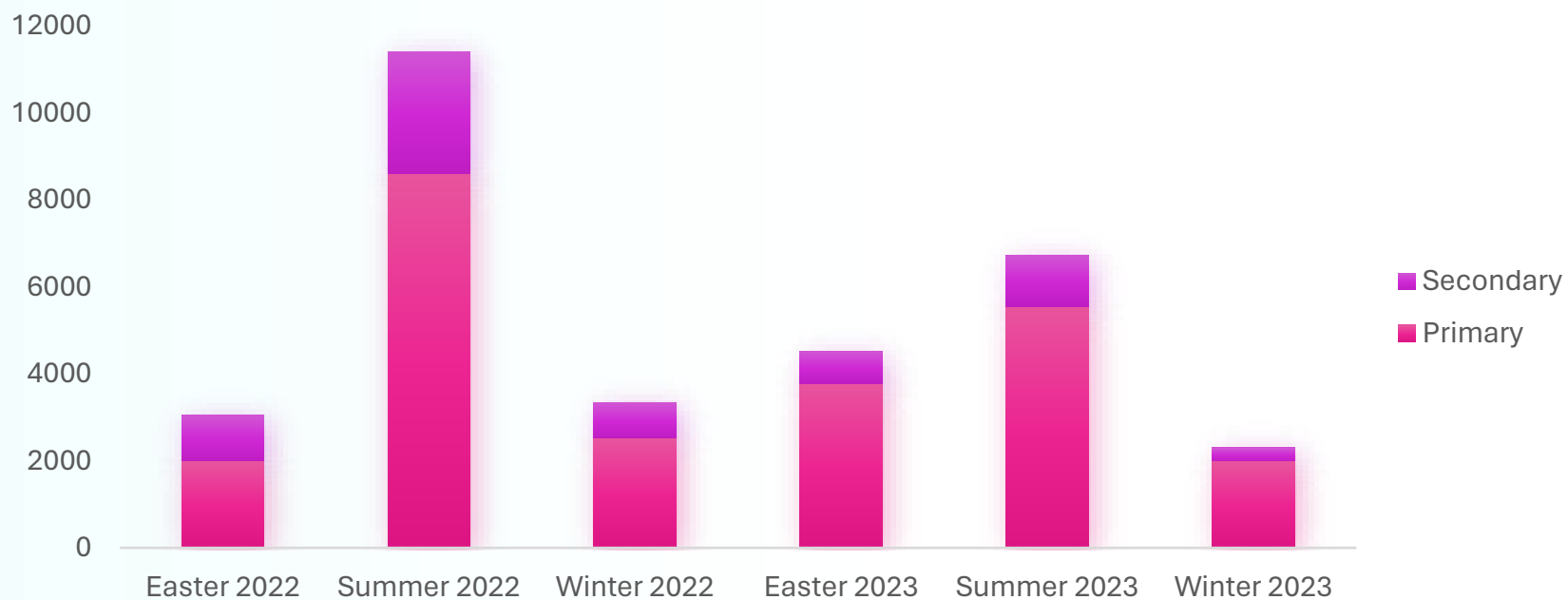
Funding allocation 2021-23 by district



Winter 2023 Attendance Overview

The attendance rate of places offered this winter was 64%. This is lower than usual however this was a noted occurrence across the country. A potential cause could be the later than usual Christmas holiday dates. At winter 2023, 6407 places were offered, 4129 places were booked and attended by 2300 individual children. Of the places booked, 83% were attended.

Participants by holiday period 2022-23



Winter 2023 Attendance Overview (cont)

Participants by holiday period 2022-23

	Easter 2022	Summer 2022	Winter 2022	Easter 2023	Summer 2023	Winter 2023
Primary	FSM / Non-SEND	1511	6039	1725	2667	1266
	FSM / SEND	347	982	334	467	308
	Non-FSM / Non-SEND	102	1405	378	476	205
	Non-FSM / SEND	38	167	85	175	217
	Total	1998	8593	2522	3785	5557
Secondary	FSM / Non-SEND	536	1367	628	402	125
	FSM / SEND	185	525	79	121	82
	Non-FSM / Non-SEND	302	717	74	145	29
	Non-FSM / SEND	23	206	34	62	68
	Total	1046	2815	815	730	1167
Total Individual	3044	11408	3337	4515	6724	2300
Refugees		191	38	95	158	69

Further Breakdown of Winter 2023 Attendance

Winter 2023 individual CYP breakdown

	Primary-aged	Secondary-aged
FSM / Non-SEND	1266	125
FSM / SEND	308	82
Non-FSM / Non-SEND	205	29
Non-FSM / SEND	217	68
Total HAF-funded attendees	1996	304
Other – free	0	0
Other – paid-for	0	0
Total number of attendees	1996	304

Winter 2023 places attended breakdown

	Primary-aged	Secondary-aged
Total places attended	3540	589

77% of participants
this winter were eligible for
benefits related Free School
Meals

Further Breakdown of Winter 2023 Attendance (cont)

The eligibility process:

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 they are checked against the FSM database and verified.

When individual child profiles are verified as either FSM eligible or referred status, parents and families can either instant book on to HAF activities or request places (if referred) for providers to review and accept.

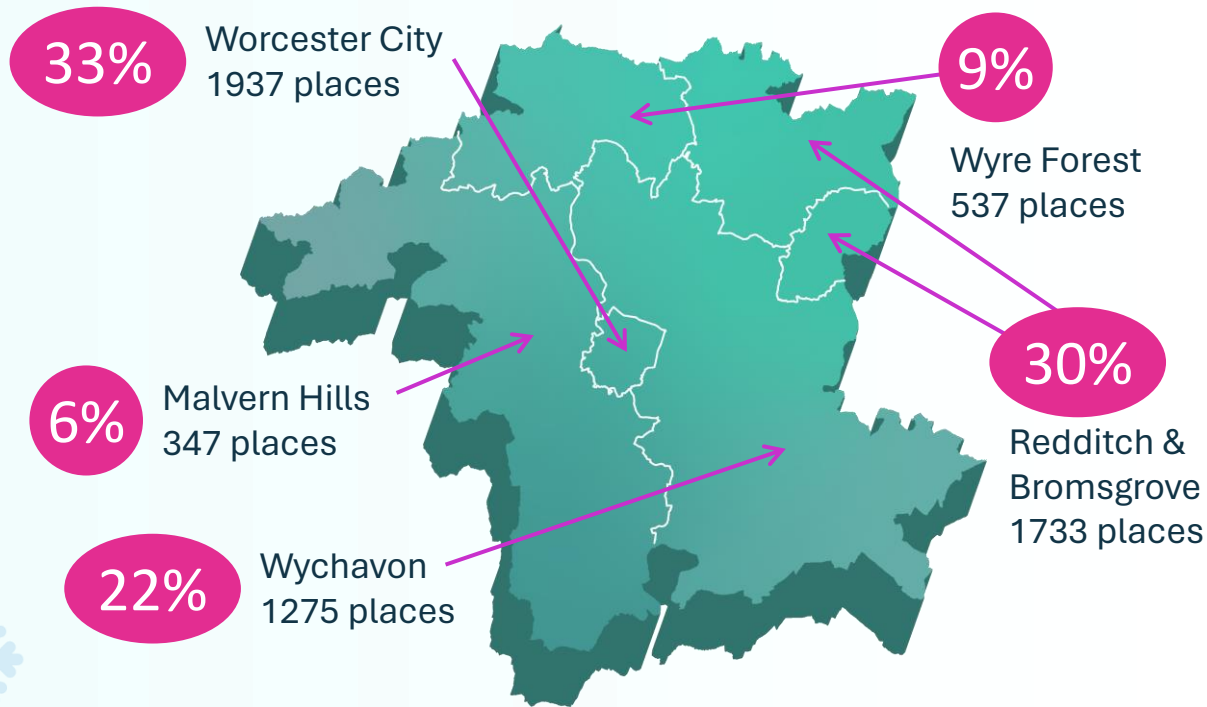
Non-FSM eligibility:

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
- Children with an EHC (education, health and care) plan
- Children of refugee families
- Looked after children who are in Kinship Care
- 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

HAF Activities & Clubs

Winter 2023 contracted places across districts



Winter 2023 activities included:

- Drama
- Cricket
- Arts & Crafts
- Dance
- Kayaking
- Football
- Mindfulness
- Swimming
- Day trips

Quality Assessment

As part of our commitment to offering a quality provision for summer HAF, we monitored quality assurance in a number of ways. The table to right shows the average scores from provider self-assessment.

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.
Self Assessment	Providers complete a self assessment of delivery (table to right of results)
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.

	Very poor	Poor	Acceptable	Good	Excellent
Healthy Food (that meets the School Food Standards)					X
Food education for young people			X		
Food education for parents & families			X		
Signposting and referrals					X
Enriching activities				X	
Accessibility and inclusiveness				X	
Physical activity				X	
Policies and Procedures					
Safeguarding				X	
Health and safety policies & procedures				X	
Insurance policies and procedures				X	

Parent feedback

"I didn't do much after Christmas and had been a little bit bored. It was fun to come to the camp and have fun with people. My favourite bit was going swimming, even though I thought I wouldn't like it!"
– Participant

"It has been great working with the children across the week. I have enjoyed talking about the wider benefits of exercise and sports with them. It was brilliant to see the children who thought that they really didn't like sport but with adaptations have engaged and thrived in this environment. Throughout the days, you could see the interpersonal skills developing and confidence growing, that has been rewarding!" – Sports Coach (Provider)

"My two daughters attended the Perdiswell LC holiday club and absolutely loved - said it was their favourite one so far! It was geared around sport and swimming, which is right up their street - they've asked when they can go again." - Parent

"Gives some stability to a busy and over stimulating time of year for the children that need it. It helped my son to feel calmer and more settled." - Parent

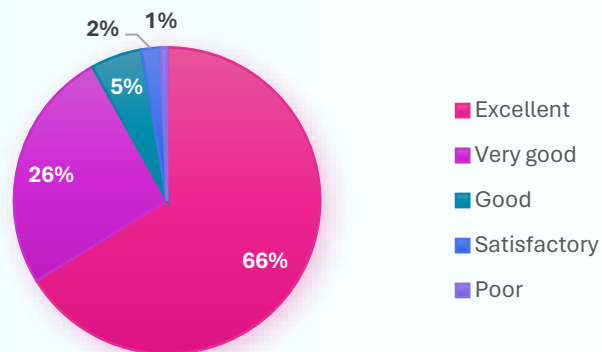
Parent Survey: Overall Ratings of Winter HAF

Overall Ratings

All 148 parents who had at least one child attend, rated winter HAF on a scale from 'Excellent' to 'Poor.'

92% of parents rated winter HAF as 'Excellent' or 'Very Good'.

Overall, how would you rate winter HAF?



Explanations of Ratings

Parents were asked to explain their overall rating of winter HAF. Over 100 parents left explanations. Nearly all comments left were by the 'Excellent' or 'Very Good' raters. As there were only 5 comments left for 'Good' or 'Poor', these were not included in analysis but can be viewed in the Excel workbook.

Excellent

Comments were very positive. Most common themes included children having a good experience, a positive impact on children e.g., socialising more, praising activity staff, praising the variety of activities, and activities accommodating a child's needs.

Examples:

"It's just fabulous that children can experience such a wide variety of clubs my daughter has had a wonderful time All staff were excellent towards my daughter"

"Without this programme my children wouldn't have the adequate child care. Also, the offerings give them opportunity to join in groups I otherwise couldn't afford eg. Horse riding."

Both my children have so much fun whilst there. They have made friends with so many different people from different schools etc. I think it's super cool and wished we had this when I was growing up."

Parent Survey: Overall Ratings of Winter HAF (cont)

Further 'Excellent' examples:

"My two children participated in the lakeside activities provided by Worcester University it was fantastic. The kids had plenty of fresh air and we're able to do things they've not done before."

"J is 13 and too old for your club at North Worcestershire Primary Academy but loves it so much he attends as a 'junior coach' do participates but also helps to set up, clear up and run the activities"

"Gives some stability to a busy and over stimulating time of year for the children that need it. It helped my son to feel calmer and more settled."

"Both my girls love come to HAF camp. They are always sad to leave. The staff are all lovely and very kind."

"My son came home everyday happy, belly full and enjoyed his day"

"Very friendly and caring towards children. My youngest daughter struggles with her hearing and all staff took extra time to make sure she was included and understood."

Very Good

Comments were mostly positive, with references to the variety of activities, children having a good time, and praise for activities in general. Any criticism was mostly about the availability of activities e.g., limited activities in parent's location or referred places not being accepted.

Examples:

"Great, fun activities and nice for my son to be around other children and being active whilst I'm working."

"Great service for the holidays. However, as a referred child we never get approved for groups or if we do, we find out often only hours before which is a shame."

"My two daughters attended the Perdiswell LC holiday club and absolutely loved - said it was their favourite one so far! It was geared around sport and swimming, which is right up their street - they've asked when they can go again."

"My daughter loves the staff and activities"

"The activities my eldest child did were excellent as they keep him active and gets him out of the house- he did the abbey stadium multi sport one. However, I wish there were more things like this available for my 6year old."

Parent Survey: Reuse & Recommendation

Reuse

97% of parents said they would use HAF again in the future.

Recommendation

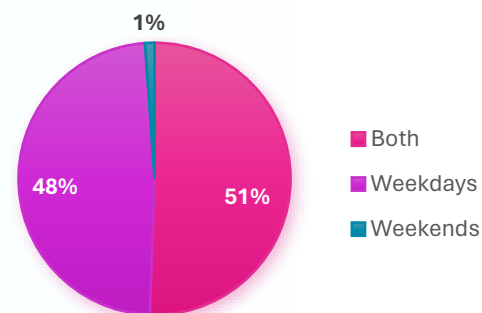
97% of parents said they recommend HAF to other eligible families.

Easter attendance

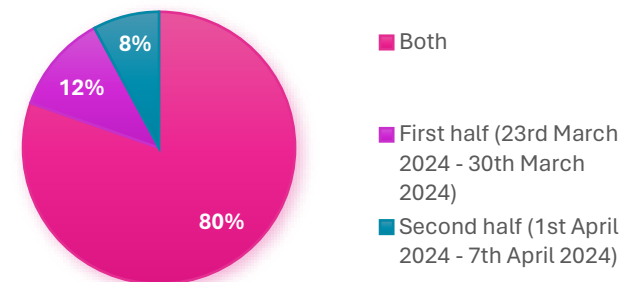
87% of parents said they planned on their child/ren attending Easter HAF 2024.

The parents who said they were planning on attending were then asked about the dates they would attend, and whether weekdays or weekends are more suitable.

Are weekdays or weekends more suitable for HAF Easter 2024?



Will your children be more likely to attend in the first half or second half of the Easter holidays?



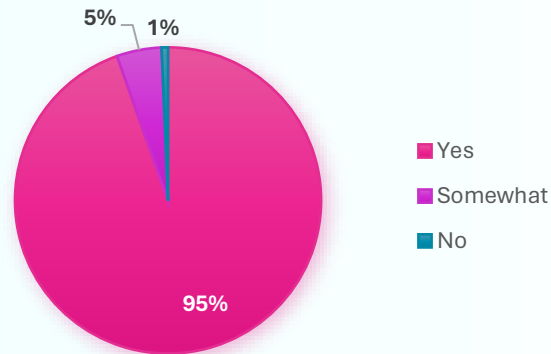
Parent Survey: Child Enjoyment of HAF

Child's enjoyment

All 148 parents who had at least one child attend, were asked if their child/ren enjoyed winter HAF overall.

95% of parents said their child/ren did enjoy winter HAF.

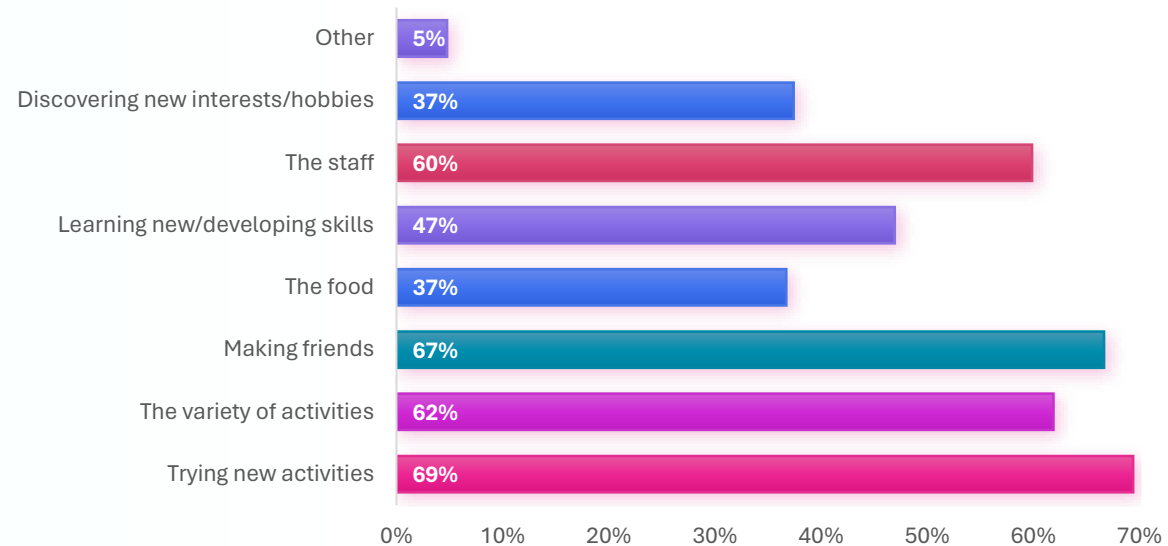
Overall, did your child/ren enjoy winter HAF?



Reasons for enjoyment

Parents who responded that their child/ren enjoyed HAF or enjoyed HAF somewhat, were asked what their child/ren liked about winter HAF (they could choose multiple options). The most popular answers were **'Trying new activities'**, **'The variety of activities'**, **'The staff'**, and **'Making friends'**.

What did your child/ren like about winter HAF?



Parent Survey: Impact on Wellbeing

Positive impact on child's wellbeing

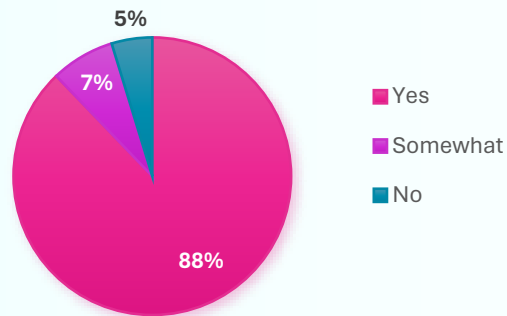
All 148 parents who had at least one child attend, were asked if winter HAF had a positive impact on their child/ren's physical, social, and mental and emotional wellbeing.

88% of parents said HAF had a positive impact on their child/ren's mental and emotional wellbeing.

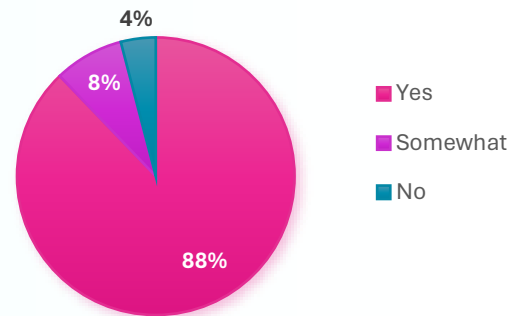
88% of parents said HAF had a positive impact on their child/ren's social wellbeing.

86% of parents said HAF had a positive impact on their child/ren's physical wellbeing.

Overall, has winter HAF made a positive impact on your child/ren's mental and emotional wellbeing?



Overall, has winter HAF made a positive impact on your child/ren's social wellbeing?



Overall, has winter HAF made a positive impact on your child/ren's physical wellbeing?

