



HOLIDAY ACTIVITY AND FOOD PROGRAMME

END OF YEAR EVALUATION

BATH AND NORTH EAST SOMERSET

1ST APRIL 2022 - 31ST MARCH 2023



CONTENTS

1. INTRODUCTION
2. B&NES PROGRAMME AND STEERING GROUP
3. ACTIVATE YOUR HOLIDAY
4. FOOD PROVISION AND EDUCATION
5. MARKETING
6. MAPPING
7. FACTS AND FIGURES
8. SIGNPOSTING AND REFERALLS
9. CHANGES WE SAW IN YOUNG PEOPLE ATTENDING
10. REFLECTIONS AND KEY LEARNING FROM THE YEAR
11. PLANS FOR 2023/2024
12. FEEDBACK

INTRODUCTION



Since 2021, following successful pilots the Holiday Activities and Food (HAF) Programme has provided support to children and young people aged 5-16 years who are in receipt of benefits related free school meals. The Activate your Holiday Programme was designed to support families during the following school holiday periods; Easter, Summer and Christmas by providing healthy meals and enriching activities and most of all lots of fun!

Outcomes and benefits for the children and young people

1. Reduce isolation for children, young people and families living in areas of deprivation
2. Encourage sustained physical activity levels and healthier lifestyle
3. Decrease anxieties for families around food poverty
4. Increase families and young people's confidence in trying new food
5. Increase self-esteem
6. Develop resilience and social and emotional skills

In addition parents/guardians receive

1. Opportunities to develop their understanding of nutrition and food budgeting
2. Opportunities to develop their understanding of alternative food sources and schemes to support with food insecurity
3. Opportunities to access the many support services around mental health, further education and employment and finance advice

INTRODUCTION



In March 2022 Activate were awarded a contract by Bath and North East Somerset Council to deliver the HAF programme across the local authority for three years. In B&NES there are approximately 4,400 children and young people who are eligible for the programme. The programme had an allocation of £476,720 from the Department for Education (DfE), as part of the national roll out of the programme. No additional funds were used to support the delivery of the programme. There was an underspend from the grant of £66,680, with a total spend of £410,040

Overview of spend during 2022 - 2023

Face-to-face holiday club provision (including provider costs, holiday club staff, venue costs, activity costs, food/meal costs and other costs directly associated with the provision of free holiday club places directly funded through the HAF programme).	£292,500
Publicising the scheme to eligible families and other communications	£23,000
Capital expenditure (e.g., catering or sports equipment for clubs)	£0
Management and administration of the programme by the LA <i>Contract management role £17,897</i> <i>Business support role £9,043</i> <i>Programme manager role £4,500</i>	£31,440
Other costs (e.g., translations, transport, provider staff training, booking systems etc.)	£63,100
Total	£410,040

STEERING GROUP

The 'Activate you Holidays' programme has grown from strength to strength during the first delivery year of the contract during March 2022- April 2023. The programme has been a successful partnership between Activate and Bath and North East Somerset Council especially in working closely with the Public Health Team to ensure the best outcomes for our children and young people across the authority. The programme has been supported by an engaged steering group, which consists of the following membership:

B&NES Council representatives with the Public Health Team:

Principe, Public Health Principal, Commissioning Manager, Food Poverty Officer.

Wider B&NES Council representatives:

Director of Children's Services and Education, Head of Children and Families Prevention Services, Head of Education Inclusion Service, Procurement lead, Director of Education and Safeguarding, Welfare Support Manager, Payments Officer and Free School Meals representative.

Activate representatives:

NCS Director, B&NES HAF Programme Coordinator



THE OFFER



Over the course of the year, Activate have delivered themselves and worked with 14 specialist providers to ensure a range of good quality, fun and enriching activities are on offer, delivered by experienced staff. The programme offered a wide variety of provision to suit any child or young person in B&NES aged 5-16 years, including those with Special educational needs and disabilities (SEND) needs:

- Holiday course provision delivered by Activate, Bath Rugby Foundation, Creative Roots, Little Voices, Next Thing Education, Premier Education, Progressive Sports, Happy Mojo's and Swainswick Explorers.

Activities at sessions have included delivering outdoor education such as den and fire building; sport sessions such as multi-sports, basketball, football and cricket; Arts sessions such as crafts including easter bonnet making, drama and singing; skill specific session such as cycling proficiency and technology activities including coding, mind craft and lego engineering.



THE OFFER



- Secondary aged provision has been delivered by Activate, Youth Connect South West, Progressive Sports and Next Thing Education. A variety of trips were also provided for Secondary aged pupils, which proved popular and allowed young people to try new experiences and at times put themselves out of their comfort zone. Trips included: bowling, visiting a cookery school and learning to cook a 3 course Christmas dinner, Ninja Warrior inflatable course, Thorpe Park theme park and learning to surf in Wales.

- Family provision whereby parent/carers are also invited to attended along with children and young people was delivered by Bath Area Play Project and included outdoor sessions such as tie die making, cooking, den building, games, and crafts.

- SEND provision for children and young people requiring specialist support was delivered by Bath Area Play Project and Bath Rugby Foundation



FOOD & NUTRITION



A variety of meals were provided across the HAF programme, some meals were cooked and prepared on-site, whilst for the majority of clubs a variety of local providers were used to support the lunch delivery including Mini Meals and Little Scoffs. Dietary requirements including allergies were catered for and where safe to do so and in line with guidance any leftover meals were provided as an optional food parcel.

Nutrition education and food sessions were delivered across camps, some by delivery staff themselves or by a commissioned team at Phunky Foods. Interactive sessions included discussion, games and activities around the Eatwell guide, sugar content of certain foods as well as practical sessions including smoothie making, dips and fruit kebabs.

Every child had access to vegetables and/or fruit each day, whether hot or cold. Many children tried new foods for the first time, with couscous, squash, spinach, mango and other fruits often causing a stir. This was a positive experience for all involved as children found confidence in trying new foods when in a safe environment with their peers.



MARKETING



There are around 4,400 children who were in receipt of benefits-related free school meals in B&NES, we had to develop a forward thinking approach and strategy to ensure the schools were on board with the promotion of the HAF programme throughout the build up to each holiday period.

Activate Your Holiday used various ways to promote and market the HAF Programme across B&NES during the holiday periods, which included working with the Holiday Activities Team, launching social media campaigns, working with local schools in B&NES to distribute flyers/brochures electronically and using <https://we-activate.co.uk/activate-your-holiday/> to advertise all provision.

The council advertised HAF on their Livewell B&NES website page: <https://livewell.bathnes.gov.uk/children-and-families/family-support-services-and-organisations/social-leisure-and-community-0>

By using the Councils Free School Meals database eligible families were contacted directly with marketing materials and to invite families to book sessions.

The collage features several key pieces of marketing material:

- Activate Your Holiday in Bath and North East Somerset Easter 2023:** A main brochure with the headline "Free holiday activities for all children and young people aged 5-16 years old, who receive benefits related free school meals (FSM)." It includes contact information: "CONTACT US To find out more information and where your local provider is based call 0121 227 4385".
- Activate Your Holiday Camps and activities will include...:** A list of activities: Physical activity, A free meal, Enriching activities, and Fun. It also notes: "Children will need to bring along a refillable drinks bottle, wear suitable clothes for indoor and outdoor activity and arrive with lots of energy! We will provide the rest!"
- Activate Your Holiday: All Camp Places Must Be Booked In Using Your HAF Pass, Through The Voucher:** A purple banner with logos for the Department for Education, Bath & North East Somerset Council, B&NES, Ofsted, and Proactive.
- Activate Your Holiday: Holiday Activity and Food programmes in Bath and North East Somerset:** A flyer for Easter 2023 with a "CONTACT US" button.
- Activate Your Holiday: Premier Education:** A flyer for Premier Education camps, listing activities like chess, board games, and sports.
- Activate Your Holiday: Procoaching:** A flyer for Procoaching camps, listing activities like football, basketball, and tennis.
- Activate Your Holiday: Progressive Sports:** A flyer for Progressive Sports camps, listing activities like football, basketball, and tennis.
- Activate Your Holiday: Swainswick Explorers:** A flyer for Swainswick Explorers camps, listing activities like nature exploration, archery, and crafts.
- Activate Your Holiday: Activate HAF:** A flyer for Activate HAF camps, listing activities like football, basketball, and tennis.

HOLIDAY ACTIVITIES APP



Why Evouchers?

The Holiday Activities App (E Vouchers) was introduced to the HAF programme in B&NES in April 2022 and is the system used by parents and carers to find out about activities on offer and to make bookings.

The Evouchers system also instantly connects to schools MIS system

The E Vouchers system connects to the Schools MIS system which allows eligible families to receive voucher codes automatically. On receipt of the codes, parents and carers are able to book session directly with a provider through the app.

Key benefits

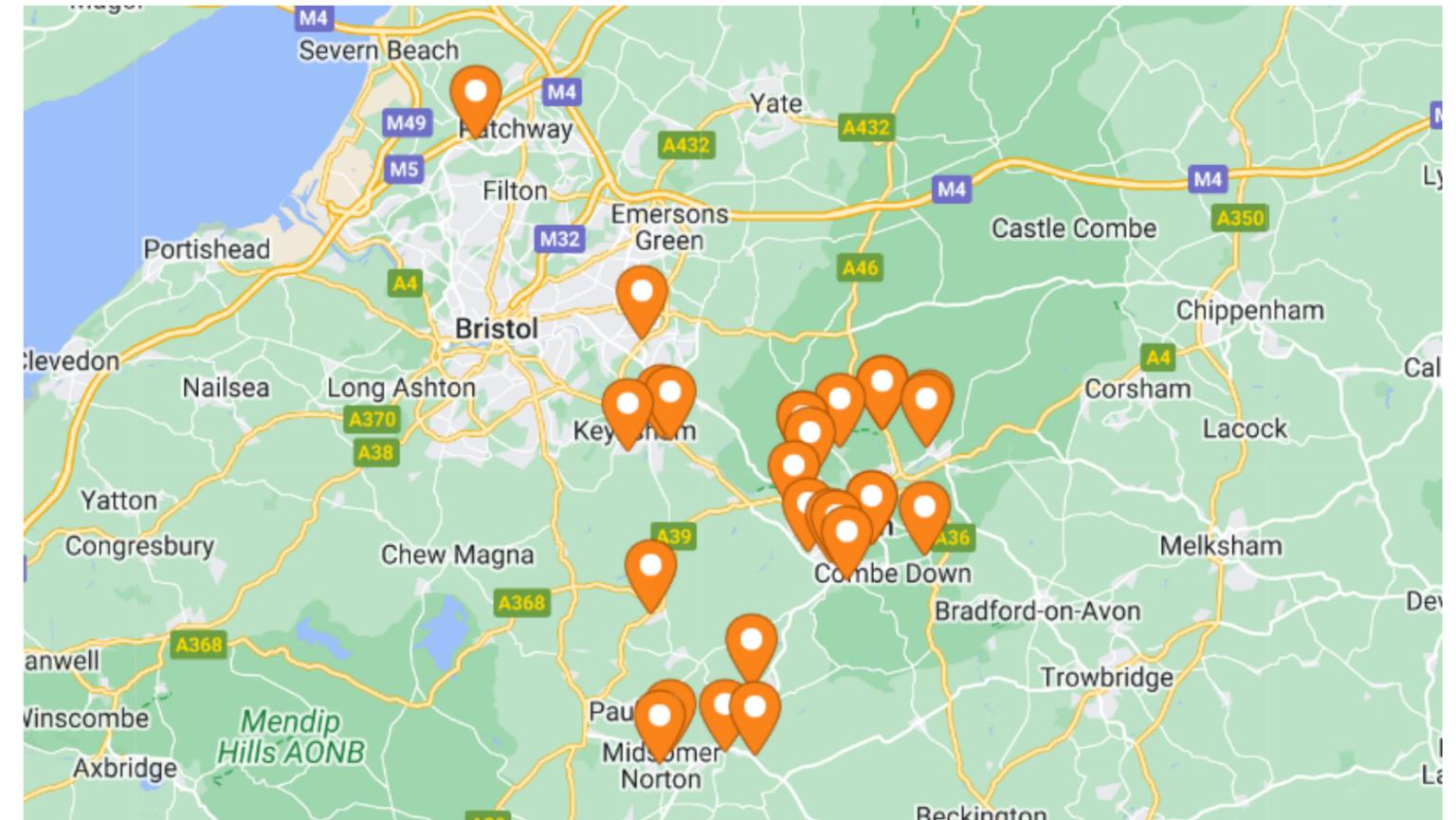
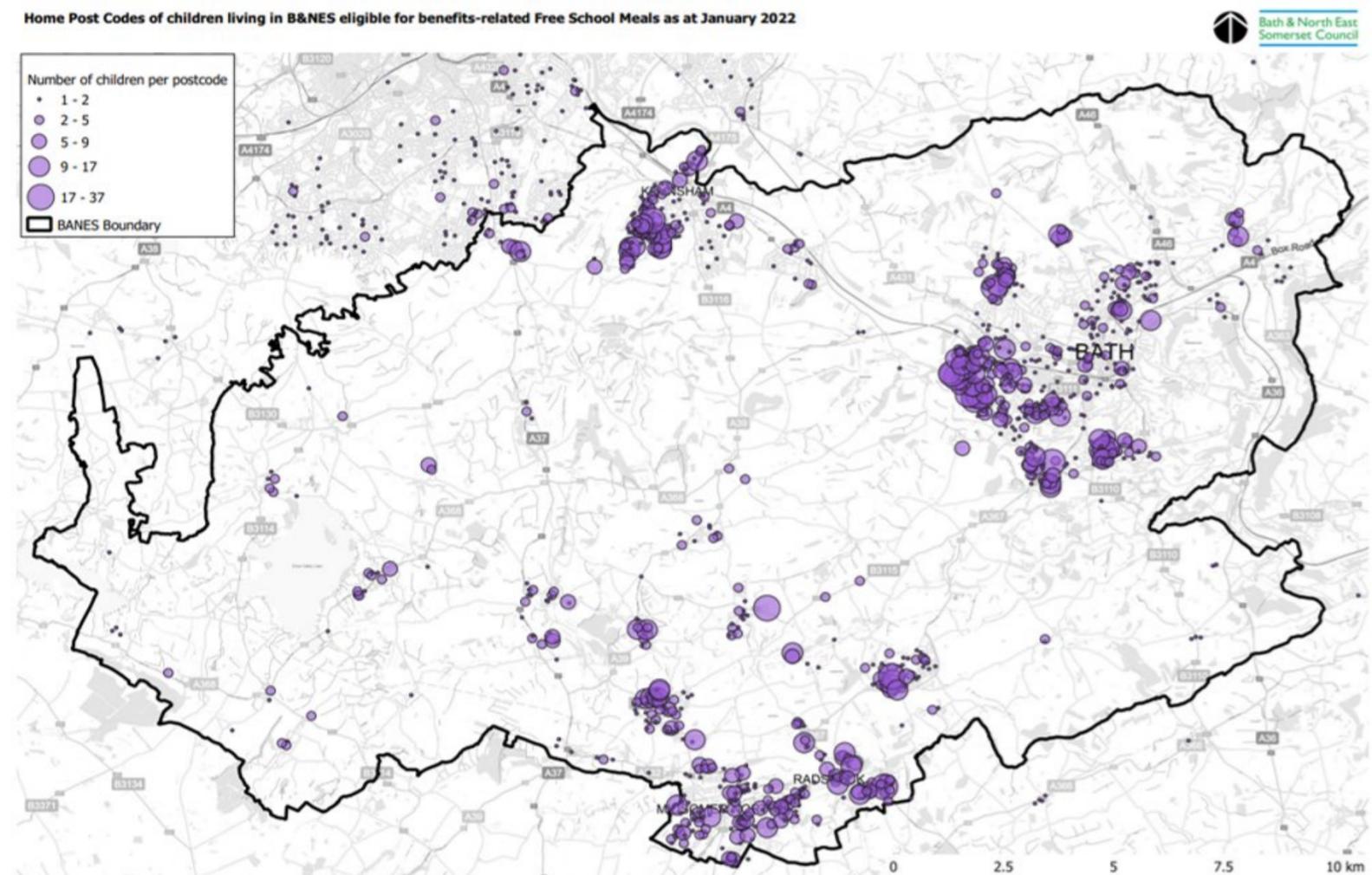
The system acts as a central platform for providers to manage available spaces remaining, waiting list options and create session registers.

Activate	38	4293	2163
Progressive Sports Bath & North Somerset	8	1513	1052
103 childcare	6	277	223
Creative Roots Outdoor Learning	8	142	345
Bath Rugby Foundation	12	2067	829
Swainswick Explorers	6	122	143
Next Thing Education Camps Ltd BNES	12	715	672
Happy Mojos Ltd	3	585	393
Bike Ability	7	84	120
Bath Area Play Project	74	255	173

Waiting list	0
Attendee manual approval	No
Location	Castle Primary School
Dates	<p>Date: Mon, December 19, 2022 10:00 am - 2:00 pm 33 out of 33 places booked</p> <p>Date: Tue, December 20, 2022 10:00 am - 2:00 pm 34 out of 33 places booked</p> <p>Date: Wed, December 21, 2022 10:00 am - 2:00 pm 39 out of 38 places booked</p> <p>Show all dates</p>

MAPPING

During each holiday period we focused on delivering a wide spread of provision across B&NES, we used the map below to target key areas where there was a higher percentage of eligible children and young people.



The key areas across included:

- Bath (Twerton, Southdown, Whiteway, Odd Down, Foxhill, Snowhill, Weston)
- Keynsham
- Somer Valley (Norton Radstock, Midsomer Norton, Peasedown St John, Paulton)

FIGURES

Activate Your Holiday issued providers 10189 spaces across the Easter, Summer and Christmas 2022, of these 10189 spaces there were 8659 bookings onto the various programmes available.

Total places	Total booked (Evouchers)	% PLACES vs BOOKED	Total attended	% ATTENDED VS BOOKED	Total no show rate %
10189	8659	85%	5920	68%	32%

Overall there were 5920 children and young people booked onto Activate Your Holiday throughout the 3 holiday periods, see the below breakdown of Male, Female, Primary, Secondary, Free School Meal eligible (FSM) (YES), Free School Meal eligible (FSM) (NO) & SEND.

Male	Female	Primary	Secondary	FSM (YES)	FSM (NO)	SEND
2909 49%	3011 51%	5243 88.5%	677 11.5%	5086 85%	834 15%	1278

Overall, 2,526 unique children and young people attended an Activate Your Holiday Programme across Easter (424 unique attendees), Summer (1672 unique attendees) and Christmas (430 unique attendees) 2022.

SIGNPOSTING



Activate created a webpage which hosts local and national links for a wide variety of support networks. The topics cover food poverty, financial support, mental health, children services and many more. The webpage can be accessed through a QR code that is placed on A3 and A4 posters printed by Activate. Each provider in the network is given a selection of posters to put up at their settings, allowing for families to discreetly access the site, or for staff to direct families to the site if they feel comfortable to do so.

B&NES council supported Activate and the network by ensuring all providers promoted the Live well website and Early Help app.

Many providers work year round with some of their children and young people and offer support. This is particularly relevant for some of the SEND and Early Help providers. Their continued support and relationships have allowed for families to access more opportunities on a regular basis.

Activate and other providers engage with Connecting Families throughout the year and delivery periods supporting families to access sessions or understand how we can engage with them to ensure longevity of attendance.



THE CHANGES



There was a mix of characters throughout the HAF delivery, and each young person responded in their own ways. Several Ukrainian children attended sessions and became friends with other children from Ukraine as well as local children creating healthy relationships.

Several children attended with ADHD or Autism and engaged positively with their chosen activities. Examples of this are individuals thriving on our tech camp making radios, and children who were at risk of leaving camps due to behaviour attending all summer as they settled into their environments with the help of supportive staff.

Teenage trips were very well attended and saw the same children regularly access the different ones. Their feedback around the types of activities they like and why have helped shaped 2023 trips. Witnessing the same children attend a talk by the regional train company, learn surfing, cook a three course meal and go to Thorpe Park showed a diversity in their summer and a desire to take part in widely different activities.



REFLECTIONS



The Easter HAF provision was delivered shortly after the local authority completed a formal recommissioning process for a HAF Lead Provider and therefore Activate only had a very short mobilisation period in which to arrange a supply chain of local providers to support with the delivery of the programme.

This also created a short lead in time for the launch of Activate your Holiday programme and use of the on-line booking system, Holiday Activities App (E vouchers). This caused some initial challenges for schools and families, but over the course of the year the booking platform became very much embedded and positive feedback has been received about the ease of use of the booking system. Commissioners have been impressed with the reporting functions and accuracy, whilst families are able to request to be held on a waiting list and notified when a place becomes available.

Sessions saw a high number of bookings and subsequently we have had an improvement in non-attendance and average attendance rate increased from 56% at Summer to 69% at Christmas.

This increase in attendance rate has been attributed to the embedding of the Activate your Holidays programme and staff's familiarity with families. There has also been increased communication with families once they are engaged and booked onto provision, a change in language used in promotional materials (e.g funded places) and over subscribing places to allow for expected irregular patterns on cancellations for example due to winter illness. We have also learnt that a booking period for families of six weeks is too long and so this has been reduced to four weeks.

When considering this split between primary and secondary although we hadn't engaged with as many secondary aged pupils as we had liked, we will take on board learning and feedback to enhance provision for 2023-2024 with the hope of engaging more secondary aged young people.



PLANS FOR HAF 2023-2024



We have an exciting programme planned for the next year of HAF building on the successes of this year. From listening to feedback from providers, stakeholders and families we hope to engage more children, young people and families whilst providing an enriching and exciting programme.

We will be building on the model grown throughout this year, with a mix of local organisations delivering a range of community-based clubs and also specialist providers delivering specific activity-based sessions.

We will be working to build on the range of enriching activities and experiences we offer for families, by increasing the visibility of HAF through our networks and by making more community links.

Finally, we will be focusing on our offer for young people, increasing the number of sessions and types of activities available for this age range by focusing on working with more delivery agencies and by current providers increasing their provision.



FEEDBACK



Camp leaders and staff have reported how inspiring it has been to support children, young people, and families through the HAF programme.

Little Voices Sylvester: 'What I loved about today was how people treat each other. Really easy conversation and very welcoming – I like the way the teachers teach. It's the best drama activity I've ever been to and I liked the singing too'



'Many thanks for a fantastic holiday club. Thanks for being so open to children-led activities, my boys loved it! As a full time, research student who has to work through some school holidays, the HAF credits enabled my children to have a great and enriching holiday experience with Creative Roots while I was able to get my work done.'



Swainswick Forest School - Feedback from a Mum via Free Schools Meal Team "It was brilliant, it was amazing, it was the best day ever. It was so good to see my daughter 'outside', something I find difficult as a single mum. Finding things for my children to do during school holidays can be really difficult and challenging but HAF took all that away".



Parent/Guardian whose child attended BAPP - "These HAF sessions have been a godsend. Seeing all your happy faces and making us feel so welcome. And the number of things you have for the children is amazing – they can't stop talking about what they have done, and they are so tired out. Don't know how you guys do this every day – thank you just isn't enough."



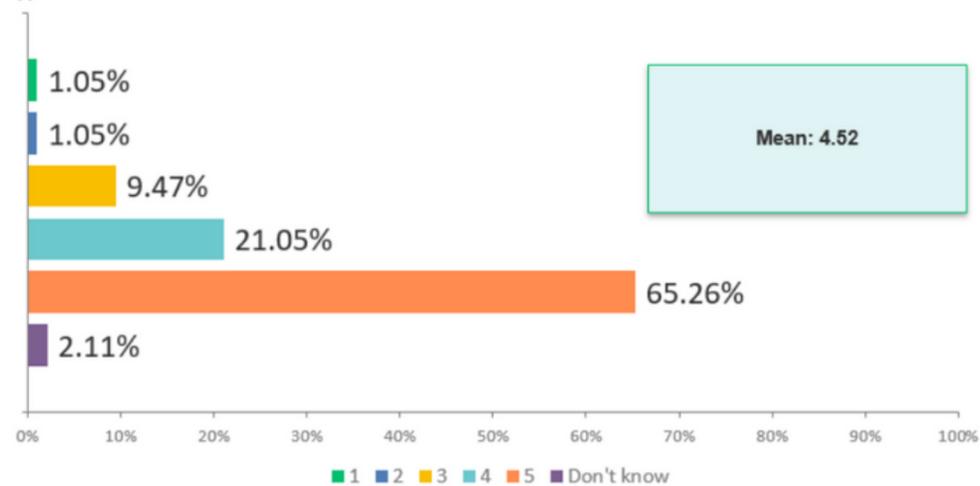
SURVEY



We understand the importance of seeking feedback from parents and carers and children and young people themselves. Here are some survey results collected from an on-line survey after the Summer programme.

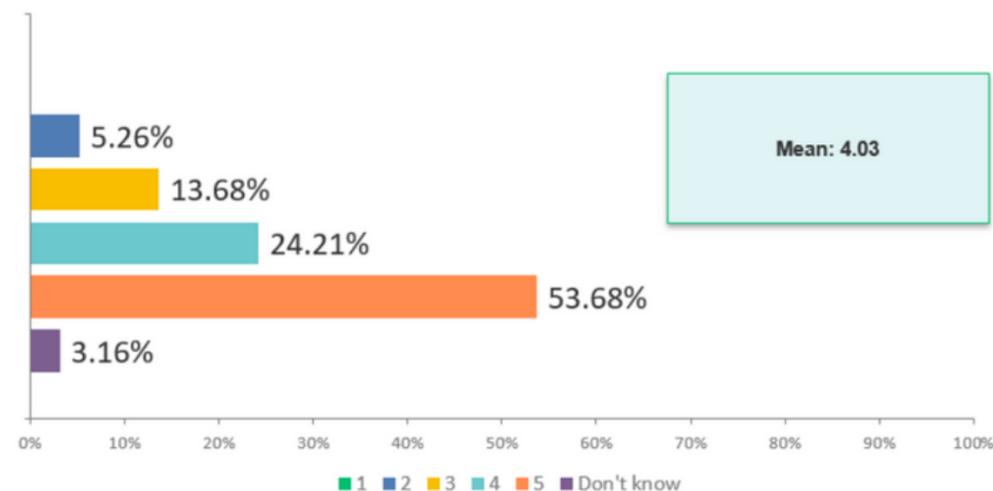
On a scale of 1 – 5, 1 being poor, 5 being excellent, how would you rate your child/ren's overall experience of the Summer HAF (Holiday Activities and Food) Programme

Answered: 95 Skipped: 157



Q6: On a scale of 1 – 5, 1 being extremely difficult, 5 being easy, how easy did you find it to get your child/ren to the chosen venue?

Answered: 95 Skipped: 158



- I think the HAF groups are a massive help. I am a young mother, I have to choose between working or putting my son in childcare, as the cost of childcare is so high. The free groups meant I could work & continue to earn money in order to keep up with cost of living, I can't express enough how helpful this haf groups are!
- Its amazing that we have this. Thank you. As a single parent / sole trader, this has been an amazing gift to enable me to work and my daughter to meet new friends and feel she's having an adventure. Thank you, it was great.
- It's a bit like youth clubs, they hesitant to join to start with and takes for ever to get them to attend but once they join they love it.
- My daughter has just moved into year 6, these sessions have been absolutely brilliant to build her confidence and make new friends, also been brilliant at keeping her occupied whilst I'm working she had the best time!! Thank you so much for organising these sessions.
- It was amazing, I can't fault it. My son loves it and I didn't need to take time off work
- It was all very good. We are from Ukraine, my daughter doesn't really speak English, but everyone was incredibly nice to her. They even tried to learn some Ukrainian :) Thank you very much!

Positive experiences

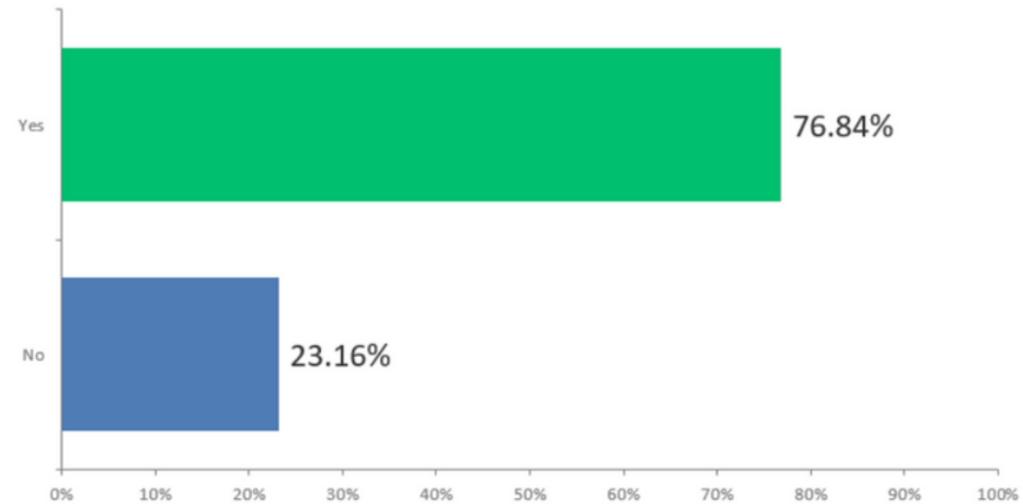
- We took a part in such programs before and my children were very happy.. I am sure they will enjoy the program during Christmas time.
- The variety of programs available was great, they took part in activities they wouldn't have otherwise.
- The active camps were amazing and a brilliant selection of choices
- Thank you so much for your programmes and services.
- Nothing to be improved my son had a fantastic time it really helped break up the summer holidays and help to keep him socialise
- None, as stated previously - the team at the Wells Way centre are outstanding
- All the providers were great, helpful and accommodating. The council kindly gave me extra vouchers, which I was really grateful for!
- My son absolutely loved the programme ran at wellsway school in Keynsham. Was a Fantastic sports club, the team running it were amazing
- Overall the summer camps holidays were amazing, she loved the technology camps and the rugby one. Sadly the ones at the Aspire Academy (crafts) didn't have enough children attending and I had to wait for one hour until another child arrived, otherwise they would cancel.

SURVEY



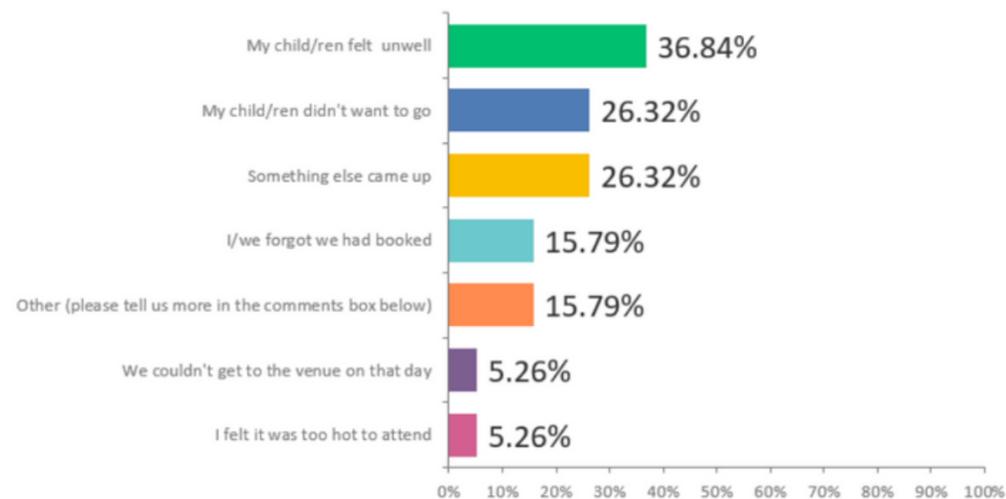
Q10: Did your child/ren attend all the sessions you had booked?

Answered: 95 Skipped: 158



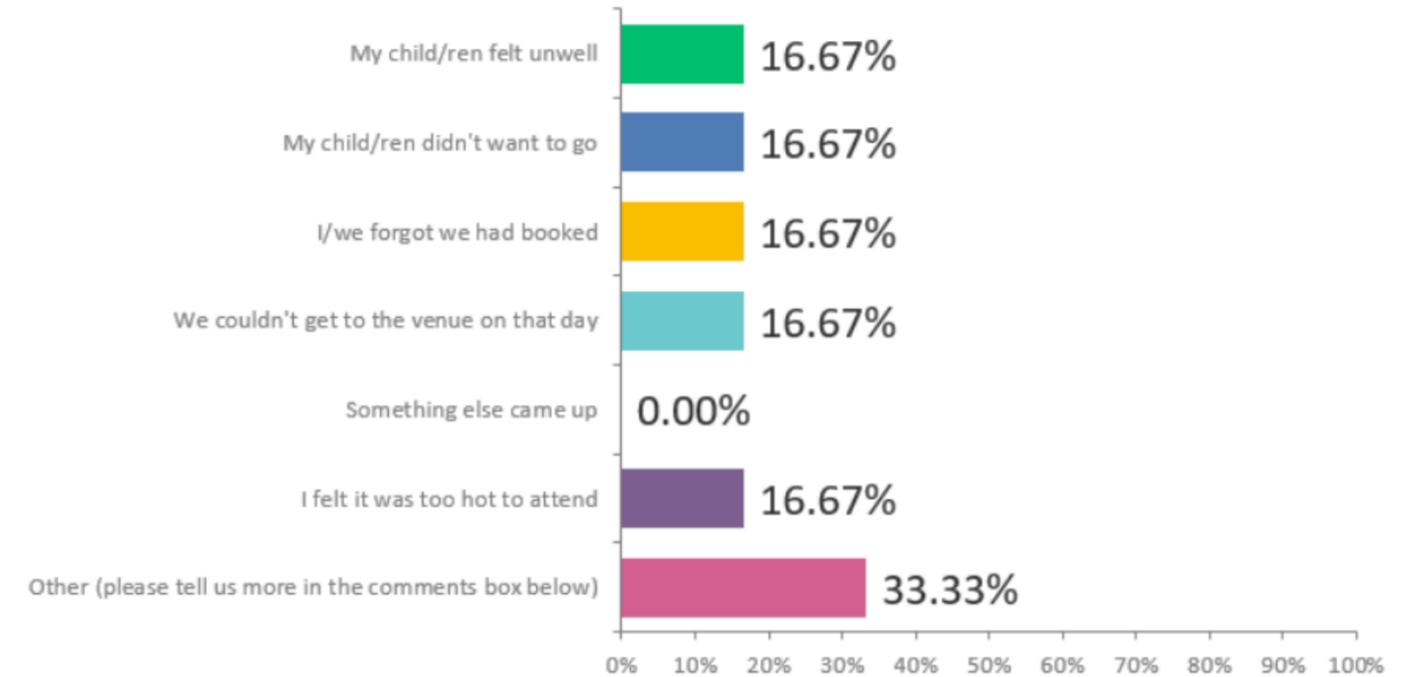
Q11: Why didn't your child/ren attend all the Summer HAF Programme sessions you had booked? Please tick as many as apply.

Answered: 19 Skipped: 234



Q13: Why didn't your child/ren attend all the Summer HAF Programme sessions you had booked? Please tick as many as apply.

Answered: 6 Skipped: 247



A Activate YOUR HOLIDAY

THANK YOU

We would like to extend a special thank you to all staff who have either been involved behind the scenes or directly delivering HAF for their enthusiasm and contributions towards the programme.

