



# HOLIDAY ACTIVITY & FOOD PROGRAMME

end of year evaluation

APRIL 2023 – MARCH 2024



**Bath & North East  
Somerset Council**

Improving People's Lives

# 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!

B&NES Council and Activate would like to thank all staff involved in the planning and delivery of HAF and for their hard work and commitment to the programme.

# OUTCOMES & BENEFITS



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

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 4,700 children and young people who are eligible for the programme. The programme had an allocation of £478,050 from the Department for Education (DfE). No additional funds were used to support the delivery of the programme.

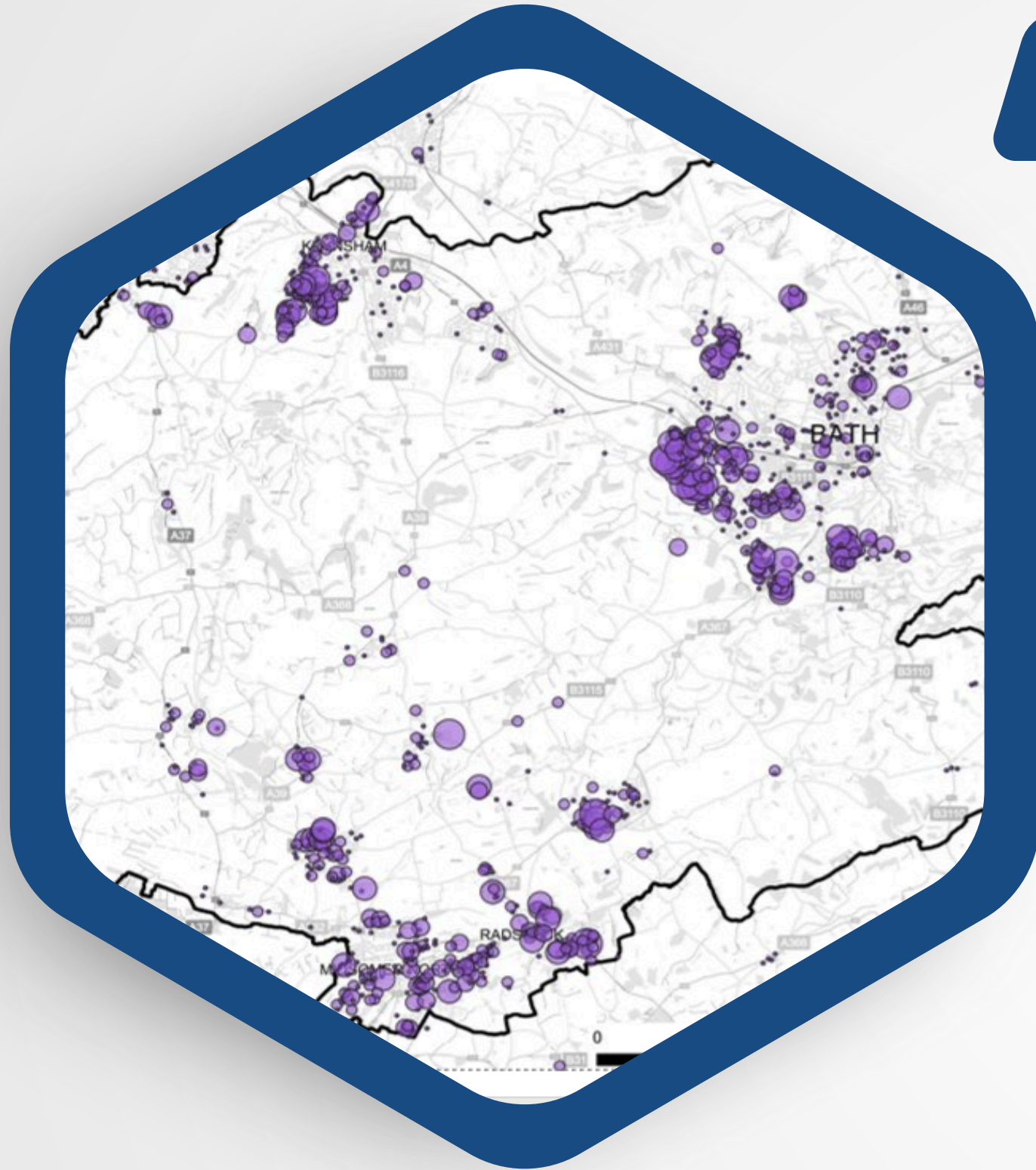
<b>Expenditure Type</b>	(£)
<i>Co-ordination costs retained by LA</i>	£24,240
<i>Co-ordination costs through a commissioned provider</i>	£23,565
<b>Total Administrative Expenditure</b>	<b>£47,805</b>
<b>Capital Expenditure</b>	<b>£3,814</b>
<b>Programme Expenditure</b>	<b>£333,059</b>
<b>Other Expenditure</b> <i>Transport, provider staff training, booking systems, publishing the scheme to eligible families</i>	<b>£93,372</b>
<b>TOTAL</b>	<b>£478,050</b>

# STEERING GROUP

The 'Activate your Holiday' programme has continued to flourish during the second delivery year of the contract. The programme continues to be 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>B&amp;NES Council/ Public Health</b>	<b>HAF Programme Manger</b>
<b>B&amp;NES Council</b>	<b>Welfare Team Manager</b>
<b>Activate</b>	<b>B&amp;NES HAF Programme Coordinator, Activate</b>
<b>B&amp;NES Council</b>	<b>Payments Officer/ FSM Team</b>
<b>B&amp;NES Council Public Health</b>	<b>Health Improvement Officer</b>
<b>B&amp;NES Council/ Public Health</b>	<b>Public Health Principal</b>
<b>B&amp;NES Council/ Children's Services</b>	<b>Director of Children's Services and Education,</b>
<b>B&amp;NES Council/ Public Health</b>	<b>Health Improvement Officer – Food Poverty</b>
<b>Activate</b>	<b>B&amp;NES HAF Programme Contract Manager</b>
<b>B&amp;NES Council/ Children's Services</b>	<b>Head of Children and Families Prevention Services</b>
<b>B&amp;NES Council</b>	<b>Virtual School Headteacher</b>

# MAPPING



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



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

# ACTIVATE YOUR HOLIDAY



The Activate your Holiday 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).

Provision in B&NES was delivered by the following providers:

- **103 Childcare**
- **Activate**
- **Bikeability**
- **Bath Area Play Project**
- **Bath City Foundation**
- **Bath Cricket Club**
- **Bath Rugby Foundation**
- **Bishop Sutton Tennis Club**
- **Creative Roots**
- **Happy Mojos**
- **Next Thing Education**
- **Premier Education**
- **Progressive Sports**
- **Pro Coaching**
- **Razzamataz**
- **Roman Baths**
- **Sporting Sensations**
- **Swainswick Explorers**
- **Young Explorers**
- **Youth Connect South West**

# ACTIVATE YOUR HOLIDAY

There was a variety of activities on offer with all providers, these included: den and fire building; sport sessions, such as multi-sports, basketball, football, tennis and cricket; arts and crafts sessions, drama and singing; skill specific session such as cycling proficiency and STEM technology activities including coding, mind craft and Lego engineering and museum/history sessions.

An addition to the 2023 HAF offer was collaborating with local organisations to deliver ticketed activities. We found this to be really beneficial for young people as they were able to access this provision with friends or peers who are not in receipt of benefit related free school meals but are able to self-fund attendance. These activities included:

**Outdoor Exploring at Bath City Farm**

**Family Day out at The Egg Theatre watching a Christmas show**

**Indoor Inflatables at Keynsham Leisure Centre**

**Soft play at Bath Leisure Centre**

**Family Bowling at Bath Leisure Centre**

**SEND specific trampolining at Bath Leisure Centre**





**Secondary aged provision** has been delivered by Activate, Razzamataz and Youth Connect South West. 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. Activate delivered various trips which included visits to: Cotswolds Aqua Park, Hollywood Bowl, Little Kitchen, Porthcawl Surf School, Bristol Golf Centre, Go Ape, Thorpe Park and Ninja Warrior.

**Activate also partnered with several Leisure Centres** in the area (Bath Leisure Centre, Keynsham Leisure Centre, Bath Pavilion, Writhlington Leisure Centre and Midsomer Norton Leisure Centre) they all offered various ticketed activities, such as: Junior Gym, Indoor Inflatables, Ice Skating, Roller Skating and Trampolining.

**Family provision** whereby parent/carers are also invited to attend 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 with significant special educational needs and /or disabilities was delivered by Bath Area Play Project.



# FOOD & NUTRITION



Nutrition education and food sessions were delivered across camps, some by delivery staff themselves or by external providers visiting provision. Interactive sessions included discussion, games and activities around the Eatwell guide, sugar content of certain foods as well as practical sessions including making soup, preparing wraps to eat at lunch and fruit kebabs. This provided the opportunity for children and young people to chop and prepare new or unfamiliar foods and encouraged them to try to food they had made.

A variety of meals were provided across the HAF programme such as pasta dishes, curries with rice and wedges, fish and vegetables. Some meals were prepared and cooked on-site, whilst most meals were provided by local catering providers. Catering providers had experience of providing compliant meals either to the school food standards or early years guidance. At most clubs, a hot meal lunch meal was provided, with only a small number of providers offering a cold meal.

Pre-Easter 2023, Activate worked with the Local Authorities Environmental Health team to ensure a robust food safety guidance document and training was in place for all HAF providers. The environmental health team visited a variety of HAF provision to ascertain how to manage, assess and support the HAF programme in B&NES with regards to food business.

The focus of guidance produced included:

- Temperature checking and recording of food
- Cleaning schedules and record keeping
- Information around correct wipes, sprays and temperature gauges
- Correct use of separate hand wash basin
- Dietary requirements and allergies in line with Natashas Law



## **What were the children and young people's attitudes to the food you provided?**

The attitude to the variety of food provided across the HAF Programme was positive from children, young people and families. Staff create an environment whereby those attending are encouraged to try the food on offer and staff create a social environment. Following feedback food providers were asked to simplify the food on offer but ensure compliancy to the school food standards. Information regarding food provided was improved within marketing materials and communications to families to ensure families were aware that a free meal is always provided. This resulted in a decrease in the number of packed lunches being brought.



## **Nutritional Education and the promotion of healthy living/lifestyles?**

Throughout the Easter, Summer and Christmas delivery the nutritional education sessions went from strength to strength. All providers were asked to include set activities within schedules and examples of this were seen on completed quality assurance visits.

During the Christmas holidays, the programme partnered with Jamie's Farm who delivered 4 workshops across 4 different venues. Staff positively engaged children who were encouraged to try new foods through blind taste tests and had the opportunity to prepare and cook soup or wraps. This really encouraged the children to eat the food they had made.

# HOLIDAY ACTIVITIES

## BOOKING SYSTEM

The Holiday Activities booking platform was introduced to the HAF programme in B&NES in April 2022 and is used by parents and carers to make bookings and view all provision on offer.

## PROVIDERS

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

## DISTRIBUTION

The booking platform connects to the schools MIS data, including families in receipt of benefits related free school meals. When bookings are open for each holiday period, eligible families receive a unique 16-digit code from Holiday Activities, which allows them access to the bookings site.

## FEEDBACK

The team at Holiday Activities have taken on board key feedback and improved the user's journey which has increased the number of bookings across the programme.

# MARKETING



The Holiday Activities booking platform provided direct marketing to all families eligible to HAF. Of the 85 schools in B&NES, 82 schools are enrolled in the automatically sending of HAF passes to families through Holiday Activities. The remaining three schools all received calls from the Holiday Activities team to ensure they had ordered the passes, and these are sent to eligible families at the same time. An information brochure was produced for families which listed the providers details such as: dates, times, venues, age range, what to bring, example food menu and a description of the activities/ sessions they offered.

We used other ways to promote and market the HAF Programme during the holiday periods. This included social media campaign, communication to schools to distribute flyers/brochures electronically and used **Activate's HAF website** to advertise all provision alongside the **Livewell B&NES website page**.

The Free School Meal Team within the council have been an integral part to speaking to families about the HAF programme when registering for free school meals and inviting families to HAF provision during any follow up communication.

# FACTS AND FIGURES

Across the Easter, Summer and Christmas Holidays 2023, Activate issued providers with **10,670 spaces**. Of these **10,670 spaces** there were **10,364 bookings** onto the various programmes available, with an overall percentage of **97% bookings vs places**. There were **7,419 children and young people who attended** activities/sessions throughout the 3 holiday periods, see the below breakdown of attended vs places:

**2,072  
places**

**6,994  
places**

**1,604  
places**

**79%  
attendance  
rate**

**1,633  
attended**

**66%  
attendance  
rate**

**4,630  
attended**

**72%  
attendance  
rate**

**1,156  
attended**

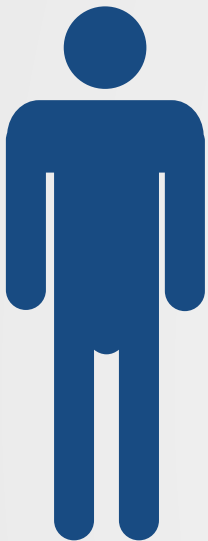
**EASTER**

**SUMMER**

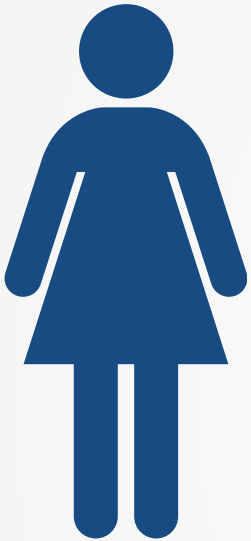
**CHRISTMAS**

# FACTS AND FIGURES

Of the children and young people who attended throughout the Easter, Summer and Christmas holidays:



1,756 males attended



1,506 females attended

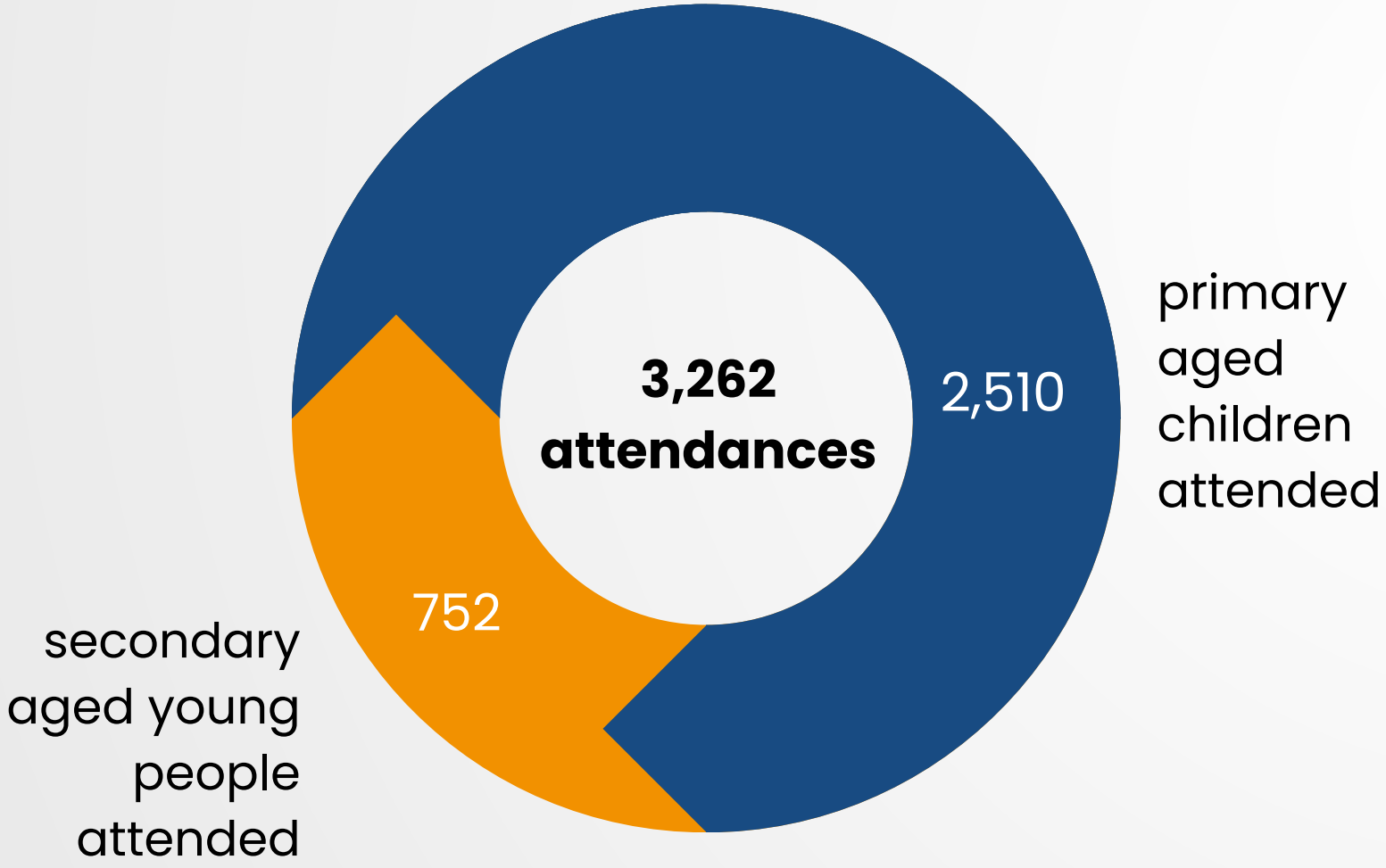


751 children/young people with SEND attended

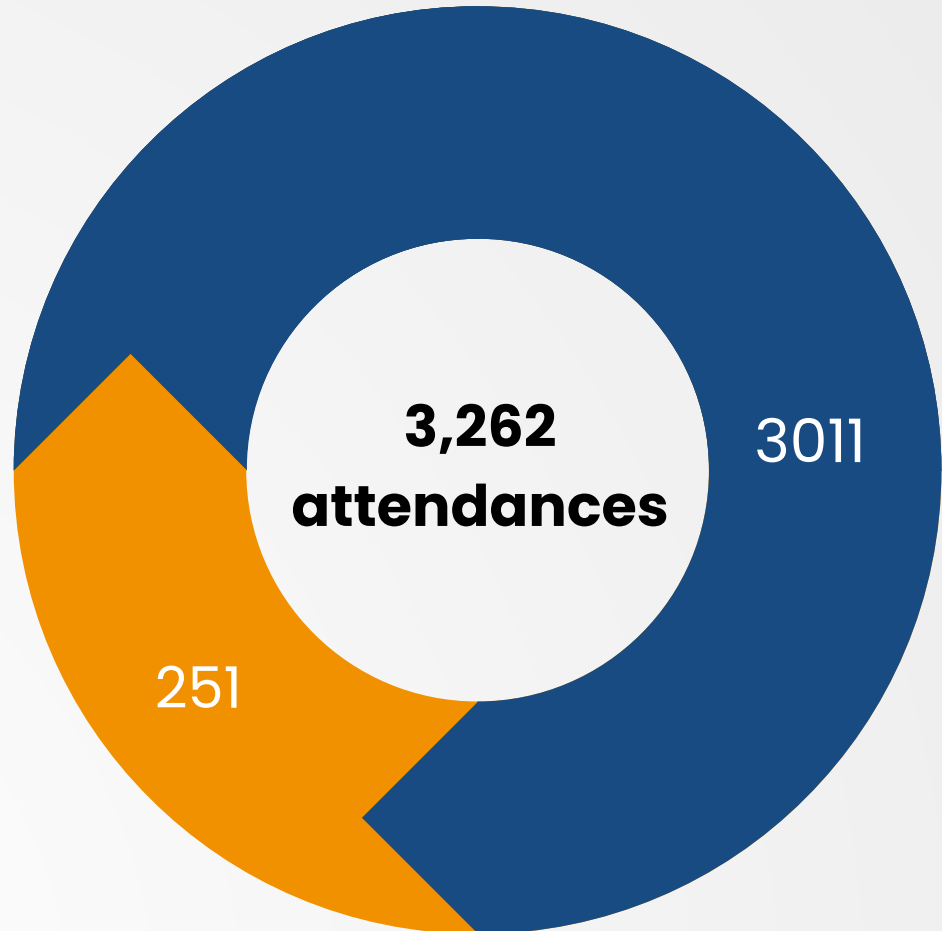


# FACTS AND FIGURES

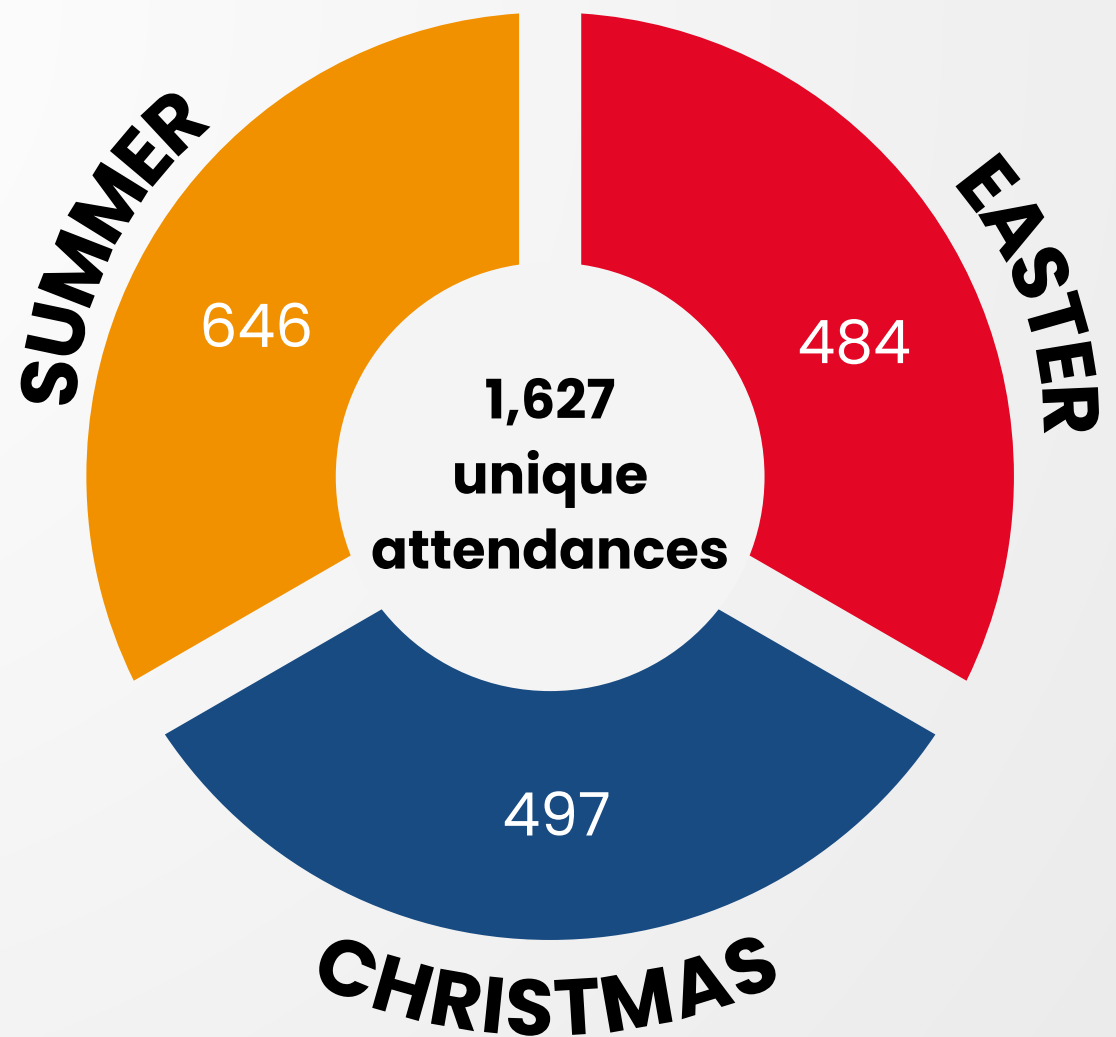
Of the children and young people who attended throughout the Easter, Summer and Christmas holidays there were:



children/young people who were referred for the programme



children/young people who qualify for benefit related free school meals attended





# SIGNPOSTING

Activate created a **signposting 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 the Community Wellbeing hub. The webpage can be accessed through a QR code that is displayed on an A3/A4 poster.

Each HAF provider was given a selection of posters to display at their settings, allowing families to discreetly access the site, or for staff to direct families to the site where appropriate to do so during conversation with families.

B&NES council supported Activate and the network by ensuring providers promoted the Live Well, health and wellbeing support webpage. This webpage also supported families who attended HAF as providers were able to share the link through pre and post camp emails.



# REFLECTIONS

## REFLECTION

Over the course of the year, we were pleased with our reach of engaging **7,419** attendances across our various activities of offer, of which **1,627** unique children and young people attended provision. Overall, across Easter, Summer and Christmas delivery we had an average of **72%** attendances.

## ATTENDANCE

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 and a change in language used in promotional materials (e.g. funded places).

## OVERBOOKING

We appreciate family's lives are busy and plans can change on the day of the HAF programme with work patterns and illness. To account for on the day cancellations and to ensure we can engage as many children and young people as possible each day we encourage providers, where possible, to increase bookings over the number of available spaces.

## SUPPORT

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 Years providers. Their continued support and relationships have allowed for families to access more opportunities on a regular basis.

# FEEDBACK

“ Such a weight off my shoulders having a day or two in the holidays where my son was in childcare that I didn't have to fork out for – without this I would have been working for nothing. We were also given a food hamper from Creative Roots which was amazing! The ingredients were to make a healthy meal and it fed my family and also the next day. Always grateful for that.

”

“ After some persuasion, she had a great time today!" She followed up by asking to book on for the next day with the following reply "Thank you so much, she is very excited. Steve, Ben, Emily and one of the other coaches were amazing today, especially Ben and Steve. So massive thanks."

”

“ Every holiday period the HAF programme gets better and better. Thank you for listening to responses and making improvements on the various activities, length of session and food available. Thank you so much.

”

“ The child has quoted "I love tech camp and the activities are really fun, I also enjoy the company of the staff!"

Parent has said "she comes home and tells me all about it and always has the best time"

”

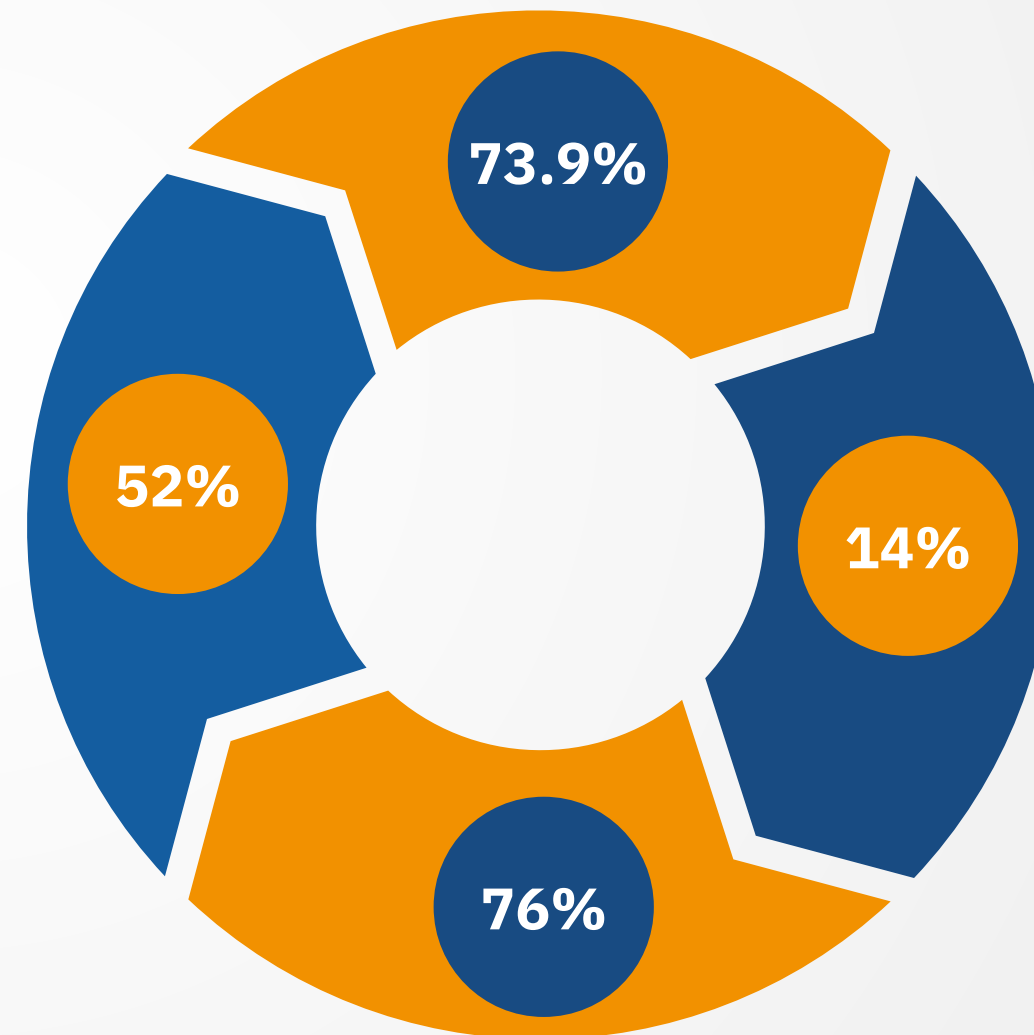
# SURVEY

We sent a survey to all parents/carers after each holiday period to gain feedback, the below results are from Summer 2023 – completed on average by 95 respondents.



of parents found out about HAF through their child's school

of parents found HAF helpful for childcare but 37% didn't need childcare



used HAF to access information around financial difficulties

of parents said their child attended all sessions booked

# SURVEY

## What did families say would help them access HAF more easily?



Choice of food options

52%

Different activities that interest my child

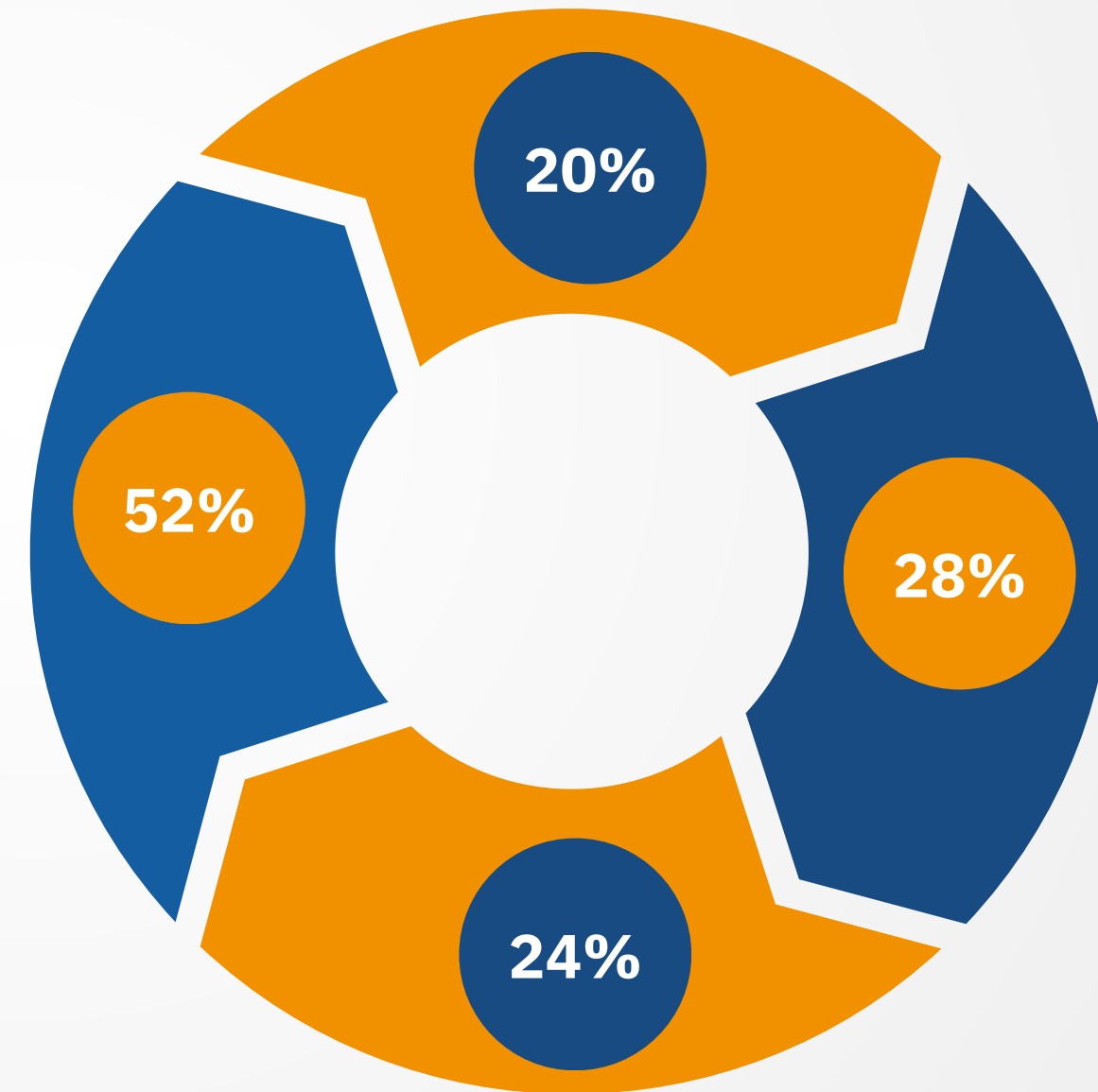
20%

Closer to home

28%

Longer hours

24%



# SURVEY

**See the below responses from our Christmas survey results -**  
completed on average by 50 respondents.



**70%** of families reported that HAF helped their child gain a new skill.



**96%** of families reported they were satisfied or very satisfied with the programme.



# 'YOU SAID WE DID'

Following feedback from parents and carers we have incorporated the following changes to the programme:

- Increase range of teenage trips for young people to access.
- Increase of local secondary aged provision such as: junior gym sessions, trampolining, bowling, roller-skating and ice-skating.
- Increase of external providers visiting our camps.
- Family bowling evenings which encouraged families to do things together.
- Parents/Carers requested swimming lessons and a theatre trip and this is something we offered during Winter delivery.
- We worked with the booking system to ensure the parents/carers useability improved alongside making it easier for parents/carers to cancel bookings if they couldn't attend.



# 2024/2025 PLANS

We have an exciting programme planned for 2024/25, building on the success from this year and 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, specialist providers delivering specific activity-based sessions and linking in with more local organisations to deliver ticketed activities.

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

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

