



HOLIDAY ACTIVITY & FOOD PROGRAMME

**Bath & North East
Somerset Council**

Improving People's Lives

END OF YEAR EVALUATION
APRIL 2024 – MARCH 2025

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Activate Your Holidays: Evaluating the Impact of Holiday Provision 2024-2025

With funding from the Department for Education (DfE), Activate Your Holidays has played a pivotal role in supporting families across Bath and North East Somerset (B&NES). The Holiday Activities and Food (HAF) Programme ensures that children have access to nutritious meals and enriching activities during school holidays, helping to alleviate financial pressures on families while fostering engagement, learning, and social connection.

Research consistently shows that holiday periods can create financial challenges for families, with increased costs and limited resources making it harder to access healthy food and structured activities. Activate Your Holidays has been instrumental in addressing these challenges, offering a diverse range of opportunities across Easter, Summer and Winter to ensure children remain active, engaged, and supported during school holiday periods.

Delivering High-Quality Provision

The HAF team at Activate has worked closely with B&NES Council, schools, and independent providers to uphold quality assurance standards, covering:

- Food provision and education on healthy eating.
- Physical activity to promote movement and well-being.
- Safeguarding to ensure a safe and inclusive environment.
- Reporting and oversight to monitor impact and effectiveness.

This commitment to high-quality provision has ensured that children receive engaging and enriching holiday experiences that support their development and well-being.



Strengthening Partnerships & Accessibility

A key strength of the B&NES HAF programme is its collaborative approach and strong partnerships with local businesses, charities, and community organisations, which help enhance holiday provision. As the programme continues to evolve, its expanding reach and accessibility ensure that families are signposted to further support, offering a more holistic approach to well-being.

Key Achievements in 2024-2025

Throughout this period, Activate Your Holidays has made a significant impact on children, young people, and their families:

- Increased Accessibility – More children from lower-income families have participated in structured, high-quality activities.
- Nutritional Benefits – The programme has provided balanced, healthy meals, helping to reduce holiday hunger and promote food education.
- Encouraging Physical Activity & Active Play – Participation in sports and movement-based activities has supported physical health, mental well-being, social skills, and confidence-building.
- Community Impact – Families, schools, and providers have praised the programme's reach and effectiveness.
- Ongoing Improvements – Recommendations have been made to further expand provision, refine delivery models, and strengthen engagement.

Looking Ahead

As we reflect on 2024-2025, it is clear that Activate Your Holidays continues to be a valuable and much-needed initiative, supporting children, families, and local communities. By evaluating successes, addressing challenges, and refining delivery, we aim to strengthen and enhance our provision in the coming year.

Bath and North East Somerset Council and Activate Your Holidays extend their sincere thanks to all staff, providers, and partners for their dedication and hard work in delivering this essential programme. Together, we are providing children with the opportunity to enjoy a nourishing, active, and fulfilling holiday experience.

PROGRAMME OVERVIEW

Food Provision and Partnerships

Nutritious meals were made available across all projects and providers, with hot lunches offered as the primary option. During warmer periods, cold meals were also provided to reflect children's preferences. **A diverse range of catering partners** supported delivery, including large-scale school and nursery caterers (e.g. Mini Meals), local pubs, bakeries, and in-house teams such as Next Thing Education and Bath Rugby Foundation, who prepared meals onsite.

Ahead of Easter 2024, Activate delivered training on **School Food Standards and hygiene**, strengthening the supply chain's ability to improve food provision. This built on earlier collaboration with the local Environmental Health team in 2023, which had helped ensure providers met all relevant food safety requirements. By the end of 2024, HAF providers were no longer required to register individually as food businesses, as Activate took on responsibility for maintaining oversight and reporting to the local authority. This coordinated approach, coupled with strengthened training, led to a noticeable improvement in food quality. Providers reported increased confidence in meeting standards and, in some cases, revised their menus to focus more on healthier options.

Feedback was encouraging – **80% of families rated the food as “acceptable” to “very good.”** Although food waste was occasionally reported (often due to children bringing packed lunches), Quality Assurance visits highlighted that children were consistently encouraged to try the provided meals and to supplement their own lunches with additional healthy choices.



PROGRAMME OVERVIEW

Enrichment Activities and Impact

The programme offered a **wide range of enriching activities**, tailored to support the diverse interests and needs of children and families. These included SEND-specific sessions, sports camps, forest school, tech clubs, dance and drama workshops, as well as family and teen-focused trips.

Providers were encouraged to maintain their specialist focus while aligning with HAF objectives. Activities were designed to nurture essential life skills such as **teamwork, communication, leadership, and independence**. Children developed bushcraft and map-reading skills in forest school, built physical confidence in sports camps, performed for parents through dance and drama, and embraced new challenges—such as cooking and high ropes—on teen trips to venues including Little Kitchen, Thorpe Park, and Go Ape.

Families also benefited from access to swimming lessons, bowling, and trampoline sessions, widening opportunities for fun, growth, and shared experiences. These varied activities helped children build **confidence and resilience in a supportive environment**.

Feedback from families was positive: **74% of parents reported that their child had gained a new skill** during their time with HAF in 2024.





PROGRAMME OVERVIEW



Physical Activities and Inclusion

Physical activity was a **notable strength across the B&NES HAF supply chain**, supported by leading regional sports organisations such as Bath Cricket, Bath Rugby Foundation, and Bath City FC, alongside term-time and outreach programmes. Sessions were designed to be **inclusive, engaging, and adaptable**, with many children reporting high levels of enjoyment.

Providers worked hard to create welcoming environments, tailoring activities to promote physical literacy and wellbeing. A standout example was **Roman Boxing Gym in Twerton**—a community identified among the 10% most deprived areas nationally—whose inclusive approach encouraged many children to continue attending regular sessions beyond the HAF programme.

Teen-specific trips played a key role in **retaining older children and supporting their transition** from primary to secondary HAF engagement. These included visits to aqua parks, surfing, paddleboarding, high ropes courses, and golf lessons, offering both fun and developmental value.

Parental feedback was encouraging: **over 80% reported their children were more active** following their participation in HAF during summer 2024. Meanwhile, **32% of families said their child was more aware of healthy eating**, although 45% reported no noticeable change — highlighting an area for further focus in the year ahead.



PROGRAMME OVERVIEW

Benefit

Count

✓ Reduced stress levels	88%
✓ Less need for childcare	76%
✓ Didn't need to worry about giving food	40%
✓ Found out about other services	36%
✓ Found out about food and nutrition	9%
✗ Didn't gain anything	10%

Key Insights:

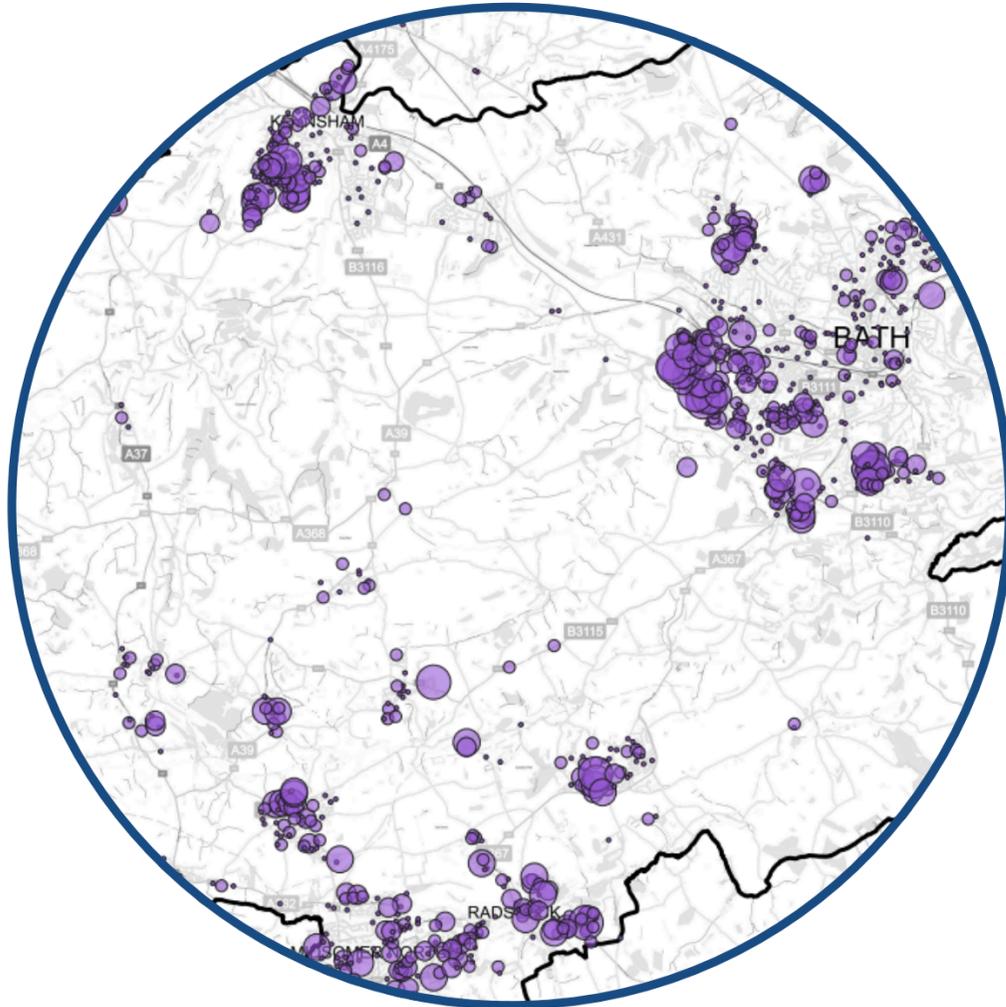
The most commonly reported benefit was a reduction in **stress levels**, closely followed by a decreased reliance on childcare. Many respondents also valued not having to worry about food, underlining the importance of meal provision. Families frequently reported gaining useful information about other local services, suggesting potential long-term benefits. A smaller but notable group indicated that they had learned more about food and nutrition. Only **10% of respondents** felt they didn't gain anything from the sessions—indicating that the majority of families found meaningful value in their experience.

Conclusion:

The sessions made a **positive impact on most families**, particularly by reducing stress, alleviating food insecurity, and supporting childcare needs. The added benefit of connecting families with community services highlights a broader, lasting value. While a small proportion reported no perceived benefit, this feedback presents an opportunity to improve future outreach and programme design.



MAPPING



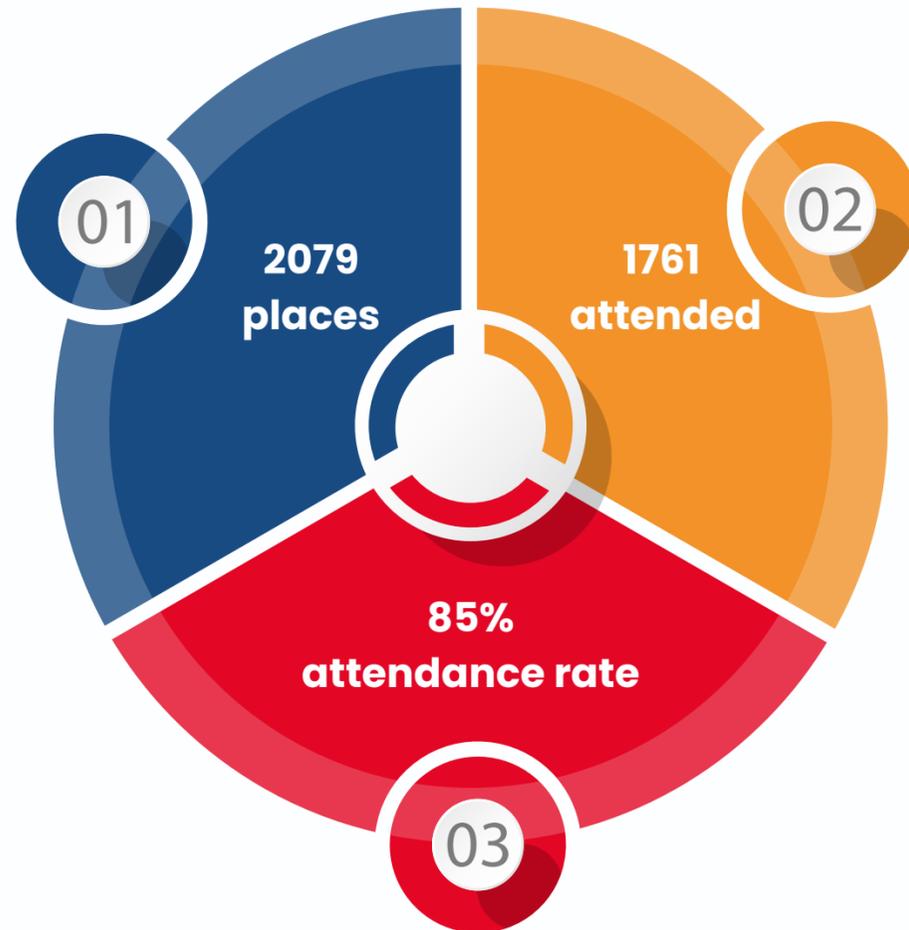
During each holiday period we focused on delivering a wide spread of provision across B&NES, we used the map above to target key areas where there were a higher percentage of eligible children and young people.

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

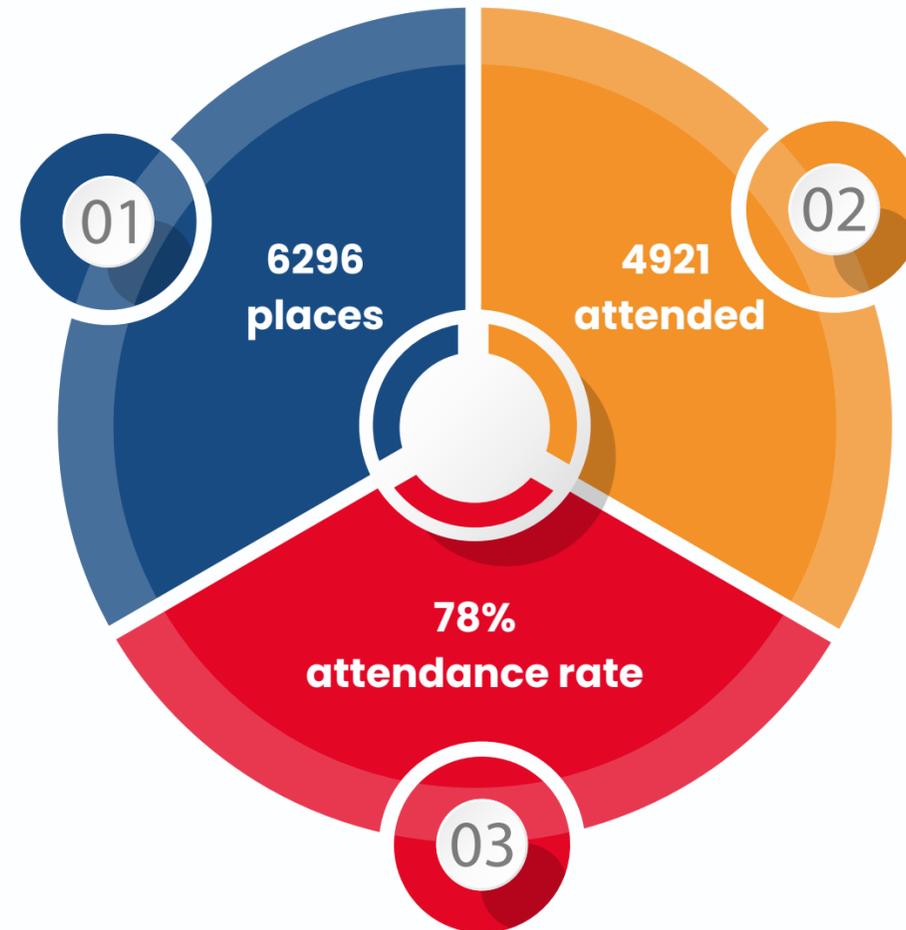
HOW WE DELIVERED

Across the Easter, Summer and Winter Holidays 2024, Activate issued providers with **9,361 spaces**. Of these **9,361 spaces** there were **10,240 bookings** onto the various programmes available, with an overall percentage of **109% bookings vs places**. There were **7,496 children and young people who attended** activities/sessions throughout the 3 holiday periods, see the below breakdown of attended vs places for each holiday period:

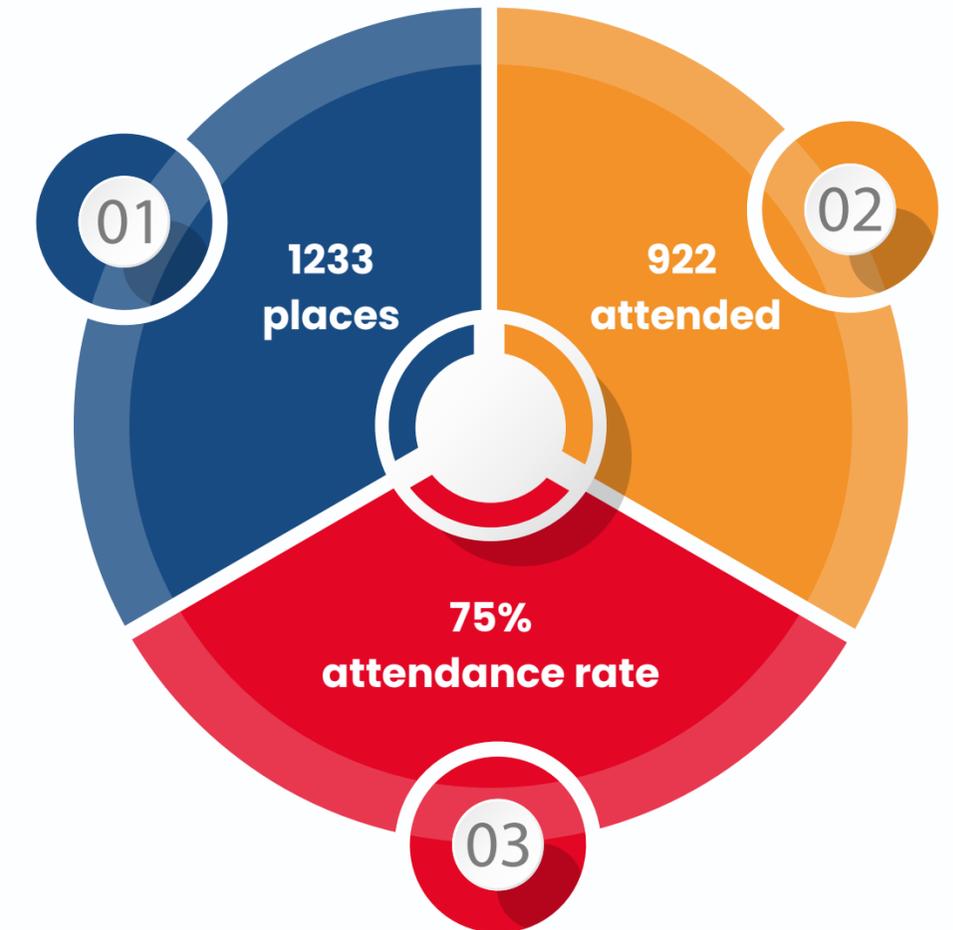
EASTER



SUMMER

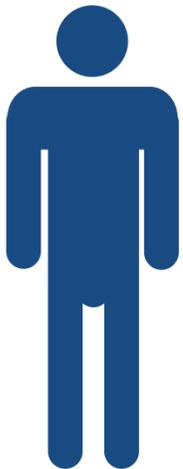


WINTER



HOW WE DELIVERED

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



1947 males attended



1790 females attended

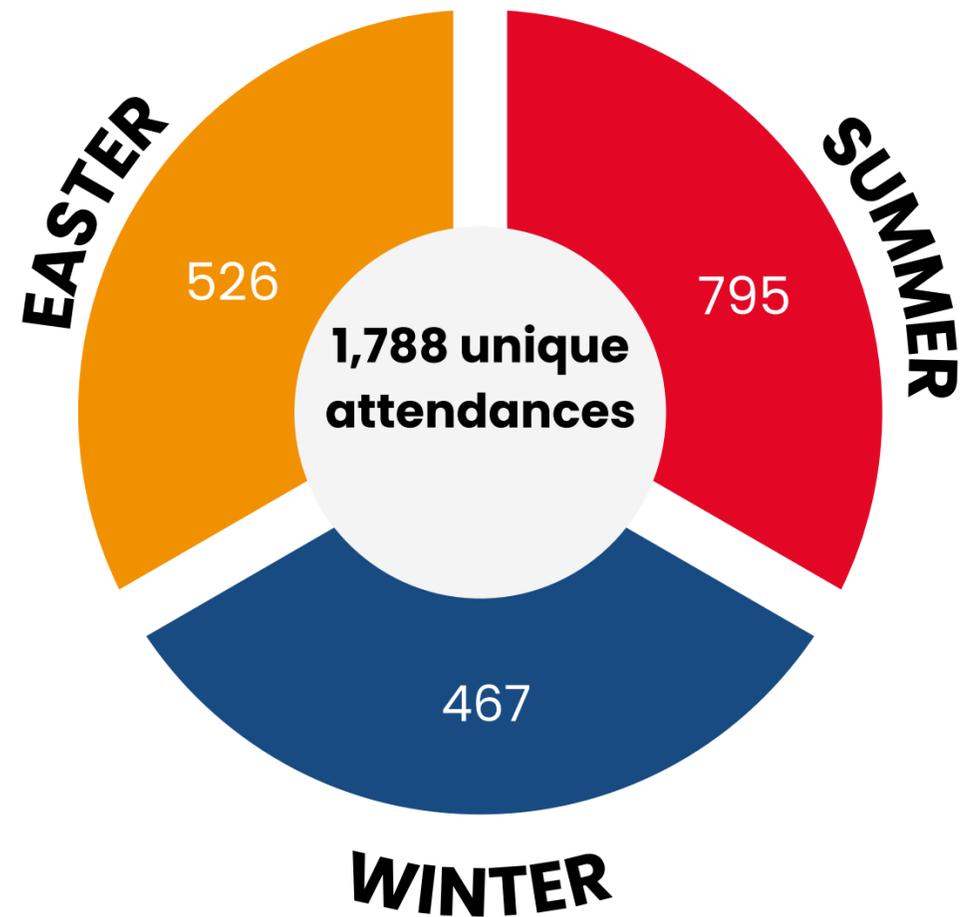


1180 children/young people with SEND attended

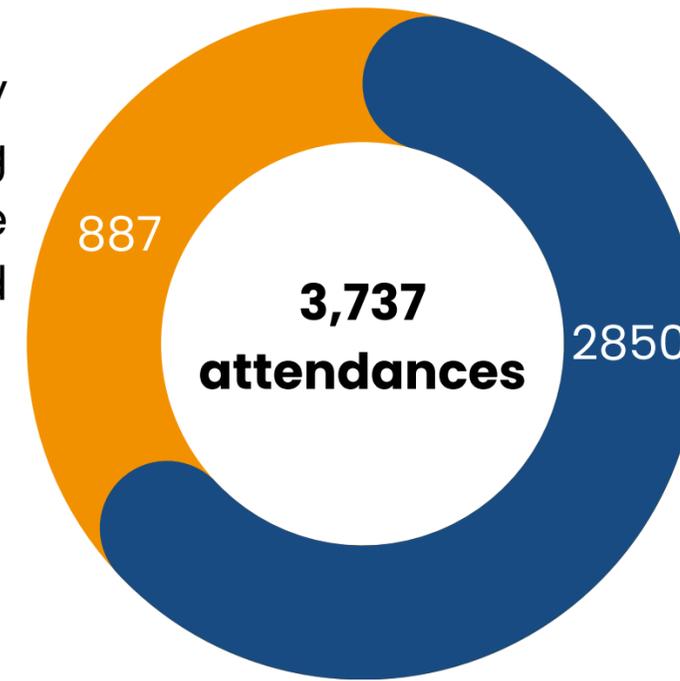


HEADLINE ACHIEVEMENTS

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

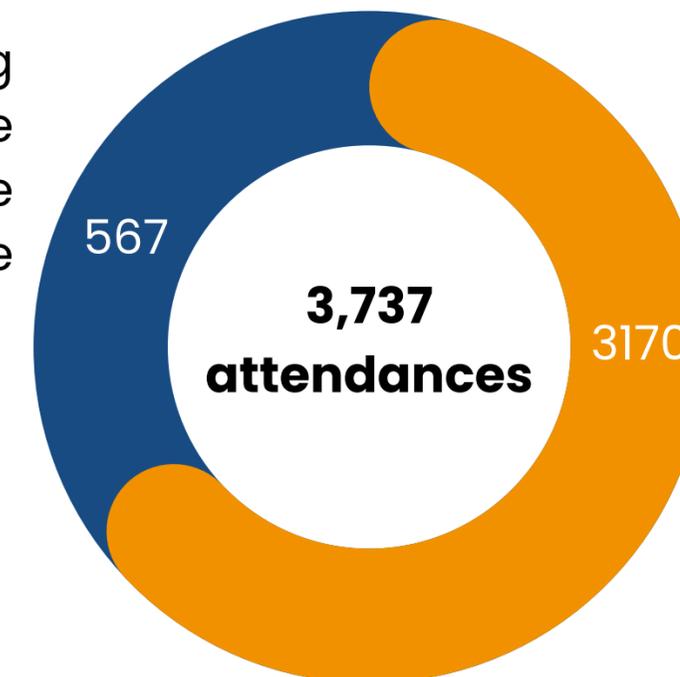


secondary aged young people attended



primary aged children attended

children/young people who were referred for the programme



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



PARTNERSHIPS

The success of Activate Your Holidays relies on strong partnerships with local businesses, charities, schools, and community groups. These collaborations enhance accessibility, enrich activities, and maximise resources, ensuring children and families benefit from high-quality holiday provision.

By sharing best practices and innovative ideas, our partners help create a sustainable, community-driven programme that supports young people across B&NES.

We extend our sincere thanks to all our partners across B&NES for their invaluable contributions, dedication, and commitment to making this programme a success.

External Providers
Avon Fire & Rescue Service
Go With The Flow Yoga
Feel Good Food
Drum Runners
Team Rubicon
Zoo Lab

Providers
Activate Camps
103 childcare
Bath Area Play Project
Bath City Foundation
Bath Cricket
Bath Rugby Foundation
Bikeability
Bishop Sutton Tennis Club
Connecting Families
Creative Roots Outdoor Learning
Genius Tuition
Happy Mojos
Mentoring Plus
Next Thing Education
Razzamataz
Roman Baths
Roman Boxing Gym
Premier Education
Pro Coaching
Progressive Sports Bath & North Somerset
Sporting Sensations
Young Explorers

CASE STUDIES

A 10-year-old participant has often struggled with engagement and behaviour, which has affected their academic progress and peer relationships. As we also teach this child in school, we know them very well and have observed their challenges firsthand.

When the participant attended our multi-sport holiday club, a remarkable transformation unfolded. From the very first day, they displayed an enthusiasm for the activities that surprised both staff and their parents. One notable moment was during a dodgeball session where their natural leadership abilities emerged. They took the initiative to ensure roles within their team were distributed fairly and checked that everyone understood their responsibilities. Their actions fostered a sense of teamwork and fairness among the group, earning the respect of their peers.

Chris Pile – Sporting Sensations

Child Quote

I have had lots of fun playing different games and activities that I wouldn't normally do.

Parent Quote

Mum said he hasn't stopped talking about all he has done today and was super excited to come back tomorrow.

CASE STUDIES

The child arrived looking shy and anxious, reluctant to step forward and not showing much confidence. Our introduction to boxing starts with simple stance and balance drills, with games to encourage controlled movement. The child responded well to constructive feedback, adapting quickly and gained confidence as they found themselves improving. What really stood out is after the break for lunch, when we resumed physical training, the child was eager to step forward and help demonstrate a new activity to the rest of the group. The came across as feeling very "at home" in the gym from then on. While they did not volunteer to provide their peers with feedback on the day on their own, they were able to analyse others in the gym when asked and could answer questions showing they had developed a good understanding of the activities. I expect given more time in the gym, they would naturally begin to assist and coach their peers.

Seb Wiacek – Roman Boxing Gym

Parent Quote

My son was signed up for a one day course at Roman boxing gym and was very anxious about trying a new sport with unfamiliar people. Upon arrival the team immediately set his mind at rest with their calm and kind approach. As it turned out, he had such a fabulous day that he begged to return on the next day forgoing Christmas Eve activities in favour of boxing! He now attends the gym on a weekly basis and has found himself a new passion thanks to the coaches at Roman Boxing Gym and the ability to access the course through Activate.

CASE STUDIES

The child was not used to attending a Youth Club and was fairly shy and anxious on his first session. However, he soon made friends with the other young people at the club and realised that he knew some of the them from the area where he lives.

In the next sessions he was chatty and outgoing, asking to play certain games and spend time on different activities. He liked to know timings of when things would happen within the club so staff would let him know what was happening first, next and after. Lunch timings were clearly signposted to him and support with accessing some of the activities – such as playing table tennis and football.

Helen Goodchild – Mentoring Plus

Child Quote

"I loved it, it was fun, I am coming back."
"It was very fun. it was nice to meet new people."
"I've loved everything about today, especially the air hockey"

PARTNERSHIPS

Activate's Christmas 2024 Partnership with FareShare South West In collaboration with Feeding.

Activate partnered with **FareShare South West** and **Feeding Bristol** to provide additional support to families during the post-Christmas period. In early January 2025, **275 food hampers** were delivered to our delivery partners' camps, helping families manage the financial pressures often felt after the festive season and ensuring access to essential supplies as the new year began.

Each hamper included a variety of dried goods—such as tinned food, pasta, and rice—alongside a **recipe booklet from Feeding Bristol** and **arts and crafts kits from Wiltshire Scrapstore**. These additions, from locally recommended organisations, offered both practical and creative resources to enhance the family experience.

Where hampers were uncollected due to non-attendance, delivery partners redistributed them. In line with Activate's guidance, surplus boxes were donated to **local food banks** or passed to host schools and sites. Thanks to FareShare's strong local network, all remaining hampers were successfully redirected to **families in need within the community or school settings** during the early Spring term.



SIGNPOSTING

In addition to providing nutritious meals and enriching activities, the Holiday Activities and Food (HAF) Programme plays a key role in **connecting families with wider support services**. Many families face challenges beyond the scope of holiday provision, and helping them to access the right support at the right time contributes to greater wellbeing and long-term resilience.

To support this, Activate developed a dedicated **signposting webpage**, offering a hub of local and national resources across a range of needs—including food poverty, financial aid, mental health and wellbeing services, children’s services, and the Community Wellbeing Hub, which acts as a central access point for support. The webpage is easily accessed via QR codes featured on A3 and A4 posters, allowing families to discreetly find support or for staff to refer them during conversations. Every HAF provider received these posters to display at their venues, ensuring families could **easily and privately access essential services**.

B&NES Council also partnered with Activate to promote the **LiveWell Health and Wellbeing webpage**, offering families an additional avenue to explore support options. These links were shared through both pre- and post-camp communications, helping families continue to access information and guidance even outside of the programme’s delivery periods.

This approach highlights the **year-round importance of signposting families to key services**, ensuring that young people and their communities benefit from inclusive, accessible support when they need it most.

Activate Camps HAF Programme

SCAN THE QR CODE

to find information on...

Nutritional Information

Reading and Literacy

Benefits Advice

Childcare Provision

Children's Services

Domestic Abuse

Employment Advice

Family Support Service

Financial Advice and Education

Food poverty

Health (physical)

Housing Advice

Mental Health

Activate

Signposting Links Summer 2022

Benefits Advice

Childcare Provision

Domestic Abuse

visit we-activate.co.uk/banes
or call **0121 227 4385**

For offers and promotions follow us
@ActivateCamps

Activate Camps
Active & Inspiring Childcare

COMMUNICATIONS & MARKETING

Activate has established strong partnerships with local schools, children's centres, and community organisations to promote the HAF programme. This includes distributing flyers, posters, and digital materials, as well as attending local events to engage directly with families. Delivery providers have also supported outreach efforts by sharing information through their networks and local contacts.

An up-to-date section of the Activate website is dedicated to HAF, offering information for each holiday period—including activity schedules, eligibility criteria, and booking links. This page is refreshed each term to ensure accuracy and ease of access. The website also hosts our annual report and individual holiday impact reports, which are shared with the local authority and distributed to all delivery partners.

To boost awareness and participation, targeted email newsletters are sent regularly to registered families, schools, and community partners. These include timely reminders, programme highlights, and key updates. The local authority supports promotion through internal communications and the circulation of post-delivery feedback surveys. Various departments—including Children's Services, Education and Inclusion, Communications, and Public Health—contribute to this coordinated effort.

The HAF booking platform is fully integrated with a management information system that draws real-time eligibility data from schools. This enables automatic distribution of booking codes and links to eligible families. The platform also features a messaging system that supports both automated reminders and personalised manual messages, helping to ensure families receive relevant and timely communications.

Activate actively uses social media—including Facebook, Instagram, and LinkedIn—to keep the community informed and engaged. Regular posts include booking announcements, session highlight reels, and photo galleries from previous camps. Branded graphics and video content help ensure posts are eye-catching and shareable, while consistent hashtags like **#HAF2024** and **#BNESHAF** foster a unified and recognisable campaign across all delivery partners.

FEEDBACK

Overall Satisfaction

Very satisfied: 48%
Satisfied: 38%
Neutral: 13%
Dissatisfied: 0.05%
Very dissatisfied: .0%



Likelihood to Recommend (0-10 scale)

Average score: 8.2
Median score: 10

Family Benefits Gained

Most common responses:

- Reduced stress levels
- Less need for childcare
- Didn't need to worry about food
- Found out about other services



FEEDBACK

Activity-Specific Praise:

"Bikeability was excellent. My son thoroughly loved it."
"Some offered excellent activities and food to children (Bikeability, Bath City Football Club, @Bristol Golf)."

Staff and Organisation:

"The sessions we used were very good... genuinely lovely staff."
"Staff at Bath Rugby have been amazing... I fully trust them with my children."
"My children attended various events, all of them well provisioned and supported by excellent session leaders."

Impact on Families:

"My daughter thoroughly enjoyed it... gave her the chance to meet new friends and participate in a variety of activities."
"I have really appreciated this holiday club... I'd be lost without this break over the holidays with 3 children with additional needs at home."

Accessibility and Local Relevance:

"Everything is great for us... we are very grateful for the great work that you offer."
"Overall very good as based at the children's school."

General Praise:

"Just an absolutely amazing time going to all the days organised."
"Very enjoyable and would do again."
"Fantastic service. Very grateful. Fantastic staff."

BUDGET AND EXPENDITURE

B&NES Council received a grant allocation of £470,710 from the Department for Education for the delivery of the HAF programme during 2024/25. In March 2022, Activate limited was awarded a three-year contract to deliver the HAF programme on behalf of the local authority.

The table below demonstrates how this funding was spent. No additional funds were used to support the delivery of the programme.

Expenditure type	(£)
Administrative Expenditure	£47,071.00
Capital Expenditure	£0
Programme Expenditure	£347,784
Other Expenditure	£75,855
Total Expenditure (from 1st April 2024 to 31st March 2025)	£470,710.00

STEERING GROUP

B&NES Council Public Health	HAF Programme Manager
	Public Health Principle
	Health Improvement Officer – Children and young people
	Health Improvement Officer – Food Insecurity
B&NES Council	Welfare Team Manager
	Payments officer – FSM Team
	Virtual School Headteacher
	Wrap-around childcare co-ordinator
	Head of children and families prevention services
Activate	HAF Programme Co-ordinator
	Director

2025 – 2026

In 2025, we aim to **expand and strengthen partnerships**, with a particular focus on engaging more specialist SEND providers and building closer links with wraparound care organisations and schools. We're proud to have a strong foundation of experienced providers and venues across Bath and North East Somerset (B&NES) who understand the HAF programme and deliver it effectively.

We plan to collaborate with schools whose pupils are both highly engaged and underrepresented in HAF, in order to better understand participation patterns and identify shared barriers or challenges.

One of our key priorities is to **launch a dedicated SEND Day**—bringing together local providers at a central venue to deliver structured, inclusive play sessions for children and families across B&NES and, potentially, neighbouring local authorities.

We're also excited to trial **our first HAF residential experience for secondary-aged children**, delivered by Activate. This will help us gauge demand for extended personal development opportunities within this age group.

Above all, we remain committed to **raising the standard of provision**. We want to support our partners not just to deliver sessions, but to actively nurture children's development and promote family wellbeing. Drawing on Activate's coaching background, we champion progression and challenge within each activity—and we're working to support our delivery partners in adopting this mindset, so that every session leaves children with a stronger grasp of skills, techniques, or concepts.





THANK YOU

Thank you from B&NES Council to Activate and all our partners.

If you have any further questions, please contact Activate
by email at HAF@we-activate.co.uk

or call 0121 227 4385

(Monday to Friday, between 09:00 – 17:00)

Follow us on our social media: [@Activate Camps](#) to keep updated on the holiday activities and food programme .