



## HAF 2022 Local Authority Annual Report

The annual report provides you with the opportunity to give an overview of the HAF 2022/23 programme in your LA.

Your report should include:

- the overall funding you have spent on the HAF programme.
- the proportion of the funding that was spent on administration and a breakdown of how this was spent.
- how many unique children you have reached in each holiday period.
- the proportion of primary age and secondary age children who have participated in your programme.
- the number of children with SEND or additional needs who have participated in your programme.
- information on the families and carers they have engaged with through the food education, signposting and referrals aspect of their programme.
- which organisations are represented on their steering group
- which organisations you have worked with in delivering the programme

You may also include:

- feedback from participants, their families or carers
- results of any surveys
- case studies or particular highlights
- how you have promoted the programme and celebrated it through the media and social media

The report for the 2022/23 HAF programme should be submitted to DfE by 30 June 2023.

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Published: March 2023

While LAs have flexibility in how they format and present their annual report, we have provided this document as a guide to help you structure your report. This is an optional template to use, you are welcome to produce your own report as you deem appropriate, please complete and submit to [haf.policy@education.gov.uk](mailto:haf.policy@education.gov.uk) by 30<sup>th</sup> June 2023. When submitting your report please include a link to the relevant webpage you post it to.

### Section 1 - LA details

<b>LA Name</b> Staffordshire County Council
<b>LA HAF Co-Ordinator</b> Debra Berry

**Overall 2022/23 performance Finance:**

<b>Income (DfE Grant)</b>	£2,313,290.00
<b>Description:</b>	<b>Actual</b>
	<b>2022/23</b>
Easter Campaign (Internal Communications & Campaigns Team)	£22,688.00
Summer Campaign (Internal Communications & Campaigns Team)	£24,431.00
Winter Campaign (Internal Communications & Campaigns Team)	£21,876.00
Staffing	£93493
Digital Services	£2,500.00
Easter Grants/Programme Delivery	£520,200.00
Summer Grants/Programme Delivery	£1,254,730.00
Winter Grants/Programme Delivery	£373,372.00
<b>Total</b>	<b>£2,313,290.00</b>

The breakdown of the 2022/23 funding is above.

This shows that we spend 7% of the funding over the programme was spent on

administering and promoting HAF.

We ran 3 marketing campaigns throughout the year, consisting of direct letters to every parent who has a child eligible for free school meals, Social Media campaigns, signage adverts on buses, phone boxes and banners outside of schools.

The HAF team is made up of 1 full time Commissioner and a part time campaigns officer.

This year we have increased this to 1 full time commissioning. This year, we have increased this to 1 full time commissioner, 1 fulltime administrative officer, a part time intelligence and analysis officer and a part time campaigns officer.

Guidance for the HAF allows for up to 10% of the total grant to be utilised for administration. Staffordshire County Council have utilised the surplus to provide more HAF places for Children throughout the year.

Over each programme attendance levels have increased from 60% to 65%, and Easter 2023 70% of our HAF places taken up.

Over the course of the last year, 5000 eligible children benefited from attendance of at least one HAF place.

Easter 2022:

- 4818 primary aged children attended a HAF place, of those 58 identified as SEND whilst 12 were children from the non-eligible cohort.
- 708 Secondary aged children attended a HAF club, 225 recorded SEND and only 15 non-eligible. Interesting to note a greater percentage of SEND secondary aged children and young people attended.

Summer 2022:

- 2439 primary aged children attended a HAF place, of those 400 identified as SEND whilst 30 were children from the non-eligible cohort.
- 680 Secondary aged children attend a HAF club, 8 recorded SEND and 20 were non-eligible.

Less children took part in the HAF programme as a whole but booked and attended more places over the summer period.

Winter 2022:

- 1576 primary aged children attended a HAF place, and of those 180 identified as SEND.

217 Secondary aged children attended a HAF club, 180 recorded SEND.

## **How did you market / promote your HAF programme?**

The Staffordshire County Council HAF team includes a part-time Campaigns Officer to market and promote the HAF programme before each holiday. Each eligible child received a letter and invite via parents/carers advertising the scheme issuing their individual HAF code required for booking places and the launch date of the HAF portal to sign up to view the timetables and book places.

Before each HAF programme, the HAF team work together to set targets for each holiday campaign as in Easter 2022 below:

### **Easter Campaign - Communication Targets**

- 1,500 individual children to be signed-up via STAFFORDSHIRE COUNTY COUCIL registration who are eligible for benefit-related free school meals.
- 2,900 unique visits to the HAF web page
- Positive media coverage
- 3% Facebook Engagement

The results are then analysed post HAF programme to identify improvements:

### **Easter Campaign performance against targets**

- 1,883 (383 above target) individual children signed-up via STAFFORDSHIRE COUNTY COUCIL registration who are eligible for benefit-related free school meals
- 2,146 (750 less than target) unique users to the web page
- Positive media coverage
- 3% Facebook Engagement (see below)

After each programme a review of the Comms strategy is carried out, and following our

learning from the Easter and Summer Comms campaigns, the Winter 2022/23 HAF programme saw new marketing initiatives including:

- Social media to include craft ideas for children not able to attend #MakeltMonday
- Selfie style videos requested from providers to talk about their planned activities. These were posted on social media.
- As numbers are lower for the winter programme, we decided to include a Winter Wonderland invitation to help add excitement which also contained a QR code for quick access to the registration link.

## 2022/23 Comms Strategy

The HAF comms strategy targets parents/carers of eligible children in priority wards as these have the largest populations of eligible children and young people. Pre every HAF, launch we have a 'warm up' campaign with a teaser to let parents/carers know HAF will be available during the holidays and the registration dates to book HAF places.

Warm up campaigns include the use of digital D6 screens, bus advertising, telephone kiosks and billboards for the first time.

Materials are updated for each holiday to keep the materials fresh along with related elements such as for Easter elements included daffodils, butterflies, and green grass.

There us a HAF QR code, used on all comms on materials where it works.

Examples of advert placement includes:

- inside buses - two different providers (covering different parts of Staffordshire)
- on 28 x telephone boxes (these work like a street billboard)
- Examples below



- D6 digital boards were trialled in areas with less bus coverage for 2 weeks over - adverts appear in a loop with timetables and other adverts and are on screen for around 10 seconds.



- A3 posters were sent out for display to the top 150 schools with the most eligible children. The top 150 schools also have the outside banners which are re-useable.

**Other advertising materials used in Comms campaign include:**

Pull up banners, posters and A5 leaflets and screen savers.

sent

- libraries
- Children’s Centres
- Printable PDF posters sent to GP surgeries, Food Banks, Social and health workers, Parish Associations
- Schools outside the top 150



We also use school’s internal comms, with articles in **Primary Times**, STAFFORDSHIRE COUNTY COUCIL Schools’ newsletter.



**Provider Comms strategy**

We identified that for the 2022/23 HAF delivery we needed to increase the variety and geographical spread of providers and develop a digital approach to increases awareness.



of the HAF grant available to suitable providers.

Comms included details of HAF, what was required and how to apply plus highlighting the HAF Light offer was available to specialist organisations that could provide minimum of 2 hours per day for a minimum of 2 days per week.

At the same time, we used the school (School Bag) electronic newsletter to encourage schools to either consider becoming providers or to let us know if their school could be available to hire by other HAF providers.

In February 2022 Facebook posts were issued advising of HAF grant funding example below

The image is a screenshot of a Facebook post from Staffordshire County Council. The post is titled "EASTER FUN! FREE Holiday Activities and Food" and includes a call to action to apply for grants to run holiday clubs during Easter. The post features a blue and yellow banner with images of children and a person in a wheelchair. The text of the post reads: "🌟 2 days to go! 🌟 Apply now for your grant to run holiday clubs during Easter. Activities can be for just 2 hours but must include food. Apply now at: <https://bit.ly/32z25gN> #Funding #schoolholidayclub #HAF2022". The post has 3,989 people reached, 33 engagements, and a +1.2x average distribution score. It also shows 13 shares and a "Boost post" button.

Staffordshire County Council  
Published by Hootsuite · 19 February ·

🌟 2 days to go! 🌟 Apply now for your grant to run holiday clubs during Easter. Activities can be for just 2 hours but must include food. Apply now at: <https://bit.ly/32z25gN> #Funding #schoolholidayclub #HAF2022

**EASTER FUN!**  
**FREE**  
**Holiday Activities and Food**

Grant applications close at 08.59am on 21/02/2022

[staffordshire.gov.uk/holidayactivities](https://staffordshire.gov.uk/holidayactivities) Department for Education Staffordshire County Council

3,989 People reached 33 Engagements ↑ +1.2x average Distribution score Boost post

13 shares

**Were there any challenges in delivering the programme?**

Staffordshire is a rural County with 8 districts/borough councils within. We also border several other LA's, at times affecting the locations of delivery, differences in approaches to data collection, and allocation of places.

To ensure an equity of provision that meets need and to endeavour to remove barriers across the County, funding is allocated for HAF provision in relation to the number of Children eligible for free school meals in each Local Council District or Borough. Over 2022, partnership work has been intensified to increase the number of HAF clubs in the rural areas, annual meetings are held with providers sharing data as localised need as well as good practice. Summer 2022 saw the equivalent offer to need for the first time in all the Staffordshire districts. This had been achieved by raising the HAF offer with schools, linking potential providers with schools, and working with our voluntary agencies umbrella organisation, to support local grass roots organisations to achieve the

safeguarding, health and safety and insurance requirements to enable them to bid for HAF funding.

During 2023-2024, a key priority for HAF is to increase the number of places for SEND Children across Staffordshire and attendance. We will do this with partnership working with our Aiming High Commissioner, partnering with Schools and providers and SCYVS.

**Who made up your steering group?**

We are pleased that since the launch of HAF in Staffordshire, the Support for Young People Steering Group has shaped and oversees and scrutinises the HAF programme.

Membership consists of, but is not limited to, multi-agency partners from across Staffordshire County Council, SCVYS, VCSE sector, District Councils and public sector partners (Police, Fire and Crime Commissioner's Office).

The Support for Young People Steering Group is chaired by Phil Pusey – Chief Executive of Staffordshire Council for Voluntary Youth Services. The Vice-Chair is Declan Kinney – Commissioning Officer for Staffordshire County Council.

**Did you receive any extra funding, support, resources, food, etc. If so, who from?**

Though there is no additional direct funding for the programme, Staffordshire County Council, we have developed the HAF offer through partnerships. The libraries team asked for HAF providers to partner with them for the DfE's Summer Reading Challenge, and this provided free books to children taking part in HAF clubs.

COOP, Morrisons, Tesco's and Sainsburys contributed food including fresh fruit and drinks.

Our aim is to build on these partnerships as an ever more local bases through our Family Hubs, 2023.

**Section 2 – Highlights of 2022**

**Please share the highlights and successes of the programme you've delivered.**

Our HAF programme featured on BBC Midlands Today on 15/08/2022 covering a family and the difference HAF has made to the whole family.

Staffordshire Libraries and the HAF team identified 2 HAF projects to offer library books & membership and support the roll out of the Summer Reading Challenge by issuing core packs to participating children. HAF participants would be encouraged to set a personal reading goal. On completion of the Summer Reading Challenge, children would receive a Summer Reading Challenge certificate, medal and bookmark and would be signposted back to their local library to continue their reading journey. A Key Impact and Learning Summary stated:

- In general, 9,977 children started the Summer Reading Challenge in Staffordshire and 61% of children starting completed, and working with the HAF programme increased the number of children by 481 HAF participants and 427 completing the challenge

- At the HAF clubs, children created their own summer “reading journey” and had a positive experience of books and reading during the holidays. This provided an opportunity to develop reading skills and reading confidence and raised awareness of library services.

- In Burton area, 90% of HAF participants registered for the Summer Reading Challenge.

- New partnerships with HAF providers have been created for future library projects. “The Gadgeteers Reading challenge has been a huge selling point in getting the children to read and the pride in gaining not only the Certificate and Medal but the interactive stickers has allowed children to feel motivated to read more” Quote from HAF Provider, Aspire

Quotes from HAF participants in the challenge:

“The Summer Reading Challenge meant I had different interesting books to allow me to read new books” (age 11)

“I enjoyed reading with others and with friends” (age 8)

“Having older children to help me to read the tricky words” – (age 5)

“I enjoyed completing the reading challenge and working towards having the medal and certificate” (age 6)

“What I enjoyed the most was having something to do whilst resting during quiet time on camp” (age 7)

Key Results included:

- One provider created a reading corner and any child at the project could take part in the challenge. This led to 30 children starting and completing the project. The provider was enthusiastic and added all the details of the Summer Reading Challenge to their website and signposted parents to the offer and public library.
- In the Burton district as well as the reading challenge all HAF participants were to become library members – a total of 273 HAF participants started and completed the reading challenge. Participants were also given information on the library offer. Two out of the three providers included books to borrow.
- Newcastle/Moorlands district one provider invited the Library Officer to the club and engaged the children with a photo quiz, signed all the children up for the Challenge and left books at the club to be borrowed. Half the children attending the HAF club borrowed a book.
- This provided HAF participants an opportunity to develop reading skills and reading confidence.
- Children’s comments showed that some of them had no or few books at home and therefore the library books were really valuable.
- At one HAF club, in answer to the Question “Do you think you are a better reader now than at the beginning of the summer holidays?” 17/26 children responded “Yes”.

One HAF provider stated “having the selection of books [and] not identifying books as per reading level has given the children the exposure to try new and different reading books. With no pressure, read-a-longs, guided reading and peer evaluations have happened without prompting and naturally. It has been lovely to watch the children without them being forced to do so and those that haven’t wanted to read (although not many) simply didn’t have to.”

### Section 3 – Children and families' feedback

**Please provide any social media links, testimonials or feedback that you have.**

## **received concerning your 2022 HAF Programme**

A consultation was launched for providers and to parents to feedback on HAF summer 2022.

Overall, we had 207 responses from parents and 12 responses from providers. We have taken learning from these to increase feedback responses for 2023, ensuring that all providers are aware of the consultation, outlining that feedback informs development and promoting this not only digitally but in our provider development sessions.

The parental feedback told us that over 85% of respondents reported that their children enjoyed the activities. Nearly 80% of the Children enjoyed all or some of the food offered. With many parents reporting that their children eat more fruit, are happier and are noticeably more confident and active.

Over 90% said that their children would attend further activities.

Feedback on promotional activities told us that parents predominately saw the banners outside of school, promotions on social media or 'heard from someone else'. Taking this learning, we have significantly reduced our overall marketing spend, focusing on partnerships with schools to promote the HAF, supplying schools with promotional material and using social media.

Feedback from providers has informed us that we are holding the correct amount of briefings, that over 83% have a positive experience of the organisation. And the predominant reasons that parent had given for non-attendance was that the parent/ carer had forgotten/ illness of other family member, or that the family had gone on holiday.

100% of respondents stated that they would deliver the HAF programme again and over 80% stated that they would take part in training sessions with us.

### **Media**

#### **Press and Radio**

Easter 2022: [Free holiday activities for low income families this Easter - Staffordshire County Council Newsroom](#)

N/A (Staffordshire Living) [Family rides to successful summer - Staffordshire Living](#)

16/08/2022 (Churnet Sound online) [Staffordshire family's lives transformed thanks to holiday activity programme \(churnetsound.co.uk\)](#)

17/08/2022 (Express & Star) [Family from Perton hail holiday activity scheme run by council in Staffordshire | Express & Star \(expressandstar.com\)](#)

17/08/2022 (Lichfield Live): [Family accessing free riding lessons in Hammerwich hail summer holiday activities scheme - Lichfield Live®](#)

19/08/2022 Naomi Interviewed for news bulletin Churnet Valley Sounds Radio **Video**

This video was sent out with the press release to generate more interest. The link is here:

[https://www.youtube.com/watch?v= QYYRnM\\_mmU&feature=youtu.be](https://www.youtube.com/watch?v= QYYRnM_mmU&feature=youtu.be)

**Parent Feedback (reported verbatim):**

I wanted to say a big thank you to you for providing such lovely activities and meals for B, he has absolutely loved it and thrived as a result. He is usually quite a shy and reserved character however he has come out of his shell and quite adventurous due to all of the socialising and activities. It has been wonderful to see the difference. He has eagerly got up and got out of the house daily excited to go and see all of the new friends that he has made.

He loves playing football at Staffordshire University Academy, it has helped to improve his football skills and he has loved being part of a team, as he loves football. He had a fabulous time at paintballing and could not stop talking about it. This is something that he had never done before, though is looking forward to doing again. B really enjoyed go karting and said he felt like a racing car driver, he could not stop talking about how great the Ninja Warriors event was and how it was much better than he thought it was going to be.

I wanted to say a big thank you for all that you do for all of our children, as you have provided them with some amazing experiences that they will remember for years to come.

**B has a history of self-harming, and I am pleased to report that he has not done any at all throughout the summer break which is a time where he can get bored and restless.**

The level of supervision and ground rules that you have in place enables our children to have fun, be adventurous though still keeps them safe which is a great skill set that you all appear to have.



Having these activities to focus on have given B a focus and a sense of belonging which he does not always feel due to his past history.

Many thanks keep up the great work.

### **Other feedback received for the provider Achieving Goalz and Dreams**

My children recently attended the summer program, and I would like to take the time to say a huge thank you for an excellent well-run scheme.

We have 3 girls aged 9, 13 & 14 and they attended the scheme which was expertly run by the company Achieving Goalz and Dreams at Cannock Park, Hednesford Park and the Pye Green Stadium.

My girls went to the first session a little nervous and unsure what to expect. But the owner said on day 1 that he would guarantee that they would have a summer of fun through the scheme. Those words stuck with me, and he was absolutely spot on.

My girls have had an amazing time attending the space scheme he ran. We initially thought they may go just to a couple of sessions, but they loved it so much that they attended every day. They have taken part in arts and crafts, lots of sporting activities, football, archery, tennis, cricket, dodgeball, on some days there were inflatables or a climbing wall. They absolutely loved the trips out that they went to, Ninja Warrior, Paintballing, Kick Golf, the party meal on the last day. Their absolute favourite was Go Karting, they really had the best time. A lot of the girls went on the same activities at the same time, which my girls really appreciated. Especially the paintballing as some boys can sometimes be a little more boisterous at some activities.

There really was a huge range of activities for them to experience. They have made new friends and it really has helped to improve their confidence in so many ways. When we have been to collect them, you can see how all of the kids work together and they are surrounded with positivity from the organisers.

Although all of my children enjoyed the scheme. The support and the help he has shown with our youngest daughter has been invaluable. She is really quiet and finds social encounters really quite difficult and as a result she doesn't speak in these types of situations. (We are in the middle of an ASD assessment for her).

Over the Summer, Bal has engaged with her and slowly encouraged her to come out of herself. Attending an out of school group would not normally be something that our

daughter could cope with as most people do not have the skills to understand why she won't speak. However, Bal really went out of his way to include her and encourage her, and he just seemed to know how to break down those barriers. We are so grateful for all of his time and support he has given her over the Summer.

This is the first time that my children have ever attended the scheme, but it certainly won't be the last.

**Feedback 3**

I just wanted to say how much Bal at achieving goalz has done for my son over the holidays, I'd never heard of it before, which is unfortunate as my son has loved it, all summer he has asked to go every day, and was upset we were going on holiday!

Also having free school meals continued thru the holiday has financially helped me in a huge way. The meals and snacks have been good substantial meals keeping my son going!

Bal kept all kids entertained with ninja warrior, karting, football, commonwealth games etc, without this my son would have been very bored and unstimulated all holiday!

Bal is kind and caring but firm and has control of the whole group!!

I also like he had older kids who used to attend the group now helping him!

I'm looking forward to my son continuing his Achieving Goalz journey in the future.

**Section 4 – Providers list**

**Please provide details of the providers you've worked with.**

Provider	Type	Age	Ofsted Reg.
Achieving Goalz and Dreams	Third sector	Secondary	
Active Futures	Private	All	
All Saints C of E First School		Primary	Ofsted

School				
ASM	Private	Primary	Ofsted	
Aspire Active	Private	Primary		
BACT	Third sector			
Bee Active	Private	Primary		
Boxing Tots	Private	All		
Breathing Space	Private	Secondary		
Caudwell Children	Third sector	All	SEND	
Charnwood Primary School	School	Primary	Ofsted	
Chesterton Youth Club	Third sector	Secondary		
Churnet Sound	Third sector	Secondary		
Community Together CIC	Third sector	All		
Den101	Third sector	All		
EKO	Private	Primary	Ofsted	
Everyone Active	Third sector	Primary	Leisure centre	
Freedom leisure Lichfield	Third sector	Primary	Leisure centre	
Freedom leisure Stafford	Third sector	Primary	Leisure centre	
Garrick Theatre	Private	All		
Gartmore Riding	Private	All	SEND	
Genuis Tuition	Private	All		
Greenwood growth	Private	Primary		
Happy Healthy Kidz	Private	Primary		
IN2Wellbeing	Private	All		

Just Family CIC	Third sector	Secondary	
Koala Klubs	Private	Primary	Ofsted
Let's Play	Third sector	All	SEND
Liberty Jamboree	Third sector	All	SEND
Lichfield Cathedral	Third sector	Primary	
LSC Activate	Private	Primary	Ofsted
Penkridge Middle school	School	Primary	Ofsted
Premier Education	Private	Primary	Ofsted
Progressive Sports	Private	Primary	Ofsted
Reach for the Stars	Third sector	Primary	SEND
Rugeley community Church	Third sector	All	
STAFFORDSHIRE	Third sector	All	
COUNTY COUCILT			
SCYP (Staff SCYP)	Third sector	All	
Sporting Communities	Third sector	Primary	
Sportscool Wolverhampton Ltd	Private	Primary	SEND
Sportsplus	Private	Primary	
Sportsworks	Private	Primary	
SSDC	Local Authority	Primary	
Stafford sports	Private	Primary	Ofsted
The Creation Station	Private	Primary	
The Play scheme	Private	Primary	SEND

Time4sport	Private	Primary	Ofsted
TWMAD	Third sector	All	
UTX Tamworth	Private	Primary	
Velocity	Third sector	All	SEND
VIP	Third sector	All	SEND
Vysions Youth Services	Third sector	All	<input type="text"/>

### Section 5 - Food

**In this section, please share details on your food provision. For example, did you provide children and young people with at least one nutritious meal a day? Did you work in any partnerships to provide food? What were the children and young people's attitudes to the food you provide.**

In Staffordshire we want to ensure that children, young people, and their families have a high-quality food experience from the HAF programme.

All providers are required to meet the DFE Framework standards around Food provision and register as a food business if appropriate. All providers have staff and or volunteers who have been trained in Food Hygiene and Allergens. We have ensured that provision of evidence of this this is built into the bidding process.

Each provider prepares a delivery plan for each HAF holiday as part of the bidding process, and this includes wherever possible the menu for that provision. The menu is reviewed e and guidance is provided to ensure the food meets the school food standards, and is diverse and of high quality, using local ingredients where possible.

**Local examples.**

A HAF provider for Children with additional needs, which provides a riding school experience, has approval to provide healthy snacks and drinks only due to the nature of their provision. A joint risk assessment identified the potential risk of children feeding the horses with unsuitable food. As the provision is highly valued by all attendees, it was agreed that suitable snacks only could be provided during the 2-hour riding sessions.

A further provider holds daily cooking sessions with families, teaching and helping with cooking skills as well as providing an opportunity for the family to sit down at the communal setting and eat together.

Two woodland skills clubs, provide children the chance to source and forage for their own food, plus cook on campfires. One is next to a kitchen garden, which regularly invites the HAF club in to view and choose fruit and vegetables to harvest prepare and cook themselves. The provider reported back that one child could not get over how sprouts grew. This has been a great success with both children and parents.

A provider who delivers HAF clubs in schools has developed a partnership with the school's kitchen team. Via the HAF grant, kitchen staff are offered additional hours during the holidays to prepare and deliver hot meals for the HAF clubs. The provider has noted that as the meals are like what children receive at school, less food is wasted, 'and the children are less fussy'. The provider discussed their approach in a HAF good practice session. We have utilised sessions with County wide Head Teachers to showcase this partnership to encourage this collaboration in other areas for 2023.

Several clubs provide cold food, with agreement and on the understanding that they include the need to include fresh fruit and vegetables.

A provider that works with young people does not provide a meal onsite but issues vouchers for a meal to be used at local cafes. This has proven to be most successful as young people have a flexibility about where and when they can eat, local enterprises and businesses at risk following the covid restrictions are being supported and the menu for the vouchers is strictly managed around eating healthy food only.

Feedback from children and young people has been positive in the main. In quality assessment visits, children gave food on offer high scores, and a number enjoyed the fruit on offer as well as the opportunity to try new fruits and vegetables.

There are significant positives, but there has also been challenge. A very few Providers have shared, that children can be 'fussy', will not eat the food as it does not look right and at times parents have insisted children bring their own meals. However, a provide tackled this by using fruits, vegetables and pulses imaginatively using them to create 'bugs' and 'termites' for "I am a celebrity " type food challenges. This had fantastic feedback from both children and parents/ carers.

## Section 6 – Enriching Activity

**How did your programme provide opportunities for children and young people to develop and consolidate their skills and knowledge and try out new experiences? Was there a change in young people's characters / wellbeing and educational attainment?**

The approach taken to commission the HAF programme in Staffordshire has ensured a diverse range of providers delivering a wide range of enriching activities.

A number of the HAF clubs provide HAF places in the after-school clubs they already run at schools in the school holidays. These are the clubs that offer the usual sporting activities, arts, and crafts. These clubs allow children to build their confidence, be active and socialise with and make new friends, whilst still in an educational setting. This enables them to continue learning and building skills and knowledge. We also have two providers that include swimming lessons in the HAF club and for some of the children and young people it is the first swimming lesson.

We have a specialist wellbeing club for girls and young women, which includes yoga, confidence building sessions and teen health awareness. This club has helped one young woman with low self-esteem, work towards her ambitions of working in theatre and television.

We also had specialist Arts club, which uses art to help children improve their wellbeing whilst also incorporating an hour of physical activity per day. We had two Ukrainian families attend these sessions and the art therapy was vital in helping the children work through their recent experiences in a positive way.

Ukrainian children were encouraged to attend HAF clubs last year, and many of their parents fed back that this had helped children settle into new schools and

make friends.

We have also been keen to offer new and unusual activities for children and young people and have worked with providers to increase the offer to try new things and this has included:

- Horse riding and grooming skills
- Paintballing
- Ice skating
- Woodland skills
- Theatre skills
- Radio programmes and production
- Boxing
- Museum visits
- Tennis

One club took children to a specially designed park experience, teaching children in imaginative and game type settings how to keep safe whilst out and about. The experience includes games and night street walking sets providing fun whilst also increasing the children awareness and knowledge of how to be safe, away from home.

Parents have feedback changes in their children's wellbeing, one parent talked about how working with horses had helped her eldest daughter with her anger management problems. The parent felt this was because her daughter had to be calm around the horses as they are nervous creatures and somehow this had helped her recognise how it can be used in personal and family situations.

A parent wrote in to say that her teenage son had been attending a HAF club and this had reduced her son's anxiety and his self-harming was almost non-existent.

A great success for the Staffordshire programme has been, three HAF clubs have taken on young people as apprentice coaches and two young people have found work permanently this year in these roles! This is a fantastic achievement which we hope to grow in the upcoming schemes and share at our provider events.

Feedback from schools has been that the children who have attended HAF clubs, return to school with wider friendship groups.



The Summer Reading Challenge reported supported and increased the number of children taking part in reading and by default increasing their educational attainment.

## Section 7 – Physical Activity

### **How did you ensure the physical activities you delivered were engaging and inclusive? Did you have any particular successes?**

All HAF provision included an element of physical activity. We were able to offer a wide choice of activities to suit a variety of preferences and abilities. We funded some specialist SEND providers and also offered additional funds to universal providers to support individual needs of young people.

Every club had to deliver versions of Dodgeball, as this was the most requested activity of all clubs.

Providers used a variety of methods from soft balls, 'glow in the dark' Dodgeball and age/size tournaments to ensure these sessions were inclusive regardless of the children and young people individual abilities.

The horse-riding club is our most successful club and a SEND provision specialist. Places are offered on a first come first served basis, and there are warm up exercises before the riding lessons start, with parents and carers required to join in.

Swimming lessons were on offer at six clubs each holiday, and again providers were careful to ensure that children swimming for the first time felt comfortable and safe before even changing into swimming costumes.

One of our clubs working from a leisure centre had cycling track and athletics track which were fully used by the HAF club. They had also invested in a variety of specialist bicycle types to ensure inclusiveness, enabling, and including all children, regardless of ability, to learn how to cycle around a track.

Several the more rural clubs included walking and woodland trails as part of their physical activity element. Walks were designed around the make-up of children and young people attending to ensure inclusivity. Parents and carers have reported back that their children have wanted to go on walks as a family at the weekends – a great unexpected positive outcome of the walking trails included in some HAF clubs.

One club included 'free fall sessions' in their programme, which built confidence as well as delivered to the physical elements of HAF.

Football was a key focus of many clubs, building on the success and popularity of the England Women's football team. There was a lot of interest from girls and young women. Burton Albion football club were a key partner for the HAF programme in East Staffordshire.

## **Section 8 – Nutritional Education and the promotion of healthy living/lifestyles**

### **Did your programme deliver activities to educate participants about nutrition.**

Providers delivered nutritional education in a variety of ways to suit the nature of the activity and age of the children. 23 parents responded telling us that their children eat more fruit.

There were a wide range of activities used by providers to educate on nutrition. Many providers talked about nutrition when setting out the meal, discussing the elements of the food provided.

One provider held sessions in quiet times, which looked at nutrition and how food types affect mood, energy as well as health.

A few providers had games set up around nutrition, with children scoring points and received little prizes for answering questions after discussions on nutrition.

Two providers had quizzes at the end of each day around food as fuel and healthy eating.

Five providers had the smoothy bike in operation – using cycling to power the smoothy maker.

One provider had healthy eating session and each child was issued with a healthy recipe book and cards to share with parents and carers.

Two of the third sector providers cooked a family together at least weekly, demonstrating cookery skills alongside healthy eating and sharing nutritional information.

## Section 9 – Special Educational Needs & Disabilities (SEND)

### **Did you offer provision for children with Special Educational Needs & Disabilities? If yes, then can you share examples**

Throughout the year, a total of 413 Children who benefited from the HAF scheme were recorded as having SEND. However, providers feedback that this number is low. Increasing SEND HAD provision is an ambition for Staffordshire.

We developed the HAF Light offer as a number of SEND specialist providers advised that delivering for 4 hours per day 4 days a week was too intensive and any HAF offer at that level reduced the delivery of other specialist SEND holiday clubs. HAF Light allows for a minimum of 2 hours per week for a minimum of 2 days per week for specialist providers only. This has resulted in the us providing four specialists SEND HAF clubs across the County. This includes Gartmore Riding School, Caudwell Children, Let Us Play and Liberty Jamboree.

These providers can provide 121 support, specialist feeding, and personal care as required. A parent attending a Caudwell Children HAF club explained that this club had enabled her child to develop a proper friendship like her siblings. At the HAF club, her daughter had made friends with another child with similar needs, and they spent time texting each other, had play dates and even (as both sets of parents /carers were confident in managing special needs children) had their first sleep overs together. As the families are from different parts of the County, their children would never have met without the HAF provision. Another parent has fed back, leaving her child at Caudwell, and seeing how settled they were, had given her the most space and time to herself without having to worry, and she had enjoyed her first stress free visit to a coffee shop in a long time.

## Section 10 – Signposting & Referrals

### **How did you provide participants and their families with information,**

## **signposting or referrals to other services and support?**

**Staffordshire HAF pages are held centrally on Staffordshire**

**Connects.** [Staffordshire Connects | Children and Families](#) Information

includes:

- Food banks
- Healthy Start
- More help feeding a family – helpful resources to provide healthy nutritious food on a budget.
- Physical Activity guidance including the benefits of being physically active.
- Household support fund information and links
- Welfare and Health Support
- Mental Health and Wellbeing
- Dental and Oral Health

In addition, providers are supplied with information packs with containing details of support agencies, voluntary groups, food banks and the like to help sign post if required.

A number of providers are from the voluntary sector and have a good working knowledge of what's available for families, whilst others work with schools and are based in the local community and have a working knowledge of support resources.

We ask that providers keep referral data to share with the HAF team so we can monitor any particular issues.

Our colleagues across the County Council are sent requests for any campaigns or information they wish to display at HAF clubs. The clubs were very successful in the supporting our Covid testing campaign, issuing free Covid testing kits to families.

The Summer Reading Challenge was a real success, encouraging families to use their local library.

## **Which services did you sign post?**

Services families were signposted to:

- CAB
- Uniform exchange

- Food banks
- Credit union
- Claiming food vouchers
- Family Hubs
- Libraries
- Health services
- Information for parents on where to find help diagnosing children showing ADHD/Autism characteristics. Signposting here was vital as the provider also supported the parents on how to approach school and allay some of their fear's misconceptions.

## Section 11 – HAF Programme 2023/24

### Plans for you 2023/24 HAF programme.

In 2023 we will have 4 key priorities for HAF which have been built on the previous two years' experience. We will focus on:

- Developing our SEND offer
- Developing our approach to inclusion.
- Increasing the take up of HAF by Children considered vulnerable.
- increase the breadth of provision available across all areas of the county to be part of the family hub model.

In addition, we will.

- Accelerate inclusivity of all HAF provision in Staffordshire. Working with our providers we will seek to ensure that all provision is inclusive and promotes, knowledge and wellbeing. We will take learning from SEND, Aiming High, feedback from providers, Children and Carers, ensuring that learning is shared, quality assuring this with a robust Q&A framework and developing our training offer for providers.
- We will work to ensure maximum take up of HAF places throughout the

County. Working with parents, carers and partners, we will ensure that there is shared learning on why places are not taken up to ensure maximum usage.

- We are working to develop a web-based registration approach to the HAF programme. By summer, we expect to have introduced real time attendance reporting enabling us to shift grant to more successful clubs and/or increase the communication around the less successful HAF clubs.

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Work closer with schools on the 2023/24 HAF. Schools will have a greater role on the Comms, supporting and encouraging eligible children's awareness and attendance. Data analysis projects are in place to identify individual school's take-up/non-use of HAF programme to identify options to improve the awareness and increase a wider attendance.

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