

HAF 2022 Local Authority Annual Report

The annual report provides you with the opportunity to give an overview of the HAF 022/23 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.

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 by 30th June 2023. When submitting your report please include a link to the relevant webpage you post it to.

Published: March 2023

Section 1 - LA details

LA Name	Shropshire Council
LA HAF Co-Ordinator	Alexa Pugh
External HAF Co-Ordinator details (if applicable)	N/A
How did you market / promote your HAF programme?	We've created a really strong brand for the Shropshire HAF programme, which includes what's on guide, information postcard, website and social media. The Shropshire programme links into the national programme through social media.
	The programme has had a high profile across the county and in particular with Shropshire Council Members, including Leader of The Council and Portfolio Holder for Children and Education.
	Main forms of marketing and publicity include:
	 Press releases in local press Radio interviews Social media via Shropshire Council and organisations running holiday clubs Posters and flyers What's On Guide and information leaflet available online and distributed to eligible families via schools Websites – Shropshire Council and partner orgnaisations running holiday clubs All information about programme including codes sent to all schools to distribute to eligible families Taster workshops in schools via assembelies and classroom Schools newsletters, social media, websites, email and text to families Sending out information direct to database of families who have accessed HAF provision in the past. HAF Partners e-newsletter HAF families e-newsletter Extensive list of partners to share with networks and via e-newsletters including; Schools Shropshire Council Staff newsletter Family Information Service

Libraries e-bulletin & library staff Schools Improvement newsletter Schools newsletter & Shropshire Learning Gateway Early Years Update **Voluntary Community Sector Assembly** Town and Parish Councils Shropshire Council elected members **Housing Associations** Food banks Youth services Public health Police / army / fire and rescue Shropshire supports refugees Interfaith forumns Parent Partnership Service Childrens Services Learning and Skills Service - Community Early Help centres DfE & Child Care Works FSM team Attending relevant meetings and conferences and presenting about the HAF programme, including tenants conference, locality network meetings, head teacher briefings Role of Steering Group and Stakeholder Group as outlined in terms of reference is to raise the profile of the programme and promote it Sharing information on K-hub Were there any challenges For some orgainations delivering nutritional education programme and catering for fussy eaters. in delivering the Delivering activity for a broad range of ages. programme? Transport costs. Engaging some schools and them fully utilising the programme. - Engaging young people aged 12+. High numbers of no shows for some core providers - relates to children and young people who attended some sessions they were booked onto but not all. 4-hour sessions, too short for some families, particularly with working parents. Adequate SEND provision particularly for children and young people with complex needs and who require one to one support.

	 Not enough specialist staff in place to support children and young people with SEND. Using a new centralised booking system during the summer. Rural County - Working in a rural and very large county, with very limited public transport and
	reliance on families to transport children and young people to and from activity.
Who made up your steering group?	See separate spreadsheet
Did you receive any extra funding, support, resources,food, etc. If so, who from?	£7,015 from Homes for Ukraine Grant – paid for marketing and publicity materials to be interpreted.

Section 2 – Highlights of 2022

	T
Please share the highlights	Some of the top highlights from the programme, for
and succeses of the	children and young people, core providers, parents
programme you've	and carers and the HAF Co-Ordinators are:
delivered.	It's free - For many children and young people, through HAF it's the only time they had ever attended a holiday club, because their families aren't in a financial position to pay for it.
	Activities – Fantastic range of activities on offer for different ages and abilities, which children and young people have fully engaged in. Core providers reported seeing the satisfaction, excitement and sense of achievement young people experienced at trying something new and completing an activity.
	• Fun – Children and young people had fun and enjoyed attending HAF, with 99% of participants reporting they had lots of fun taking part in activities.
	• Building Confidence & Learning New Skills - Core provider staff, parents/carers and children and young people's teachers reported seeing an increase in confidence in children and young people. This was also reported by participants themselves with 89% saying they felt more confident as a result of the programme. They have learnt new skills, which they will use for the rest of their lives.

- **Friends** Findings show that children and young people who attended HAF became more socially connected, with 99% of participants saying they enjoyed spending time with friends and 88% reporting making new friends during the holiday.
- Food Every holiday club provided participants with free food, usually a hot meal. Over the course of the summer children and young people tried new foods. Many learnt the basics of cooking and food hygiene as well as how to find out the nutritional value of the foods they eat. 87% of participants reported they had learnt more about eating a balanced diet and taking care of themselves.
- Local Economy There is positive evidence that HAF provision in the county also helped boost the local economy, through the creation of jobs and direct investment into local businesses. Local businesses were involved in the programme, providing services such as food, venue hire, marketing and publicity, materials and resources. 250 paid staff were employed to develop, run and manage holiday clubs and 33 new staff were recruited specifically for the programme.
- Alongside the paid posts, the programme was supported by 60 volunteers who worked 590 hours between them.
- Increase in Participation There was an increase in participation from 2021 to 2022. Summer 2022 saw a higher than national average attendance of 29%.
- Partnership Working It's allowed Shropshire Council to work with our partners to ensure that children and young people are safe, engaged in positive activity, feel valued and support their wellbeing. This all supports them in fulfilling their potential in their future lives.

We are working with an extensive number of organisations to run holiday clubs, which grows each year.

The development of partnerships between sports and arts/cultural organisations and joined up programming has been a huge success.

Section 3 - Children and families feedback

Please provide any social media links, testimonials or feedback that you have received concerning your 2022 HAF Programme

Testomonial Parent:

Thank you for inviting me to share what a positive impact the HAF has had on my family, the HAF programme has been an absolute god send for my children and me. I have a ten year old with a sensory processing disorder similar to ADHD for those of you who might not know, its very physically, like physical Tourette's I think.

It provides them with time away from home in the holidays with friends, making new friends, having a nice lunch and the opportunity to broaden their horizons.

There have been times when the cupboards and fridges have been completely empty, we have replied on food banks at time and I have really stretched myself and become very resourceful to make ends meet and entertain the children, it isn't easy. But what the HAF programme has given us is a sense of community support and hope. I no longer feel ashamed that I can't financially provide for everything my children want as well as need.

The HAF programme is really the icing on the cake, of those friends some of them pay and some of them do not but it gives us a sense of just being normal. We can't afford to go abroad, they have never been abroad, but we have been given an opportunity and those 16 precious days have been absolutely phenomenal for my children and for me.

The summer holidays are an overwhelming time for many parents, whilst we do a lot of free stuff like days to the park, picnics and hanging out at the bike track in meole brace, I have pressure to take them away and I don't have the funds to be able to do that. So, my children are probably classed as children in poverty and its soul destroying.

Please consider increasing this funding for half term as well as the summer holidays, easter and Christmas for children in receipt of free school meals. It would cost me £60 to put my 4 children into holiday camp for one day. There is no way I could afford that.

My children come home from holiday club, beaming, full of confidence, full of joy, full of tales of friends old and new and how yummy their lunch was. It gives them and me a sense of happiness, they have had a full day of activity and a decent lunch and this is the most fantastic programme and pretty much the best bit help and/or support that we have been offered apart from being on universal credit with the free school meals.

I have spoken to many mums and dads who are all in financial ruin for various reasons, spiritual poverty, low income, child poverty, family crisis, break-up, violence, anxiety, depression, cancer, death, disability and many other circumstances of the HAF beneficiaries are not their own doing and many times beyond their control. On behalf of all of the other parents, myself, and all of the children that benefit from this wonderful programme, I would like to express my most sincere gratitude for everybody involved

making this happen for the children of Shropshire. It would be an absolute travesty if this funding was to be reduced or stopped and I believe that many children and families would suffer more than they already do.

Celebration Films:

Each holiday a film artist is commissioned to create a series of films. The films highlight the huge range of activities and holiday clubs which take part across the county and the positive impact the HAF programme has on children and young people and their families.

- Shropshire HAF spring 2022 celebration film
- Summer 2022 celebration films:
 - Main film
 - Short film
 - Short film 2
- Winter 2022 celebration film

Feedback on the programme, including reports, quotes etc are included on the Shropshire HAF celebration and feedback page here

Children and young people, parents and carers and orgnaisations running holiday clubs are asked to complete surveys after each holiday. Responses are used in reports and to inform delivery of future HAF programmes.

Section 4 - Providers list

Please provide details of the	See separate spreadsheet
provisers you've worked	
with	

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

During 2022 HAF delivery, over 36,000 nutritious healthy meals were provided to children and young people. The majority of the meals provided were hot, with many being cooked by the children and young people themselves using onsite kitchens and campfires. Some children and young people also grew and prepared their own food, at clubs such as Shrewsbury Town Foundation and Educating Kids Outdoors.

Organisations running the holiday clubs worked in partnership with local delis, cafes, supermarkets and food banks to provide food. Organisations were responsible for

attitudes to the food you provided?

providing their own food, with support from Shropshire Council, ensuring the food met School Food Standards and had excellent hygiene rating.

Very good measures are in place by all organisations to capture and adhere to dietary requirements, including those associated to allergens. Dietary information is requested from parents / carers and staff are updated on this information via daily briefings.

All clubs have food safety measures in place to keep food either hot or chilled until serving.

Along with a main meal, many holiday clubs offered snacks and breakfast, as well as food packs to benefit the wider family.

Over the course of the holidays children and young people tried new foods. Many learnt the basics of cooking and food hygiene as well as how to find out the nutritional value of the foods they eat. 87% of participants reported they had learnt more about eating a balanced diet and taking care of themselves.

Quote

Participant Quote: "I know more about food now, I learned no food is bad, just don't eat too much of it".

Parent Quote: 'my son loved the meals on offer. They loved that they got to plan their meal and are now keen to get in the kitchen at home".

Parent Quote: 'A life saver, thanks for feeding them'.

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

Children and young people had the opportunity to take part in a huge range of enriching activities. These activities are designed to engage children and young people with a broad range of interests and abilities. The activities provided opportunities for children and young people to learn new skills, try out different activities, have fun and socialise.

Activities included: sports, music, arts, cooking, gardening, forest schools, child led play, performances, arts

characters / wellbeing and educational attainment?

workshops, summer reading challenge and trips to cultural venues.

Alongside the core enrichment activity offered as part of the HAF programme, children and young people also took part in a huge range of externally provided workshops, some organised through Shropshire Counicl and others by the organisatins running the holiday clubs themselves. These included PhunkyFoods nutritional education, the Shropshire Libraries Summer Reading Challenge and live professional performances thanks to Arts Alive.

The core providers reported it was fantastic seeing children and young people take part and fully engage in activities, particularly those they hadn't tried before and seeing the satisfaction, excitement and sense of achievement they experienced at having completed an activity. 87% of children and young people reported learning new skills during the holidays.

Participant Quote: "I'm feeling brave enough to try this now".

Core provider staff, parents/carers and children and young people's teachers reported seeing an increase in confidence in participants. This was also reported by participants themselves with 86% saying they felt more confident as a result of the programme.

Core Provider Quote: 'To see the positive changes of the children from when they arrived in the morning to leaving has really made my day'.

Participant Quote: "This is the best day of my life!".

Summer Reading Challenge:

HAF worked in partnership with Shropshire Libraries to engage families in the summer reading challenge who do not use their local libraries or engage with reading.

Library staff delivered 16 workshops at HAF holiday clubs, provided clubs with materials and offered training to HAF staff.

921 children took part in the summer reading challenge.

Core Provider Quote: "We carried out a trip to the Library with the Children, some of the Children had never

experienced a visit to the Library so they were very excited. The children engaged well with our librarians and enjoyed taking about reading."

As part of registering onto the centralised booking system over the summer, parents and carers were asked a series of questions. One of these was: what they wanted their children and young people to get out of attending a HAF holiday club and they had to respond to a series of statements.

Based on 1,324 response from parents and carers have fun and make new friends got the most responses.

Fun is a word which has been used repeatedly in evaluation and feedback by children and young people, parents and carers and core providers to describe the Shropshire HAF programme.

Section 7 - Physical Activity

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

All organisations running holiday clubs meet the DfE HAF framework standards of including at least 60 minutes of physical activity at each HAF session.

Children and young people took part in a huge variety of different types and intensities of physical activities, engaging different interests and abilities.

Physical activities included traditional sports and games as well as yoga, dance, free play, orienteering, den building, gymnastics, steet games, team games and trampolining etc.

Most of the staff involved in delivering the holiday clubs are sports coaches who are experienced in delivering physical activity and lead on PE lessons in school at and at after school clubs. Many staff are qualified to at least level two, some hold sports degrees and some are qualified teachers.

Staff are experienced in engaging children and young people in physical activity in a positive and encouraging way.

Findings from our surveys with children and young people show that attending the HAF programme increases the level of physical activity children and young people take part in during the holidays. 81% of participants said they had been more active and enjoyed playing sports more.

Participant Quote: 'The holiday club really helps me stay healthy and fit'.

Participant Quote: 'I have enjoyed the freedom and being outside with my friends'.

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

Did your programme deliver activities to educate participants about nutrition.

The majority of organisations running holiday clubs delivered activity to educate participants about nutrition. However following quality assurance visits by the HAF Coordinators, food education and nutrition has been identified as an area of development for some organisations in 2023.

During summer 2022, PhunkyFoods were commissioned to support organisations in Shropshire with delivering nutritional education as part of their HAF programmes.

PhunkyFoods developed a HAF programme of healthy lifestyle activities, lesson plans and resources. Over the summer they ran training for all HAF organisations, deliveried workshops at holiday clubs and provided resource packs for staff, families and children and young people.

Activities delivered to educate participants about nutrition included:

- Cooking and food preparation such as fruit cocktails, kebab making, morning oats, baking healthy cakes, pizzas, soups and smoothies.
- Children and young people also made meals for their families (to feed family of 4), which they took home with them.
- Children and young people were encouraged and involved in designing their own menus and in some cases shopping for food.

- Clubs provided access to healthy snacks, such as fruit, salad carts which included new foods each day all aimed at encouraging children and young people to try something new.
- Range of games and workshops were delivered designed to encourage children and young people to make positive healthy choices and try new foods they hadn't tried before. E.g taste testing, healthy food swaps, arts and crafts, quizzes, youtube videos, talks, Q&As, 'give me five' and the "Blue Poo Challenge" making blue muffins and then talked about what happens to food when we eat it and gut transit times, hydration, keeping food diaries during the holidays and food hygiene.
- Some clubs grew fruit and vegetables on site, particularly over the summer, picked it and made a meal / snack.
- Many clubs linked to initiatives designed to reduce food waste.
- Some clubs employed qualified teachers and nutritionists to specifically support this area of work.
- Clubs offered varied menus to meet the dietary and cultural requirements of the children and young people.
- Budgetting was discussed, particularly with KS2 children and if there were any swaps they could make in a recipe to make it cheaper.
- At many of the clubs staff and children and young people ate together which provided another opportunity to discuss food nutrition.
- Some organisations have their own nutritional education programmes, which they have either adapted or specifically designed for the HAF programme such as TNS (The New Saints Foundation) and STFC (Shrewsbury Town Football Cub) and are working with local food charities to delier these.

A flagship programme in Shropshire is delivered by Educating Kids Outdoors at Weston Park:

"We worked closely with the Weston Park Gardening Team to develop a programme that explained the 'field to fork' story alongside healthy eating and nutrition. Each week the children were taken to the Kitchen Garden to

identify, pick and taste the vegetables, fruit and herbs growing there, many of which we would later cook over the campfire. We talked about the nutritional value of the different foods and traditional herb uses. Any parents and family members attending the session with their child were involved in this process as well and parents were told about 'the menu' each day at collection time. We really enjoyed our cooking session with Phunky Foods and would definitely like to use them again. The children became braver at trying new foods and were interested by the different flavour and texture of cooked and uncooked vegetables and fruit. Their attitude to trying new foods and combining different foods when cooking definitely improved over the sessions and they began to 'show off' about what they had tried and what they now liked. Including courgettes!!" Core Provider.

Did you involve parents, carers and other family members in training and advice sessions on nutrition and eating a balanced diet? If yes how?

Many organisations running holiday clubs actively and successfully engaged families in nutritional education, providing advice on nutrition and eating a balanced diet.

Examples include:

- Family days, with opportunities to cook together e.g. through BBQs
- Providing families with food boxes and recepies
- Inviting families to join the session for breakfast or lunch
- Discussing what children have eaten at pick up times
- Sharing resources, recepies, activities with families, online, via email, printed flyers and leaflets and family HAF e-news. These resources also highlighed a series of facts about food waste and and its environmental impact, as well as re-enforcing nutritional education using the resources provided via phunky foods.
- Working in partnership with food banks, arranging food drop offs to holiday clubs and signposting families to food hubs
- Encouraging families to download app, which you can use to scan food and find out nutritional value of item

Parents were delighted to see children and young people involved and taking home food they had made in a

cookery class and were in the main receptive to receiving information about nutrition and healthy eating. Over the course of the HAF programme in 2022, children Do the children you worked and young people tried new foods. Many learnt the basics with now have a better of cooking and food hygiene as well as how to find out the understanding of nutrition nutritional value of the foods they eat. and food budgeting? Did their attitudes change over 80% of participants reported they had learnt more about eating a balanced diet and taking care of themselves. the period of the programme? 69% said following the holiday they now know where to find information on nutrition. Participant Quote: "I love the food especially the sweetcorn and red peppers, I didn't like the tomatoes but

I'm glad I tried them".

Participant Quote: "I love lunchtime cause we all sit together and you can have as much as you like".

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? 85% of the organisations commissioned to run HAF programmes offer places on their holiday clubs for children and young people with SEND.

All these organisations run clubs at mainstream settings offering programmes for a range of children and young people.

They have put in place reasonable adjustments to make their programme as inclusive and as accessible as possible including:

Building Trust with parent carers and families –

- Key messages about SEND are included in all marketing and publicity materials and shared with families as early as possible.
- What's On Guide includes information about which SEND children and young people specific holiday clubs are suitable for.
- Families of children and young people with SEND are actively encouraged to discuss their needs with the

organisations running the holiday clubs before making a booking.

- Organisations offer short visits to settings and taster's as holiday clubs as part of the booking process and inductions.
- Provide easy and multiple opportunities for families to discuss their child or young persons needs. This includes as part of the Booking process, booking forms, emails, phone and face to face.
- Training package in place to help upskill staff this has included Developing Inclusive Practice and Autism Education.
- Connect organisations with specialist support and advice where possible e.g. Actio, who manage Shropshire's Short Breaks programme, social workers, Shropshire Council Early Help Team, teacher etc.
- Work in partnership with SEND specialists within Shopshire Council.
- Holiday clubs have introduced a range of supportive tools that can be used as needed e.g. a sensory toolkit and have allocated quiet areas in their settings.
- Range of holiday clubs in Shropshire to suit broad mix of interests and abilities.
- If a child requires 1:1 support at school (mainstream or specialist) or in any other educational setting, they also need 1:1 support to access HAF holiday clubs. HAF Coordinator and organisations running Holiday clubs support families in accessing participation funding to pay for 1:1 support.

Severndale Specialist Holiday Club:

In 2022 £34,430 additional funding was secured from the DfE to run holiday clubs at Severndale.

The programme is being managed by Severndale and is being delivered in partnership with Passmaster Education Ltd.

The clubs are all bespoke and designed specifically to meet the needs and interests of the children and young people attending. Staff at Severndale are using their knowledge to identify specific children and young people who attend the school, meet the core eligibility of the HAF programme and who due to their need / family circumstance would most benefit from attending a holiday club at Severndale.

Many of the children need 2:1 support and due to their complex needs would not be able to participate in a mainstream holiday club. The children and young people's support staff and PAs who they work with in school during term time, have been employed to support them over the holidays at the clubs. Sports coaches from Passmaster are leading the sessions and designing the menu of activities.

The first holiday club was Easter 2023, which was very successful. over 2 days, 11 children and young people engaged in a range of activities.

The next club will be over the summer, running for 8 days. Depending on the children's needs, between 5 to 10 children will access the holiday club each day. They will be a different group of children every day and of varying ages.

Quotes:

Parent Quote: 'I usually can't book D into a holiday club because of his extra needs but these guys made it seem no problem at all, he loved it and I know he felt secure'.

Parent Quote: 'It is so wonderful that my boys are accepted here even with their difficulties – thank you, they love it'.

Core Provider Quote: 'The HAF coordinator gave us great support along the way of delivering this scheme'.

Section 10 - Signposting & Referrals

How did you provide participants and their families with information,

Information was shared with families in a range of ways, including:

- Leaflets and posters (printed, online, social media)

signposting or referrals to other services and support?

- Some clubs have a Family Support worker who was available 1 day each week to enable families to have access to any support they needed
- Emails to all families
- Noticeboards at settings
- Social Media
- Via schools
- Envelopes / Packages of information for any family to take at pick up and drop off
- Information available at the point of booking
- Information on Shropshire HAF webpages
- Shropshire Family E-news
- Family Information Service
- Holiday clubs own family Apps, which they sign HAF families up to

Which services did you sign post?

Services families were signposted to include:

- Youth Work (local activity)
- Food banks and food hubs where free food and support is available
- Free community events and activities providing enrichment activity for children and young people and families
- Local groups and clubs with free or subsidised places
- Healthy Start resources
- Local organisations supporting children and young people with SEND such as 'All In' Membership and Actio who manage Shropshire's Short Breaks
- Libraies and Summer Reading Challnge
- Family Information Service, including courses available such as good sleep habits and exercises to do as a family
- Shropshire Poverty Aliance and help with financial difficulties

- Shropshire Supports Refugees, particularly for Ukrainian guests
- Funding for 1:1 support and SEND provision
- Local online support groups
- Courses and training for older young people, e.g. Health Champion Training, young leaders
- Tax free childcare
- #wakeupwednesday giving advice about being safe online
- Safeguarding resources

Section 11 – HAF Programme 2023/24

Plans for you 2023/24 HAF programme

Plans for 2023/24 include:

- One round of commissioning at the start of the year for Easter, Summer and Christmas, rather than commissioning for each holiday period seperatley.
- Mini commissioning opportunities throughout the year to fill gaps in provision where needed.
- Changes to grant agreements with core providers, particularly around payment terms. Final % grant paid based on number of bookings.
- Introduce no shows and cancellation policy which all core providers adopt and follow.
- Create a more robust monitoring and evaluation framework, to help capture even more evidence around the benefit and impact of the programme.
- Reduce criteria for 15% wider eligibility criteria to now only include: 'children and young people from low income households and / or living in areas of high deprivation, who are not in receipt of benefits related free school meals'.
- Continue to deliver and grow specialist SEND programme at Severndale Specialist Academy.
- Produce one leaflet highlighting local and regional services available for families, this will help support core

organisations with signposting and referrals and isn't currently available in the county.

- Support core organisations through training, this will include; Early Help Thresholds, Safeguarding, Food Nutrition and Education and Autism in Schools.
- Identify and secure additional funding for SEND provision and work in partnership with colleagues and external agencies to develop SEND provision in the county during the holidays.
- Diversify the membership of the Steering Group, particularly representatives with specialism in SEND and from Learning and Skills.
- Continue to raise the profile of HAF in the county across other services, by attending meetings, giving presentations and going to conferences.
- Further develop enrichment programme, particularly where activities can be offered for free such as via services like police, fire and rescue, public health and arts organisations.
- Additional 12+ provision and different models to deliver this.

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