

# ***HOLIDAY ACTIVITIES & FOOD***



***ANNUAL REPORT  
2024/25***



Funded by



Department  
for Education





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*“My child is lactose intolerant and was provided alternative foods where necessary... Just so thankful for these provisions. They make a huge difference.”*

Parent/Carer from South Warwickshire



# INTRODUCTION

## The Holiday Activities and Food (HAF) provision in

**Warwickshire** is for children who are in full time education from **Reception to Year 11 (inclusive)**, who receive **benefits-related free school meals (FSM)**. The programme offers valuable support to families on lower incomes, giving young people the opportunity to access activities with a meal provision over the three main school holidays in **Easter, Summer and Christmas**.

*"Thank you, children were well entertained and fed which gave me a chance to concentrate on my 4 year old with additional needs."*

Parent/Carer from North Warwickshire

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for Education



Watch the  
Warwickshire  
HAF video  
[here!](#)





# OUR PROVIDERS

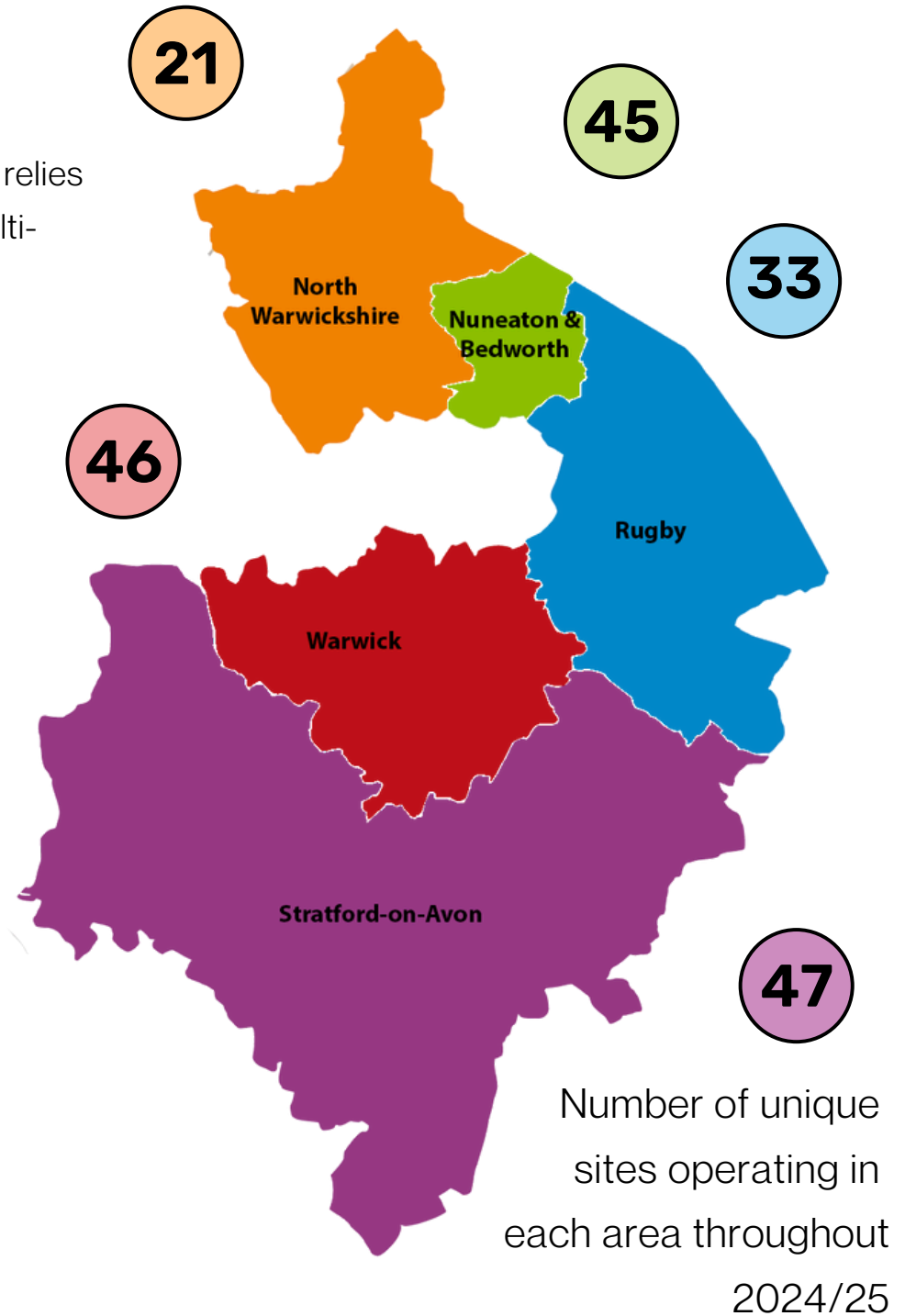
The **Holiday Activities and Food (HAF)** provision in **Warwickshire** relies on a network of providers offering a wide variety of activities - from multi-sports, to animal care and (almost) everything in between.



Number of sites operating in Warwickshire overall across Spring, Summer and Winter HAF 2024/25.



Pictured: Make Lunch Rugby staff with local MP John Slinger





# WEST MIDLANDS REGIONAL WINNER:



## SPARK MUSIC



...so much more than  
a musical journey



Warwickshire HAF were thrilled to see one of our providers, Spark Youth Music, attend the National HAF Provider of the Year awards as the regional winner for the West Midlands.

The event took place at the Houses of Parliament in June 2024.

Spark Youth Music has earned its reputation for excellence by providing a high-quality music programme in which young people have the full band experience - including writing and performing their own songs, creating logos, and designing band t-shirts. Spark Youth Music are based from the Purple Sun Studio in Bearley.

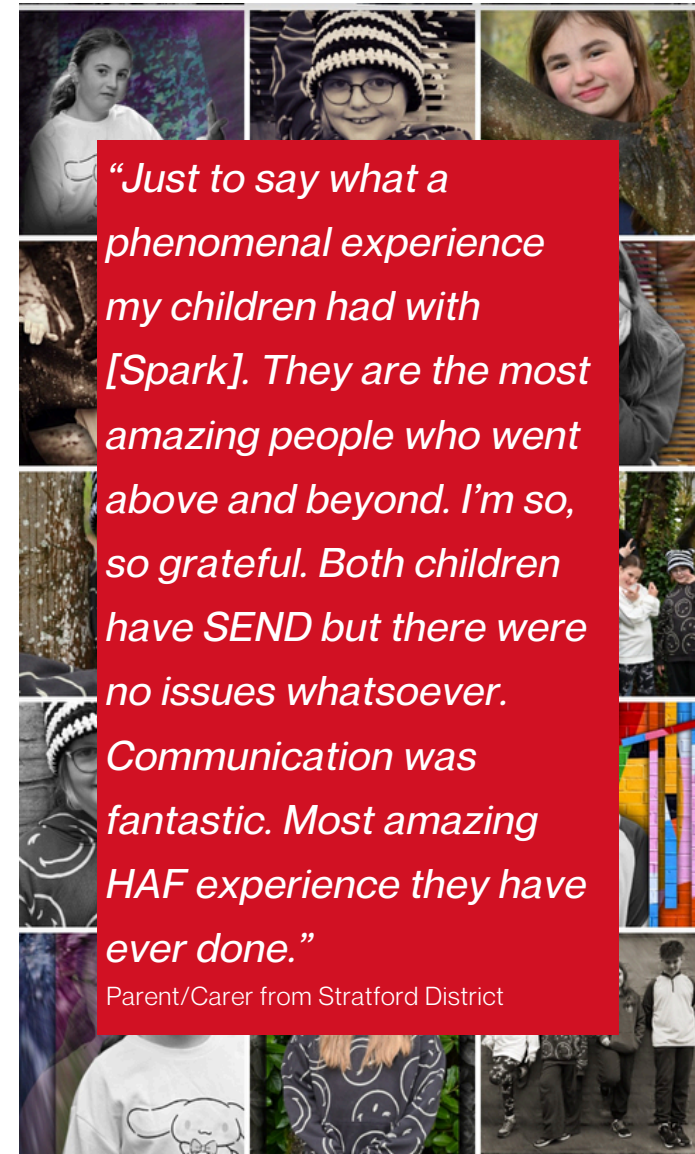
Watch  
Spark  
attendees  
practicing  
for  
stardom  
here:



**Mike, Sam and Clare (Spark Music)  
at the awards with James and  
Colin (Warwickshire HAF)**

*"Just to say what a phenomenal experience my children had with [Spark]. They are the most amazing people who went above and beyond. I'm so, so grateful. Both children have SEND but there were no issues whatsoever. Communication was fantastic. Most amazing HAF experience they have ever done."*

Parent/Carer from Stratford District





# HEADLINES FROM 24/25

## Spring

Monday 25th March - Friday

5th April 2024

**9,962**

HAF spaces available

**97.6%**

Programme occupancy

**9,722**

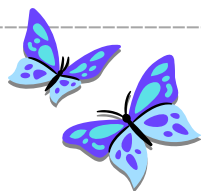
HAF bookings made

**3,722**

Distinct young people  
accessing HAF activities

**91.5%**

Overall attendance percentage



## Summer

Monday 22nd July - Friday

30th August 2024

**37,408**

HAF spaces available

**98.4%**

Programme occupancy

**36,813**

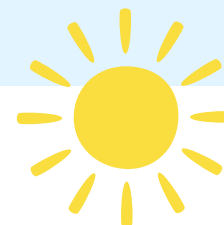
HAF bookings made

**6,515**

Distinct young people  
accessing HAF activities

**95.2%**

Overall attendance percentage



## Winter

Saturday 21st December -

Sunday 5th January 2025

**5,987**

HAF spaces available

**84.9%**

Programme occupancy

**5,080**

HAF bookings made

**2,319**

Distinct young people  
accessing HAF activities

**86.0%**

Overall attendance percentage



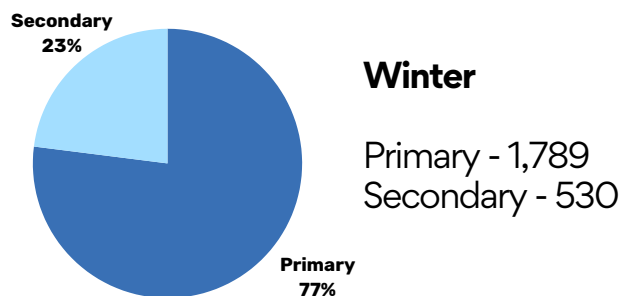
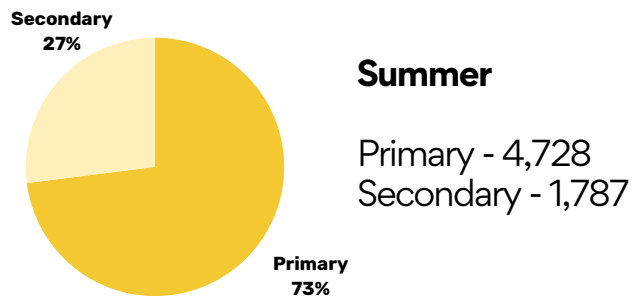
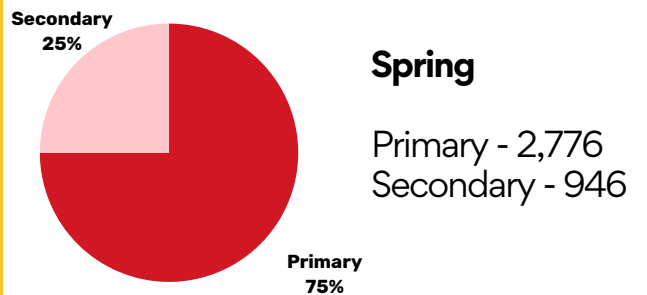


# PROGRAMME ATTENDANCE

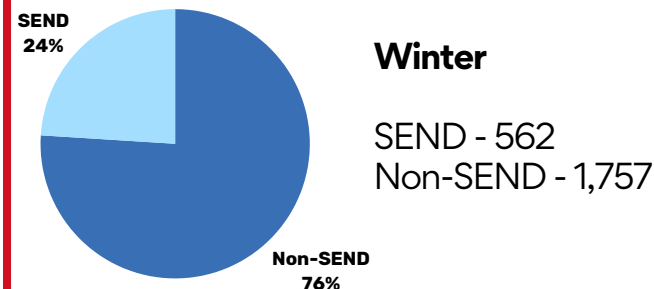
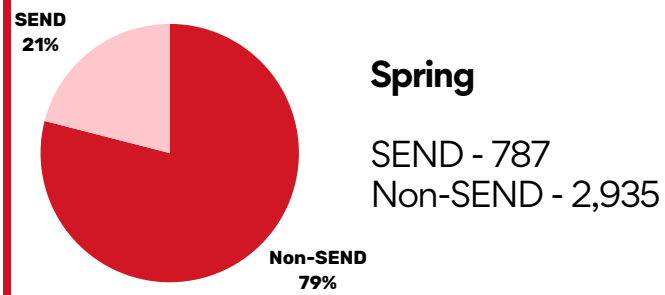
The statistics on this page relate to the 3 delivery periods over 2024/25 - **Spring (March - April 24), Summer (July - August 24) and Winter (December 24 - January 25).**

## 51,557

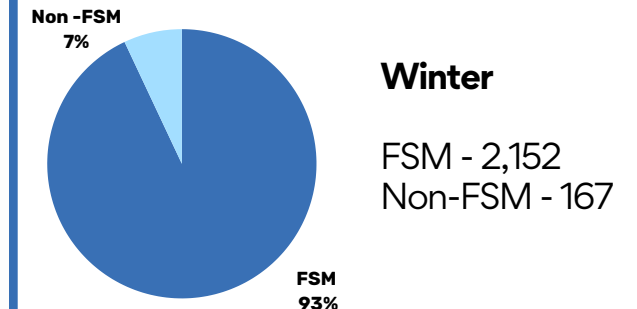
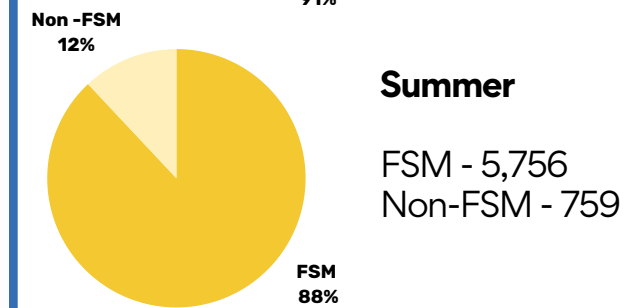
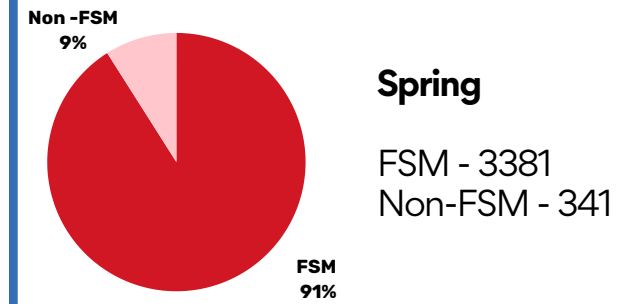
number of meals served at HAF sessions this year



Proportion and number of primary versus secondary age children who have participated this year



Proportion and number of SEND (self-described) versus non-SEND children who have participated this year



Proportion and number of FSM-eligible against non-FSM children who have participated this year



# KEY ACHIEVEMENTS

Over the three delivery periods of 2024, the **Warwickshire HAF** has **continued to build and improve on our commitments.**

## SEND

Our providers are now submitting more additional funding requests for 1-to-1 support than ever before. This indicates that parents/carers are more comfortable disclosing their child's needs. We also introduced several new SEND-specific providers into our programme over the past year who can cater for those with more complex needs, with the intention to expand this further. SEND family experiences are an increasingly popular choice that allow us to offer varied provision in a cost-effective manner.

## Attendance

Non-attendance at booked sessions is a challenge which carries a significant financial cost. We have continued to implement our 10% overbooking policy which has led to success in reducing unallocated funding due to non-attendance. In Summer 2024, we had a non-attendance rate of 4.8 percent, demonstrating the success of the 10% overbooking policy. Ahead of each delivery we also check every booking to ensure the number of sessions being booked does not exceed allocation (4 for Spring, 16 for Summer and 4 for Winter).

## Secondary provision

We have increased the percentage of HAF places being taken up by secondary students to 26% overall through targeted provision, such as our partnerships with local youth organisations and charities like Young Carers. We also partner with internal Warwickshire County Council teams such as Targeted Youth Support and Refugee Resettlement to offer bespoke activities and food to the secondary age demographic.

## Geographical distribution

Warwickshire is a large county with several areas of rurality. This year we have focused on expanding into areas where there was previously a lack of HAF provision and have successfully launched in several previously untapped locations. We continue to monitor incoming applications for HAF to prioritise funding areas with lower amounts of current provision.

*I'm always extremely grateful and happy with what my children receive. The place they attended during Easter were fantastic. I'd 100% recommend and definitely go back there.*

Parent/Carer from Nuneaton & Bedworth Borough







# SEND

**All Warwickshire HAF providers are expected to be as inclusive as possible.**

Many providers have additional staff which they can deploy for 1-to-1 support as required. We provide **additional funding** in these circumstances. For young people who need quieter, or more specialised activities, we have a number of **SEND-specific activities on offer each holiday**. SEND family experiences continue to grow in popularity due to the flexibility they allow for families where one or more children have additional needs to engage in quality outings together.

Spring

6

Summer

12

Winter

8

Number of specialist,  
SEND-specific  
providers operating  
overall across  
Spring, Summer and  
Winter HAF 2024/25

£128,698

Amount spent on **additional funding requests** during Spring, Summer and Winter HAF this year. This **funding supports 1-to-1 staffing requests**.

Applications were made by **32 individual providers**.

**Our network of SEND-specific providers**

**includes:** Lucky Tails Alpaca Farm, MHR Sports Services, Equine Learning CIC, Funstar Education, SEN Shots Basketball, MW Impact and SPARK Youth Music.

**This year, we approved the following number of additional funding requests.** Where a provider attracts a higher number of SEND bookings, we adapt their funding agreement to account for a number of dedicated SEND spaces

which then removes the need of an additional funding request.

**Spring - 42**

**Summer - 60**

**Winter - 38**

*“Thank you so much for providing this service. As a family we had a wonderful couple of days out that we would otherwise be unable to access.”*

Parent/Carer from South Warwickshire



# SEND FAMILY EXPERIENCES

Our SEND Family Experiences have continued to grow since being first offered in 2023. These experiences are **aimed at young people who are in receipt of benefits-related FSM and have an EHCP**. Family experience bookings can be used in partnership with listed activities to allow flexibility in each delivery period.

Number of families across all 3 periods  
**531**

Total meals served for young people  
**4,306**

Number of experiences offered  
**20**



Watch the video we filmed at one of our family experience locations - Stratford Butterfly Farm

## Family Experiences offered this year include:

- Drayton Manor
- Red Kangaroo Trampoline Park
- Twycross Zoo
- British Motor Museum
- Stratford Butterfly Farm
- Ash End Farm
- Macready Theatre, Rugby
- Warwick Arts Centre



*"Just wanted to say thank you. My boys had an amazing day at Drayton Manor. Something would have never been able to afford to do."*

Parent/Carer from Warwick District



# MARKETING & COMMUNICATION

Over the last year we have continued to strengthen our marketing and communication strategies, increasing the visibility of HAF to reach more families.

Our **website** was **visited 22,781 times** over our major delivery periods in Spring, Summer and Winter 24/25.

## Welcome to Warwickshire HAF!

The screenshot shows the Warwickshire HAF website. At the top, it says 'Warwickshire Holiday Activities & Food (HAF)' with a 'Copy link' button. Below this is the HAF logo and a 'Watch on YouTube' button. To the right, it says 'Funded by Department for Education'. Below that, there's a 'Like us on Facebook' button and a link to 'Read the HAF 2023/24 Annual Report (PDF, 17 MB)'. At the bottom, there's a section for 'HAF funding has been extended and will now run until March 2026'.

**HAF funding has been extended and will now run until March 2026**  
The Holiday Activities and Food (HAF) Programme is funded by the Department for Education (DfE) to provide young people who are in full-time education (Reception to Year 11) and eligible for benefits-related free school meals with access to enriching activities and meals, for free, during the three main school holidays - Winter, Spring and Summer.

**Summer HAF:** Monday 22 July 2024 - Friday 30 August 2024 (maximum of 16 sessions) - [check out the Summer review \(PDF, 6.7 MB\)](#)

**Winter HAF:** Saturday 21 December 2024 - Sunday 5 January 2025 (maximum of 4 sessions) - [check out the Winter review \(PDF, 4 MB\)](#)

**Spring HAF:** Monday 14 April 2025 - Friday 25 April 2025 (maximum of 4 sessions) - **SPRING 2025 LISTINGS ARE NOW LIVE**

We will again be offering our SEND family experiences for Spring delivery - [more information on eligibility criteria](#) - our family experiences are now fully booked.

Visit our dedicated areas below to learn more about the HAF programme in Warwickshire:

Four buttons with images and text: 'Request a HAF code' (HAF logo), 'For parents' (family photo), 'For schools and professionals' (classroom photo), and 'For providers' (group photo).

The leaflet features the title 'HOLIDAY ACTIVITIES AND FOOD HAF' with icons for a soccer ball, paint palette, and bowl. It states: 'Any young person aged 4 - 16 years old (in full-time education) who receives benefits-related free school meals can request a HAF code'. It lists activities: sports, animal care, performing arts, etc. Contact info: 0800 408 1558, email: [fs@warwickshire.gov.uk](mailto:fs@warwickshire.gov.uk), website: [www.warwickshire.gov.uk/haf](http://www.warwickshire.gov.uk/haf). Logos for Warwickshire County Council and Department for Education are at the bottom.

Our HAF leaflet is available for distribution and copies have been sent to all Warwickshire schools as well as taken to relevant outreach events across the county. All HAF clubs also receive digital copies of **signposting leaflets for support services** such as our brilliant **Family Information Service (FIS) helpline**.

*"These sessions are very helpful for parents and for children... [HAF] gives parents a break or to be able to work so these are great for all around"*

Parent/Carer from Warwick District



Monthly FIS (Family Information Service) webinars are attended by a member of the HAF team, who provides information on Warwickshire HAF to council staff, education and social care professionals, and members of the public.

The leaflet explains the HAF programme, funded by the Department for Education (DfE) for school-aged children in full-time education from Reception to Year 11. It offers valuable support to families on lower incomes, providing young people with a healthy meal and access to enriching activities during school holidays. It states: 'EACH HAF CODE ENTITLES THE YOUNG PERSON TO: 4 SESSIONS IN WINTER, 4 SESSIONS IN SPRING, 16 SESSIONS IN SUMMER'.



# MARKETING & COMMUNICATION

We published reports following each HAF delivery period throughout 2024/25. You can view these by clicking **below**:

Click for  
**SPRING**

Warwickshire  
Holiday  
Activities &  
Food (HAF) Programme

Click for  
**WINTER**

Click for  
**SUMMER**

**Activity brochures** were published ahead of **Summer and Winter** delivery this year.

We work alongside FIS to promote the HAF programme on social media. This year, our posts have been **viewed 71,695 times on Facebook** throughout our three main delivery periods.



In 2024 we published our **‘Activities and Recipes’ booklet** to support healthy lifestyles beyond HAF provision. 6000 booklets were printed in our initial print run. These are being disseminated through activity providers and community events.



*“It’s a great programme and the providers are all very helpful. Thanks so much for running it, I couldn’t manage the school holidays without it!”*

Parent/Carer from Stratford District



# PROGRAMME COORDINATION



*"I just wanted to say thank you to everyone involved with organising and running the HAF holiday clubs...It's such a worthwhile initiative and really beneficial for the children attending."*

Parent/Carer from South Warwickshire

## **Programme expenditure**

Funding of £1,857,000 was made available to Warwickshire County Council by the Department for Education to deliver the Holiday Activities & Food programme during the 2024/25 financial year. The total programme expenditure for 2024/25 was £1,837,579. This included a proportion of programme funding allocated to programme administration, resources, and staffing costs. This value was £98,968 within the overall programme spend. All other costs were made to approved activity providers to offer funded HAF places in our three delivery periods.

## **HAF Programme team**

Within Warwickshire, we have a team of 2 full-time programme coordinators and one team manager contracted on a 0.5 basis for HAF. Roles are split to cover the different geographic areas of Warwickshire. The HAF team are part of Warwickshire's Family Information Service (FIS) and work alongside the team in assisting with any telephone calls or emails received with queries on the programme.

## **Non-FSM**

Up to 15% of funding can be allocated to young people who are not in receipt of benefits-related FSM, but are still facing a significant financial barrier. In Warwickshire, referral HAF codes are issued on a professional basis where there is a financial barrier to families and where the young person meets at least one of the below criteria:

- Allocated Family Support or Social Worker.
- Open Early Help Plan.
- Acts as a Young Carer.

In addition, we also allocate funding for organisations and schools on a closed-provision basis to provide targeted activities for young people.



# FEEDBACK & COMMENTS

## QUALITY PROVISION

"I thought this was a really good idea and I am totally thankful for this being able to give me the chance to take my children to some fun places over the holidays. Without this we would have had to just stay home."

Parent/Carer from Warwick District

"Provision was absolutely excellent as always could not improve! My son absolutely loves going and the activities are endless."

Parent/Carer from the Stratford District

"Child was happy to take part in school holiday activities, happy with food... All people were very positive and nice."

😊 I think all the activities were very good and there were a lot of them."

Parent/Carer from the Rugby Borough

Thank you for the opportunity given to my son. He thoroughly enjoyed himself.

Parent/Carer from North Warwickshire

## POSITIVE IMPACT

"It is the first time we have used the service and my daughter (aged 12) attended 4 sessions and absolutely loved all of them. She came home so happy, learned new skills and made friends each day. The staff were so welcoming and the activities on offer were so varied and interesting."

Parent/Carer from South Warwickshire

"I am struggling to know where to begin. This is more than a job to them they actually care and invest in all of the children that attend. They are all about making differences to young peoples' lives. My daughter started the programme knowing nobody, lacking confidence and self esteem and very poor self image. After the four week programme she is a different child. Her confidence has grown so much. She has grown so much in such a short time."

Parent/Carer from Nuneaton & Bedworth Borough

# FUTURE PLANS

## Special Educational Needs & Disabilities (SEND)

Over the next year we will continue to expand our SEND activity offer. With a specific focus on special schools, we aim to have at least one SEND-specific activity listed in each part of Warwickshire. This is on top of our SEND Family Experiences (which continue to grow in variety) and our investment in additional funding for 1-to-1 staffing at mainstream activities.

## Food

We will continue to ensure all meals and snacks offered at activities meet school food standards. We will continue to ask providers to incorporate nutrition information into their programmes. This could be cooking, quizzes or games. We will continue to support families with food through dissemination of the Activities and Recipes booklet.

## Youth engagement

Our ambition is to have a more balanced split between primary and secondary HAF activity attendees. We have made significant progress towards this - this year, we increased our secondary attendance to 26% of overall HAF attendees. We will continue to build upon this through our partnerships with local youth organisations, community centres, Warwickshire Pride Youth and Young Carers. We will also continue working with internal council teams like Targeted Youth Support and the Flexible Learning Team.

## Goals for Spring, Summer & Winter HAF 2024

## Budget management

With rising costs affecting virtually every area of the programme, it is important that we manage our budget effectively to ensure the programme is both cost-effective and fit for purpose. With this in mind, we are working with all providers to ensure their food costs and activity costs are calculated correctly and offering support to source more affordable options where required.

## Attendance

We are continuing to implement our successful 10% overbooking policy. We aim to reduce spending on booked but unattended HAF spaces via this policy. We will continue to closely monitor all bookings prior to delivery as we have found this is an effective way to reduce overbookings (i.e. >4 in Spring/Winter or >16 in Summer) and therefore reduce non-attendance. We will continue to communicate with providers our expectations regarding following up with families who miss their booked HAF sessions.

## Signposting

We are working with our providers to ensure all relevant signposting is delivered to families taking part in HAF at appropriate times. We will utilise our established social media presence to signpost relevant services to HAF-eligible families. We continue to work closely with Warwickshire's Wraparound services to ensure HAF staff have the most up-to-date information possible for signposting. Our providers are also strongly encouraged to develop their own take-home materials for families and include information about the support available to them in Warwickshire.



**hafprogramme@warwickshire.gov.uk**

**[www.warwickshire.gov.uk/haf](http://www.warwickshire.gov.uk/haf)**



@WarwickshireFIS



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