



Department  
for Education



# HAF 2023-24 Southend Local Authority Annual Report

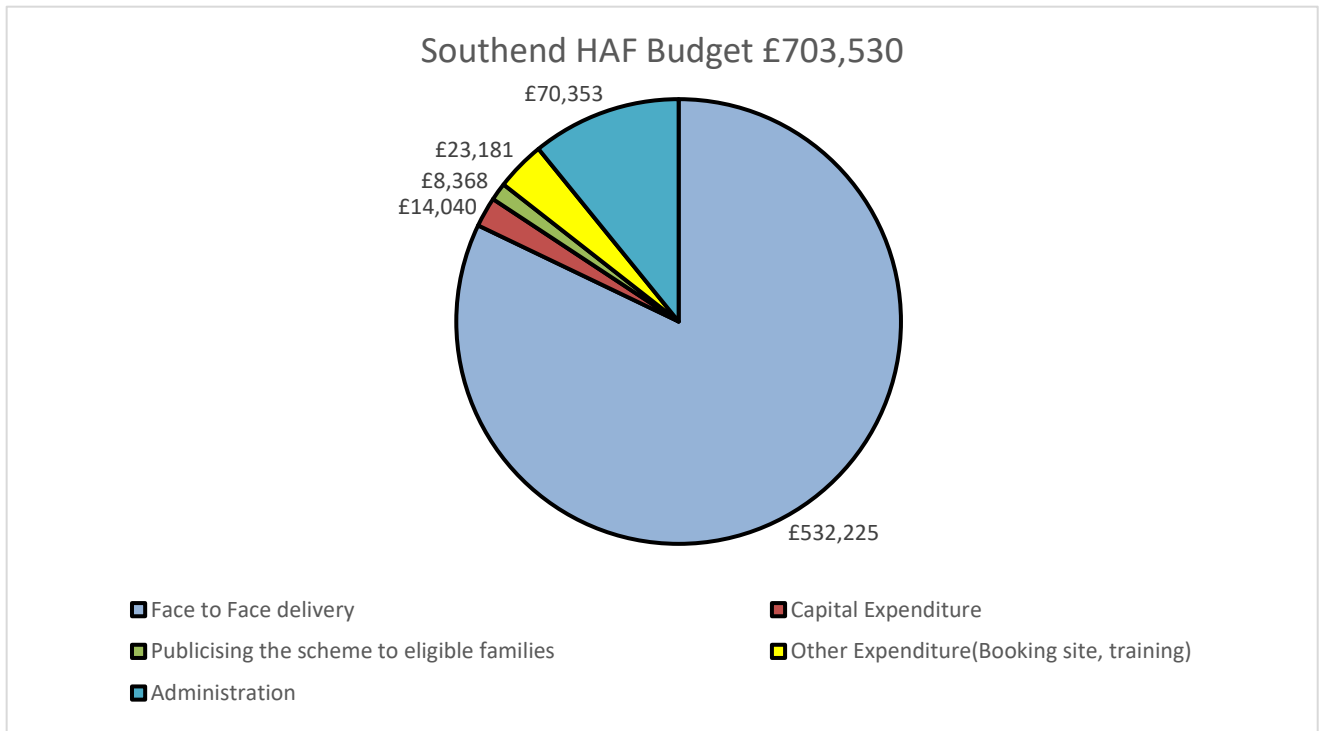
## Highlights

### Introduction

We are delighted to be delivering in Southend City the Holiday Activity and Food (HAF) programme which is being funded by the Department for Education. Funds have been made available to provide free holiday provision, including healthy food and enriching activities, for children and young people in receipt of benefits-related free school meals.

We have delivered a total of 15,103 sessions over the 3 programmes, our attendance was made up of 88% primary and 12% secondary pupils.

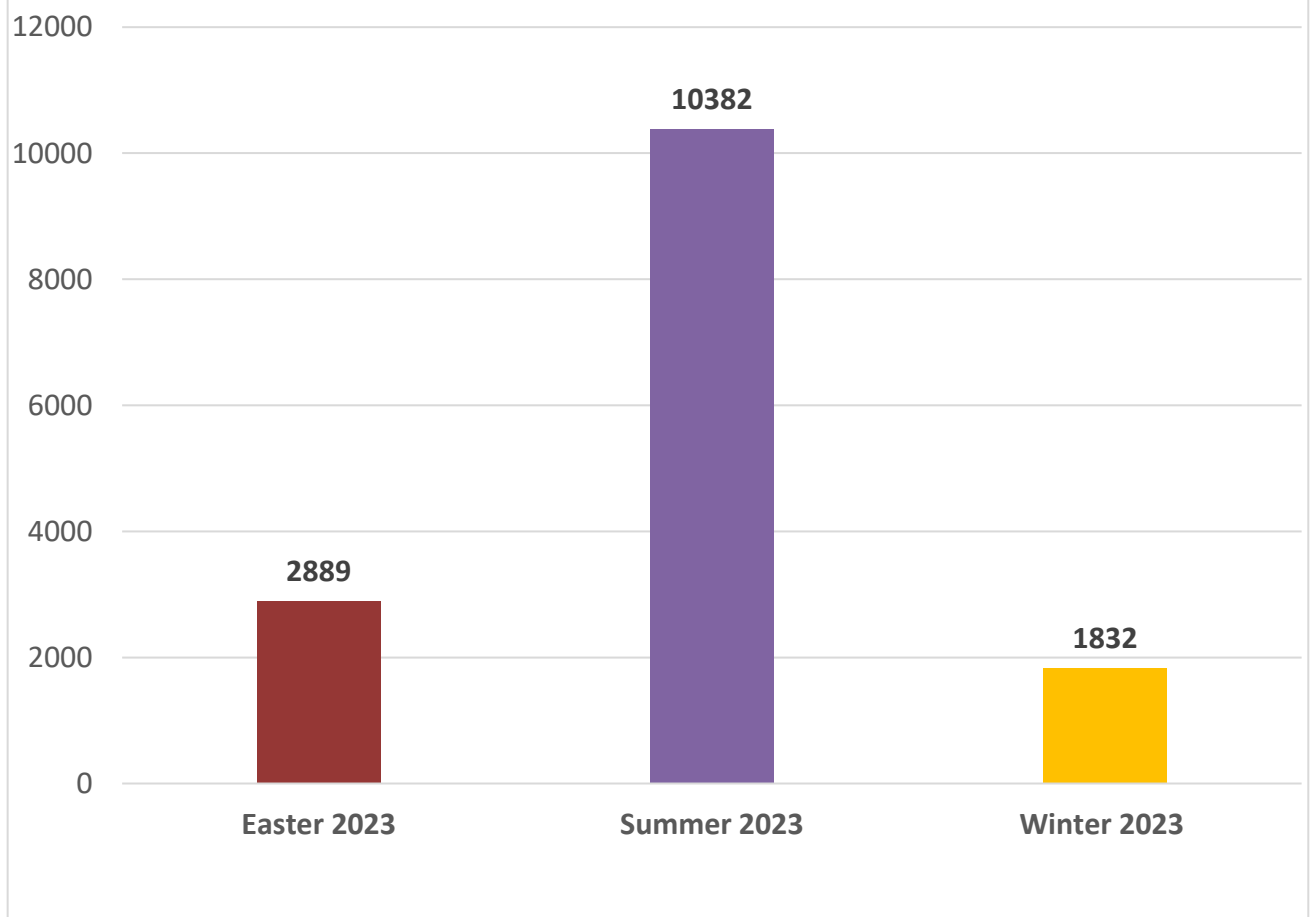
### How did we spend our Grant?



## Unique Pupils Reached

Total pupils reached	Unique Pupils booked	Unique Pupils Attended	Unique pupils with SEN (attended)
Easter 2023	1036	918	160
Summer 2023	1544	1368	278
Winter 2023	984	817	147
<b>Total</b>	<b>3564</b>	<b>3103</b>	<b>585</b>

## HAF 2023 Individual Sessions Attended



## Steering Group

SAVS (Southend Association of Voluntary Services)

SCC Public Health team

Southend Family Centres

Early Years Team

Adults & Communities team

SCC Communications team

SCC Data team

Targeted Youth Services

SCC Social Care team

Essex Police

The Steering Group meetings have been useful to receive feedback and suggestions regarding our local successes and challenges across Southend City. Going forward we would like to include more local groups who can share first hand some of the barriers to families taking up the offer of the free HAF club.

## Children and family's feedback

Easter 2023 HAF video <https://vimeo.com/822006743>

'Intrepid Ventures were professional, well organised, and easy to contact. A very reliable, high-quality provision.'  
Parent

'Staff was lovely, always greeted my daughter warmly remembered her name and good with her asthma.' Parent

'My son has ADHD, can be difficult to occupy. Mega camp kept him entertained. He met new friends, learned new skills and was upset that it had ended.' Parent

'It was nice to have a club more local to us, I can't usually get my daughter to the other venues as I don't drive.' Parent

'They always love attending the HAF clubs. It enables them to build friendships groups and learn new skills.' Parent

'Going to new places allows the children builds their confidence and their social skills.' Carer

'The staff were amazing. My child went from crying leaving me to walking confidently away from me with a thumbs up' Parent

'They always love attending the HAF clubs. It enables them to build friendships groups and learn new skills.' Parent

'This is a great provision as it really helps to enrich the holiday time. Entertaining the children is very costly, especially trying to offer new experiences. As a parent on a low income with work commitments, this is a huge help.' Parent

'I didn't realise that going to a Football camp could be so much fun! All week we did loads of different things. My favourite part was the Virtual Reality training we were all allowed to do. I had never done it before and to put on a headset and be transported to a virtual stadium to practice my shooting, was something I will never forget. I can't wait until the Easter Camp!' Child

My son absolutely loved his experience at the club and felt confident and secure in the fact that it was held in a familiar place - his

'My daughter is in year 8 and does not like much. We booked her in for the Future of Sport Camp in Southend and when she came home, she immediately wanted me to book her back on for the last few days. A safe place where my daughter can play, have fun, mix with new people and learn new skills.... it's perfect!' Parent

'Huge benefit as I have grandkids quite a lot but I'm getting older and not always able to take him to play football in the park.'  
Grandparent

## Food

All our HAF clubs provided one nutritious meal every day, we had several providers who offered a breakfast snack on arrival for those children who may have skipped breakfast. The majority offered an additional healthy snack. Clubs independently source their own food provider, 5 currently cook on site.

Some providers reported that some children were not used to a hot meal in the middle of the day, they are encouraged to try new foods. Providers have listened to children's feedback and adapted their menu to include their favourites. Children enjoy the social aspect of sitting at the table, making new friends, and trying new foods. Encouraged to help tidy up, life skills that are not always developed in busy family lives.

Any leftover food is offered to the children or taken home at the end of the session. We have seen the importance of food in every camp where the cost of living has impacted our families.

## Enriching Activities

As a team we have acknowledged that not all our targeted children and young people want to be physical all the time. We have ensured that there are other choices available, the option of down time playing board games, craft activities, art and cooking. These activities were embraced by pupils as a mindful activity.

**Unpuzzled Theatre Company C.I.C** delivered 'The Mitten' across Southend and we funded the interactive Theatre Company to deliver at 3 HAF clubs. It was a thought-provoking show that delves into themes of migration and group identity. Through the seamless interplay of live music, physical theatre and captivating storytelling, they invited the audience to them where children had sensory resources to interact with the actors. Pupils had the opportunity to watch a live performance, interact with the cast and make resources to contribute to the show and take home. Hopefully inspired pupils of the varied career choices in Theatre.

**Targeted Youth Services** had a visiting artist Dave Taylor working in sessions to create a mural on the wall of the multipurpose room in Shoebury Youth Club. Dave visited the youth groups to pull together ideas for the design. Staff and young people involved in painting the mural, engaging pupils and developing their confidence. 'I am proud of painting the new mural, it's so pretty' V Pupil

HAF providers have continued to introduce new enriching activities for pupils, mobile climbing wall, cycling, animal experiences horse riding, swimming, and raft building.

Christmas 2023 due to challenges with the dates and venues not being available we arranged a Panto offer in partnership with Trafalgar Entertainment Group. We selected 5 approved providers to coordinate the Panto offer to families, this included 325 tickets of which 193 were pupils. The event raised the profile of HAF across Southend amongst professionals and families. We opened tickets to the Youth Council and looked after pupils who were not eligible for Free School Meals.

'Most of the children had never been to the Cliffs Pavilion or seen a pantomime, so this was a real treat, and everyone thoroughly enjoyed themselves. One girl had adjusted her birthday plans to join us, so her birthday had become extra special, and she was so thrilled. Everyone was very happy at the end of the show and went home with big smiles on their faces.' HAF Provider

'The panto was such a wonderful treat! We got to share such a wonderful experience as a family unit. It made Xmas more magical.' Parent

'Amazing, mum is incredibly grateful for siblings to have respite, a great family day out which they would not have been able to afford otherwise, would love to do this again'.  
Parent

## Physical Activities

Providers introduced new activities that were well enjoyed by all, a skateboard workshop, swimming, cycling, football, handball, table tennis, tag rugby, nerf wars, dodgeball, mini golf, orienteering, gymnastics, athletics, curling, boccia, go-karts, woodwork, pony rides, climbing walls and badminton.

Many HAF clubs include the daily mile into their routine as this is something they can continue at home with their families throughout the year to improve their health and wellbeing.

The cycling was delivered by Southend Council team Forward Motion, this has had a huge impact on pupils. The team bring the bikes on site, removing the barrier of needing to own a bike.

Pupils start off on the balance bike and after 2 days have mastered cycling independently. 'Bike riding without stabilisers' Child

Our HAF providers have staff who are experienced at adapting activities to meet children's individual needs and encouraging them to have a go in a safe space. We are confident that not only are they meeting the daily guidelines, but they are learning new skills and boosting their confidence to return to school.

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

Our HAF providers offer a range of approaches on educating children on nutrition, for example some are conversations at mealtimes. Some do quizzes and open the conversation about healthy choices and staying hydrated. Some do taste sessions, make their own smoothies or fruit kebabs.

Many run nutrition sessions where pupils help prepare their lunch. Others share the Health4Life resources with families. Children have a better understanding of the benefits of healthy foods and a varied diet. HAF providers have shared menus, parents have commented that they are surprised at the food their child has eaten. The HAF programme provides opportunities to broaden their food choices in a relaxed environment.

Coaches have integrated the food element in a fun way to engage pupils and use the current sports role model to discuss healthy choices and the importance of staying hydrated.

Working in partnership with Public Health team who have shared their resources to extend their reach to HAF providers and their families.

Several food providers have cooks on site, where children get involved in food preparation and taste sessions. At Chase High, the Chef is on site supporting secondary school pupils with cooking lessons and making their own lunch. Children have tried new foods, and this has surprised some families.

## Special Educational Needs & Disabilities (SEND)

19% of the total attendance at HAF is pupils that have SEND. HAF providers employ staff who work in schools and have experience to meet the needs of the SEND pupils. Lancaster School offers a HAF programme to their own pupils. Several children with complex needs who need 1:1 support have built up a relationship with the provider and return each holiday.

We work with schools across Southend and collect the essential information needed to place a child. Several our SEND children return to clubs that they attended in preschool where the families have built up a relationship with the club and the child feels comfortable in the environment.

Kids Kingdom offer dedicated SEND sessions throughout the year, again eligible families want to return to the familiar venue where familiar staff support their children. We funded the additional ratios required to ensure the children are fully supported.

We have helped a family who had not used holiday clubs for their nonverbal son; at Christmas he attended a venue and a member of staff with experience supported him to take part in a treasure hunt, tag archery and other games. This gave the parent the confidence to book him into his own school HAF club the next holiday. The HAF programme has supported the family to take the step of giving their son time in the holidays with his peers. 'My children's first time at Get The Kids Out all 3 have needs and I can't thank the club enough for their support and the way they adapted to my children's needs.' Parent

### Key challenges

Overall, 13% of places booked do not attend, this is 461 pupils. It is a huge challenge where providers plan the food offer and the staffing, and families do not attend. We appreciate that in most cases the children do want to attend. We now have introduced a waiting list and if families do not turn up for 2 sessions their bookings are cancelled and offered to eligible families on the waiting list are offered a place. We are working with the booking site to make this process simpler.

SEND Offer - There has been a huge increase of SEND pupils requesting 1:1 support to access a place in mainstream school. This has been difficult to navigate ensuring that we are placing the children in the right club to meet their needs. We have worked in partnership with schools and identified pupils who could access the programme in a ratio of 1:3 where they are familiar with the staff and the club.

Southend City Council have supported FSM families with supermarket food vouchers that have coincided with the delivery of the previous 3 HAF programmes. Some families may have decided against taking up the offer of the free HAF club and preferred the food voucher.

We have reached out to colleagues in the Arts, Sports and Health to support to promote



the work they do so we can extend their reach. We want to connect with grass roots groups to promote the programme to their eligible families. We attend local Network Events delivered by Southend Association of Voluntary Services (SAVS) and are planning to expand the Steering Group to add more diversity.

## **Marketing and Communication**

Our colleagues in Southend City Communications team have updated communications material including the HAF stamp, banners, leaflets, advertisements at bus stops. We have also included sports bags and water bottles. Our HAF providers have received social media packs to support the marketing of their clubs.

We have worked in partnership with schools to communicate the dates of the HAF clubs and how and when eligible families will receive their voucher to access their free holiday space.

The HAF programme has united professionals working with children and young people across the city. We know that the school holidays have always been a challenge for our vulnerable families. The programme has supported professionals to signpost or refer families to the HAF programme. These include Social Care, Public Health, Early Help Virtual Schools, Targeted Youth, Local Offer, Libraries, Family Centres and Schools.

## **Additional resources, partnerships and aligning with other priorities.**

We received £570 from Active Essex who had secured funding from the London Marathon to promote cycling in the Easter HAF programme. The programme was delivered at 2 schools in areas of deprivation and a total of eighty children took part.

‘Over the last four days we have been fortunate to have the Forward Motion team on site to teach the children to cycle. Coaches specially selected children who needed support with learning to ride a bike. 80 children in total learnt new bike skills and some learning to cycle without any support! Pupil, aged 6 "I've learnt to ride a bike today, the faster I go the less it wobbles”

‘Amazing to think the children not only leave happy after a fun filled day, but to go home and share with their family a new skill they have learnt that will stay with them for life.’  
HAF Provider

We reached out to Morrison who donated £250 of sport and craft activities that were distributed to the smaller HAF providers. We supported the supermarket by sharing a post on social media. Several of our larger HAF providers have reached out separately to local supermarkets.

## Section 12 – Any other information?

Liz Hunt Director of Education, Inclusion & Early Years has supported the HAF programme and visited HAF providers when they were delivering the programme and hearing feedback from families and pupils.

The Early Years team led by Dianne Borien who oversees the HAF programme, attends Steering Group meetings and HAF Provider meetings where she hears firsthand the successes and challenges across Southend City.

The Early Years Officers support the HAF programme by carrying out monitoring visits and offering guidance to providers who want to register with Ofsted.

We delivered An Introduction to Autism training for our approved providers to support staff awareness. Safeguarding training is available to the staff who deliver HAF to ensure that they are aware of the specific challenges in Southend and are familiar with the processes to follow if they have a concern about a child.

Up to 15% of our budget is used to fund pupils who are not eligible for FSM but where schools and professionals working with vulnerable families would benefit from a funded place. We worked with Activate Essex and Welcome to the UK to support refugees living in the Skylark Hotel to access a place at our secondary provision at Chase High School.

We have worked in partnership with our colleagues in the Poverty Strategy Group by sharing the Cost-of- Living Booklets and signposting families to the Livewell website for more information on Food Banks, Health Services Family Services and Money Matters.

We would like to thank our approved HAF providers who have delivered a fantastic HAF programme for our eligible families across Southend City.

**Active Academy                      Achieve Thrive Flourish                      Garon Park**  
**Super Star Sport Essex              Kick Off Physical Activity              Football Fun Factory**  
**Get the Kids Out      Target Youth Services Southend City Council**  
**Kidz Camp Essex                      Southend East Community Academy Trust**  
**Little Treasures Childcare      Friars Centre Playgroup Kids Kingdom**  
**Mega Camp Southend      Little Musketeers Turning Tides – SAVS**  
**Southend United Community & Educational Trust Lancaster School**  
**The Future of Sport      Witsend Childcare      Intrepid Ventures**

We look forward to developing our secondary school offer and working with local community groups and organisations to extend our reach to our eligible families.

