

London Borough of Sutton

Holiday Activities and Food Programme

Annual Report

2023/2024



**Images of Sutton Council, Holiday Activities and Food Programme and the Department for Education Logos.*

Introduction

The following report provides an overview of the London Borough of Sutton's Holiday Activities and Food (HAF) programme for the financial year 2023/2024. It highlights the remarkable achievements and progress of the programme that is funded by the Department for Education. The initiative has been instrumental in supporting children and young people during school holidays, ensuring they have access to enriching activities and nutritious meals. This report delves into the milestones, financial investments and spend, and collaborative efforts that have driven the success of the HAF Programme, emphasising our unwavering commitment to fostering healthy and active lifestyles for our children and young people in the London Borough of Sutton.

In 2023/2024, the HAF Programme saw substantial growth, both in terms of participation and scope, which was particularly crucial given the economic challenges faced by many families. The cost of living crisis has exacerbated food insecurity and limited access to extracurricular activities for many children across the UK. In response, we successfully partnered with teams, services, local organisations, schools to offer a variety of engaging activities, from sports and arts to educational workshops and day trips. These activities were designed not only to entertain but also to educate and inspire children, providing them with valuable skills and experiences. Additionally, the programme ensured that all participants received balanced and nutritious meals, addressing food insecurity and promoting better eating habits.

The allocated grant funding from the Department for Education for £658,970 for the 2023/2024 Sutton HAF programme was meticulously allocated to maximise the benefits for the children and young people and families. We explored the best use of Sutton's resources to ensure optimum reach, inclusivity and enrichment of the programme for children and young people. The funding permitted the running of our Easter, Summer, and Christmas programme in 2023.

This report further outlines the budget distribution. Transparency and accountability were maintained throughout the financial year, ensuring that we supported the programme's objectives, with expanding provision and places at our highest priority.

Looking back at our programme for 2023, we are extremely pleased with the increasing popularity, rising standards, and support offered. Looking ahead, we aim to build on this year's achievements by further enhancing our activities, expanding our engagement and uptake to continue making a meaningful and positive difference in the lives of children and families in Sutton.

We would like to thank our teams, partners, local organisations, businesses, and schools for supporting HAF 2023/2024 through offering a variety of their time, service, efforts and support. We are proud to reach and be able to serve so many children and young people and their families and will continue to deliver for 2024 - 2025.

Sutton HAF Team

Commissioning - Education



Heather Morley

*Acting Commissioning Lead
HAF Programme Lead*



Laila Khatun

*Commissioning Project Officer
HAF Project Manager*

Background

The London Borough of Sutton is a diverse borough with a mix of urban and suburban environments. Despite its relatively affluent appearance, poverty and low-income households are prevalent, affecting the well-being of many residents, especially children and young people.

Sutton, much like the rest of the UK, is still healing from the pandemic's detrimental impact and pressures due to the ongoing cost of living crisis with many families requiring support. Sutton's child population (0-17 year olds) is 48,463 and about 13% (6,399) of children live in low-income families¹. Approximately 6,760 children i.e. 16.3% of students receive free school meals (FSM)². This figure continues to rise.

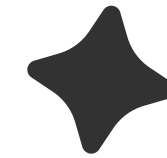
The map adjacent shows the areas facing higher levels of deprivation and free school meals eligibility based on FSM eligibility data for 2023.

The Holiday Activities and Food (HAF) Programme has been a crucial initiative in this context, providing essential support to improve the health and well-being of children from disadvantaged backgrounds in Sutton, targeting areas that need it the most.

It is important to mention that the number of FSM eligible children continuously changes ahead of each school census season. While eligible children continue to grow, there remains an increasing need for a programme like HAF to bring young people together to achieve positive outcomes for children including healthier holidays, and connecting families with services.

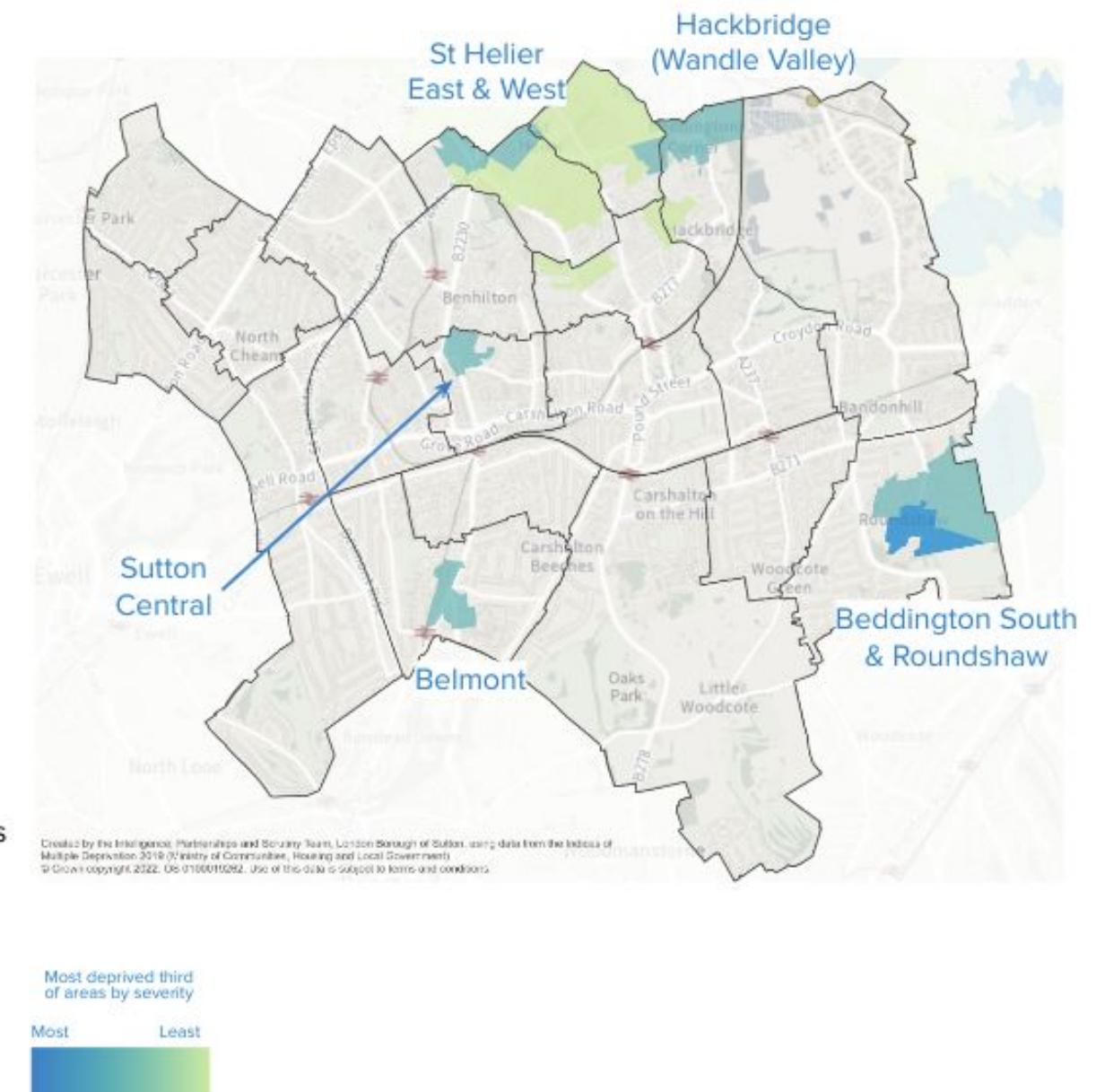
¹ <https://www.cognus.org.uk/about-us/sutton-statistics/>

² School Spring Census Data 2024 - Cognus



Areas facing higher levels of deprivation

- This map highlights the main areas in Sutton with higher levels of economic deprivation (IMD index)
- Hackbridge and St Helier have the highest populations of CYP compared to other wards (approx 14% of the the borough total population of CYP)
- Areas of deprivation largely correlate with FSM eligibility, with the exception of Wallington North and South where there are a few hotspots of FSM eligibility



**Image is a map of Sutton wards which highlights the highest areas of deprivation in the borough. These are: St Helier East and West, Hackbridge (Wandle Valley), Beddington South and Roundshaw, Sutton Central, and Belmont.*

Department for Education (DfE) - Holiday Activities and Food Programme Overview

Aims

Research has shown that the school holidays can be pressure points for some families. For some children that can lead to a holiday experience gap. Children from low income households are:

- less likely to access organised out-of-school activities
- more likely to experience 'unhealthy holidays' in terms of nutrition and physical health
- more likely to experience social isolation

There are many benefits for children who attend the HAF programme. We want to encourage all HAF providers to ensure a high-quality experience that will result in children:

- receiving healthy and nutritious meals
- maintaining a healthy level of physical activity
- being happy, having fun and meeting new friends
- developing a greater understanding of food, nutrition and other health related issues
- taking part in fun and engaging activities that support their development and well-being
- feeling safe and secure
- getting access to the right support services
- returning to school feeling engaged and ready to learn

Families can also benefit, when HAF providers include their needs in planning and delivering their programme. This could be through:

- providing opportunities to get involved in sessions, for example cookery classes
- ensuring they are signposted towards other sources of information and support, such as health services or employment and education opportunities

Core Offer

Each Local Authority is expected to offer at least 6 weeks of HAF provision to eligible children throughout the year. In Sutton we run the HAF programme in the Easter holidays (4 days), Summer holidays (4 days x 4 weeks), and Christmas holidays (4 days).

Each HAF session/day must be at least 4 hours long. This may be delivered flexibly where appropriate (e.g. when considering the needs of older children or children with SEN /additional needs) .

Programmes must be inclusive and for all.

Standards for holiday provision must meet the Department for Education's HAF framework of standards which ensure high quality provision is delivered. This entails:

1. Food Provision
2. Enriching activities
3. Physical activities
4. Nutritional Education and the promotion of healthy living/lifestyles
5. Signposting and referrals and supporting families
6. Policies and procedures are in place
7. Quality assurance is completed which ensuring providers meet the programme standards.

DfE Funding

For 2023/2024, the London Borough of Sutton were awarded an original grant allocation of £658,970 to deliver the HAF programme across Sutton.

The allocation was dependent on the number of children who were eligible for benefits-related free school meals from the school census data.

80% of the original allocation was received upfront, however the remaining (up to) 20% was received and based on actual spend. Thus the total spend based on actual expenditure was £657,757 for 2023/2024 HAF programmes.

It is important to note that Easter HAF 2024 programme delivery was funded through the 2024/2025 grant funding allocation by the Department for Education and therefore will be reported on in the Annual report for 2024/2025.

No additional funds were used to support the delivery of the 2023/2024 programmes.

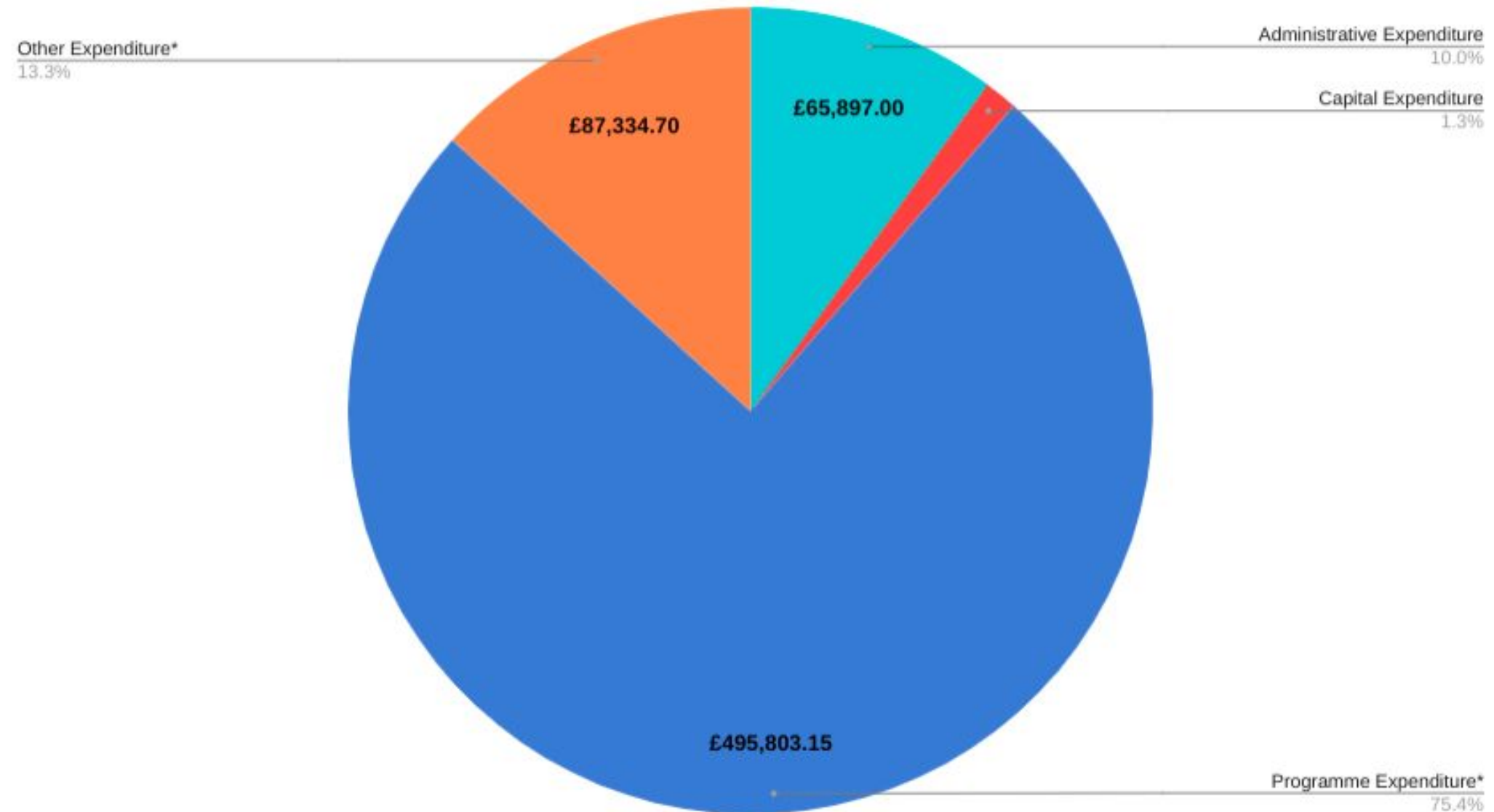
The following pie chart breaks down the total spend for the financial year 2023/2024.

**Programme Expenditure: All of the costs of providing free HAF places, including payments to providers and third parties for services provided.*

**Capital Expenditure £8,722.15*

**Other Expenditure: Central Booking Platform, the HAF webpage, HAF family engagement and publicity, HAF taster event, and SEND upskilling training workshops for commissioned HAF providers.*

Sutton HAF Expenditure FY 23/24



Commissioning & Procurement



The HAF Programmes delivered by 2023/2024 funding, followed two different commissioning processes to procure providers that were committed in delivering the programme.

Following the usual Request for Quotes procurement process for tendering in Easter 2023, this process became resource-intensive and time inefficient given the timelines for the programme and turnaround. After evaluation and review of the current process, approval was granted by the Sutton People committee in October 2022 to launch a flexible framework to procure for HAF through the Dynamic Purchasing System (DPS) - offering a new and efficient way to procure provision for the HAF programme from Summer 2023 onwards.

Providers were screened through qualifying questionnaires for their policies and procedures and if successful, were invited to bid through submitting bids via a series of 'mini competitions'. These mini competitions involved evidencing what providers could offer for the programme against quality questions and prices which were scored independently by an evaluation team and thereafter ranked to ensure best value for money.

A 'mini-competition' process was run via the DPS for summer 2023 and providers were able to bid for:

Lot 1 - Sutton North Wards, Lot 2 - Sutton South wards, Lot 3 - HAF+ - Targeted Provision for 13-16 Year Olds only (pilot).

Following the success and familiarity of the first round of the DPS, further mini competitions were launched for both Christmas 2023 and Easter 2024, which allowed providers to bid for Christmas 2023 and/or the Easter 2024 programme. This allowed longer contracts for providers and helped with sustainability and familiarity of provision with families and children. Christmas HAF 2023 mini competitions were:

Lot 1 - Sutton North Wards, Lot 2 - Sutton South wards, Lot 3 - HAF+ - Targeted Provision for 13-16 Year Olds only.

The full provider list for 2023 HAF commissioned providers can be found in the 'Provider List'.

Strategy and Steering Group

Sutton's HAF programme has been supported by an engaged strategy and steering group throughout 2023/2024.

Role of the group:

- Informs ongoing needs assessment
- Provides input to the commissioning process
- Identifies assets to support delivery
- Ensures alignment to other council initiatives to secure maximum value
- Reviews performance data and offers challenge

Three steering group meetings were held in 2023. The group includes representation from the following partners and services:

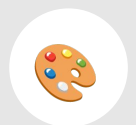
LBS Public Health and Wellbeing, LBS Commissioning (Health, Children's, Education), LBS Education, LBS Policy, Children's Services, Refugee Resettlement Team, Early Intervention Team, LBS Children and Young People's Disability Team, LBS Cultural Services, LBS Leisure Services, Family Information Services, Community Engagement and Youth engagement officer, Sutton Community Action.

Additionally, 2023 saw the facilitation of a HAF provider network forum run by providers. This space offers a platform for commissioned providers to support each other throughout delivery programmes and feedback any concerns to the Sutton HAF team where necessary and where improvements can be made.

The HAF Offer

The Department for Education (DfE) provides grant funding to Local Authorities to provide a Holiday Activities and Food (HAF) programme during Easter, Summer and Christmas school holidays for school aged children from reception to year 11 (inclusive) who receive benefits-related free school meals. Sutton Council uses this funding to commission a varied programme of holiday and food activities throughout the year, in line with the DfE Guidance.

The minimum standards for quality provision for the programme are:



Enriching Activities



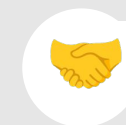
Nutritious Food



Physical Activity



Nutritional Education/Promoting Healthier Behaviours and Lifestyles



Signposting and Referrals

Marketing and communication

A robust marketing and communications plan for Sutton's HAF Programme is essential to maximise outreach, ensuring that every eligible family is aware of and can access provision.

The Sutton HAF Programme is communicated through a range of channels with the help of the LBS comms team:

- HAF Webpage www.suttoninformationhub.org.uk/pages/HAF
- Eligible families contacted directly and securely through our Central Booking platform 'HolidayActivities'
- Council Social media platforms (X, facebook, next door, instagram, Tiktok)
- Newsletters and bulletins (Sutton Scene, Education Bulletin, Ambitious for SEND, People Directorate newsletter, MIB, Sutton Parent Carer Forum, Sutton Care Hub)
- Digital billboards: Clear Channel across the borough
- Civic suite and library digital screens
- Schools: Head Teacher Meetings and direct emails
- Physical posters in high footfall locations such as parks, supermarkets, food banks, Citizens Advice Bureau, DWP Job Centre
- Partners: Through our strategy and steering groups and networks
- Local services and council teams (Contact centre, Family Information Service, Family Hubs, Libraries)

**Images of the three HAF 2023 programme advertisement posters.*



Book your child's place today!

*All eligible children entitled to benefits-related free school meals can book a free place.



Reaching the Target Cohort

**Image of the Holiday Activities booking platform logo.*



Ahead of Summer HAF 2023, Sutton invested in a central booking platform 'HolidayActivities' to help manage the HAF Programme. The HolidayActivities e-vouchers platform was designed and built specifically to support effective HAF programmes, enabling local authorities, activity providers and eligible families to easily and securely engage their children in HAF activities.

By leveraging this digital solution, the platform efficiently distributes e-vouchers directly to our eligible families (on benefits-related free school meals), ensuring seamless access to our HAF programme.

This targeted approach not only reduced costs (compared to direct mail outs) with savings of 36%, but also helped increase the reach of the target cohort, reduced administrative, time, and resource burdens, allowing the HAF team to focus more resources on delivering a quality programme and ensuring reliable data was being reporting to the Department for Education.

Parents

Easily access unique HAF vouchers, review activities in the local area and book sessions.

Sutton Council

Engage all eligible families and benefit from live eligibility data to ensure compliance reporting for the Department for Education.

Providers

A dedicated platform designed and built to best support the delivery of HAF provision.

Schools

Synchronisation of the eligible cohort, with schools assigning vouchers for eligible children.

Expanding the Reach to Vulnerable Groups

The London Borough of Sutton has discretion to use up to 15% of the funding to provide free or subsidised holiday club places for children who are not in receipt of benefits-related free school meals but who the local authority believe could benefit from HAF provision. There is no prescriptive list for children who can access these places however the local authority would offer these places to children who are deemed vulnerable and would greatly benefit from participating in HAF e.g. Children who are Looked After, Young Carers, Refugees. Places are limited and are on a first come first served basis and the chosen provider must be contacted first to ensure there is availability and needs can be catered to.

The local authority regularly reviews these places with the strategy and steering group to help identify gaps, reach vulnerable cohorts and monitor uptake of places. The LBS HAF team utilise a form format for professionals and providers to complete when referring children for a placement under this scheme. This ensures that capacity is not exhausted, and information on which cohort a child or young person would apply under is collected, and should minimise confusion regarding eligibility under the 15% scheme.

1. Enriching Activities

Sutton HAF providers are dedicated to offering a diverse range of enriching activities designed to inspire and engage children. These inclusive activities span various interests and skill sets, including sports, arts and crafts, drama, cooking, and educational workshops, day trips and more. Children have the chance to build friendships, develop new skills, improve skills, explore interests, and also experience new 'firsts' like ice skating. These enriching activities are integral to fostering a well-rounded, enjoyable holiday experience for all participants.

Targeted Offer - HAF+ for 13-16 Year Olds

For the Summer 2023 HAF programme, in addition to the core offer, Sutton piloted targeted provision for 13-16 year olds. This was following the national challenge of lower attendance amongst secondary ages in HAF provision and focus group work completed by the HAF team in January 2023 to help shape the secondary ages offer. Providers offered targeted age appropriate sessions such as activities that built life skills, domestic skills, employability skills, or educational skills - with certification. This provision continues to be valuable in shaping the LBS targeted HAF offer for secondary ages.

The pilot provision in Summer saw workshops on creating podcasts, sports coaching, and financial literacy. This offer expanded in Winter and saw providers additionally offer film making/drama, and content creation workshops with a music producer.

As Christmas HAF typically sees lower than expected levels of attendance, to help address this and extend our core offer during this period, children received activity packs with enriching activities and nutritional educational workshops that would help keep children engaged.



**Eight images of the various enriching activities children experienced during the HAF 2023 programme, such as podcasting, trips involving animal encounters, and various arts and crafts such as key mosaic making, jewellery making, thread work, and tie-dyeing.*

2. Physical Activities

Sutton's HAF Programme is committed to promoting an active lifestyle by ensuring that all providers meet the physical activity standard, delivering at least 60 minutes of physical activity in each session. Our providers offered a wide range of activities, including team sports, dance, fitness, boxing, martial arts, football, tennis, archery, olympic style games, cycling club, outdoor adventures, and more, catering to various interests and fitness levels. By integrating these activities into every session, providers ensure that children engage in regular physical exercise, which is crucial for their physical and mental well-being. This emphasis on physical activity supports our goal of nurturing healthier, more active children in Sutton.

One of our greatest successes over 2023 was partnering with our transport team for Summer to deliver our new cycling club for children. The club allowed children of all ages and abilities to learn how to cycle and also provided practical sessions on cycle maintenance such as checking breaks, fixing tyres, checking air pressure. We were pleased that children who started at beginner level and attended the club over Summer, could confidently ride a bike at the end of the Summer!



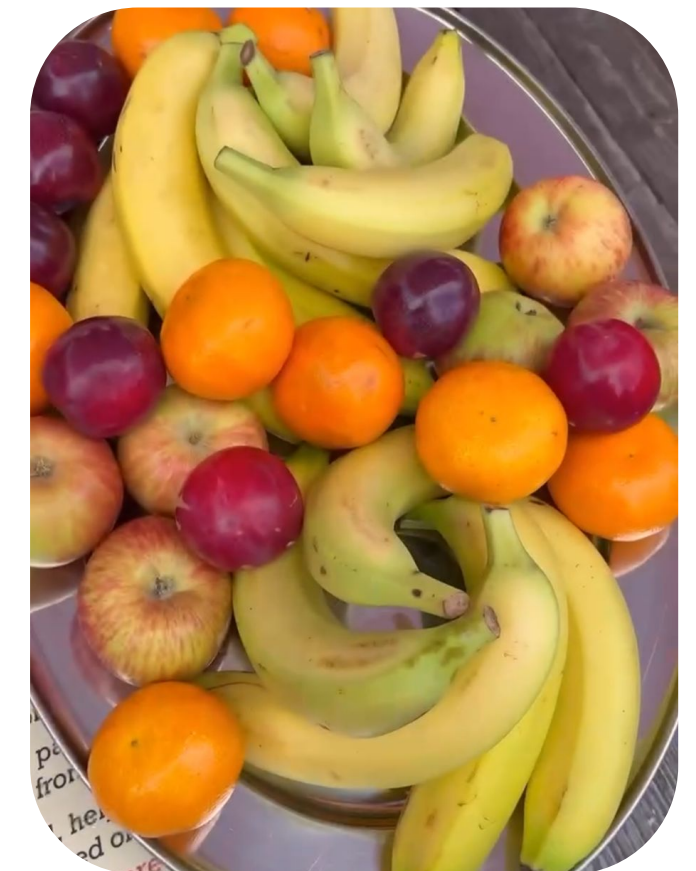
**Seven images of the various physical activities children experienced during the HAF 2023 programme, such as tennis, football, boxing, gymnastics, children's polo, cycling and basketball. .*

3. Food

All providers offered nutritious meals to children at each session whether this was breakfast, lunch or dinner. Each meal is planned to meet dietary guidelines according to the School Food Standards, providing balanced nutrition for children. Our providers offered a variety of wholesome meals, incorporating fresh fruits, vegetables, protein, and healthy snacks. By partnering with local food suppliers, meals were not only healthy but also appealing to children and consumed in a fun way such as taste tests. This commitment to nutritious meal provision helps combat food insecurity and supports healthy eating habits.

The quality of food provision varied across providers with some providers offering menus from around the world and exploring taste buds. Other providers had incorporate activities with meals such as myth busting, food taste tests, making fruit skewers, creating their own healthy lunch and making fruit smoothies, all to help build nutritional education in families and children.

Outdoor sport providers offered cold lunches in Summer due to the nature of their activities.



** Four images of the healthy food children were provided during the HAF 2023 programme, such as hot meals with vegetables, yoghurts and healthy snacks, and fresh fruit.*

4. Nutritional Education and the promotion of healthy living/lifestyles

Sutton's HAF Programme delivered a wide range of engaging activities aimed at educating participants about nutrition and healthier lifestyles. Our clubs offered hands-on experiences such as smoothie making, cooking classes, creating fruit skewers, and planting seeds to grow fruit and vegetables. Nutritional education was built into sessions such as blind taste tests, quizzes, arts and craft, and competitions related to eating healthier. Providers also directed families to our HAF Webpage for additional nutritional education resources under 'Accessing Further Support' and some even produced their own nutrition booklets for children to take home and complete with their family.

The HAF team further supported nutritional education through the distribution of activity packs which included workbooks on nutritional education in a fun way for children to complete with their family outside of HAF.



* Five images of the nutritional education activities offered, activity packs including nutritional educational workbooks, fruit and vegetable seed growing, pic'n'mix of fruits, healthy plates activity, and a smoothie making activity.

5. Signposting and Referrals



All providers actively signpost and refer children and families to additional support services to ensure comprehensive care and assistance that goes beyond HAF sessions. We maintain strong partnerships with local organisations, health services, partners and community groups, allowing us to connect families with resources and beneficial signposting. Our providers offer guidance on accessing further support via the HAF Webpage, which includes information on nutritional education, mental health services, financial assistance and much more. By ensuring that families are aware of and can access these vital resources, we help create a supportive network that addresses a wide range of needs.

Over 2023 we:

- Sent weekly signposting information to commissioned providers to disseminate to families over the holidays
- Distributed over 500+ cost of living crisis support leaflets to families attending HAF
- Signposted families to join Sutton's Bags of Taste initiative which offered free recipe kits through a mentoring-course
- Signposted to the school uniform exchange scheme and help with uniform costs
- Distributed over 1,500 activity packs and activity trackers for children and young people that attended HAF
- Helped disseminate information with rising energy costs
- Raised awareness of half price water bills -
<https://seswater.co.uk/your-account/paying-your-bill/help-paying-your-bill/#watersupportscheme>
- Signposted to Sutton's CFCS (Children's First Contact Centre) and LADO
- Signposted to Sutton's Local services - Libraries for warm spaces, Family Hubs, Citizens Advice Bureau for advice
- Raised awareness and referred families to Sutton's HAF webpage on 'accessing further support' for a range of support
<https://suttoninformationhub.org.uk/pages/accessing-further-support>



** Three images, one of the Together For Sutton logo, one of the distributed cost of living support leaflets and another of a warm space giving away free winter coats for Winter.*

Special Educational Needs & Disabilities (SEND)/ Additional Needs

Sutton HAF are committed to ensuring our programme remains inclusive for all. Our provision for SEND children included sessions with additional support to meet unique requirements. We had a wide range of providers who delivered provision for children with low level to high level complex SEND/additional needs.

Where further funding was required to help meet needs e.g. through 1:1 support, we granted this with the consultation of our Children and Young People's Disability Team. This approach ensured that children received appropriate support where needed to enable them to participate and benefit from activities in a safe manner.

Additionally, in helping providers become more inclusive, we purchased mobile SEN kits for all of our commissioned providers with our capital funding. Kits included: pop up tents and therapeutic wellbeing toolkits, ear defenders, and weighted blankets. This was received very well from families and providers.

This is one example which underscores our commitment to making the HAF Programme accessible and beneficial for all children.

With the 2023/2024 funding we also invested in a training package for commissioned providers on a tailored SEN training and upskilling. This was in response to the challenge around children presenting with additional needs that had not been diagnosed yet and managing this more effectively.

Sutton HAF also implement regular feedback mechanisms, allowing us to continuously monitor and improve our services based on the experiences of SEND children, their families, and our providers who deliver specialist support.



* Four images of the SEND equipment kit that was distributed to all providers to support children. This includes a black pop up tent that is wheelchair friendly, weighted blankets, a therapeutic wellbeing toolkit with cards and fidget toys included, and ear defenders.

Additional resources, partnerships and aligning with other priorities

Partnerships are integral to the success of Sutton's HAF Programme, as they enable us to expand our reach, enhance service delivery, and maximise community impact. Ahead of each HAF programme, we look to establish connections and partnerships with services to enhance the core HAF offer.

For 2023/2024 we partnered with:

- Sutton United FC - Sutton United players visited one of our football provisions and children got a chance to meet professional football players and play football with them. This received some great feedback and was also promoted on the LAs social media platforms. A Q&A session was also held with parents of the children for advice on how to improve skills and pursue football further.
- LBS Sustainability and Transport Team - to deliver our new cycling club over Summer and teach children practical skills on cycling.
- Art/cultural organisations - Sutton Central Library kindly donated some children's reading books to our families at one of our theatre clubs. This was received very well by parents.
- Community organisations - the London Fire Brigade visited one of our HAF provisions to deliver a safety session for children.
- Sutton Family Hub connectors also visited some of our clubs for drop in sessions to help further raise awareness of local services and signpost families.
- Wonder Company Ltd - To help extend our HAF offer beyond the clubs, we purchased activity tracking watches for older children to get them to be more physically active. In addition to this, we also distributed activity packs (including nutritional activity packs and fitness) for younger children. These were received very well and helped with remote provision, enriching activities, nutritional education, and physical activity.
- TTS Group - To support SEN engagement and participation and make all providers inclusive and provision accessible. Kits included: pop up tents and therapeutic wellbeing toolkits, ear defenders, and weighted blankets. This was received very well from families and providers.
- PlayWise - To help upskill and deliver SEN training sessions for commissioned providers.
- Beyond the Box - Events and engagement company to help publicise our programme further and create family friendly taster events.

These partnerships facilitate access to resources, expertise, and diverse programming that enriches the HAF experience. By working together and aligning local priorities, we looked to create a network of support that addresses various needs, promotes inclusivity, and strengthens community resilience.

Sutton HAF did not receive any extra funding support or food for our 2023/2024 programmes.



** Image of Sutton United FC players visiting one of the HAF providers during the HAF 2023 programme.*

Easter 2023 HAF

Number of commissioned providers: 19

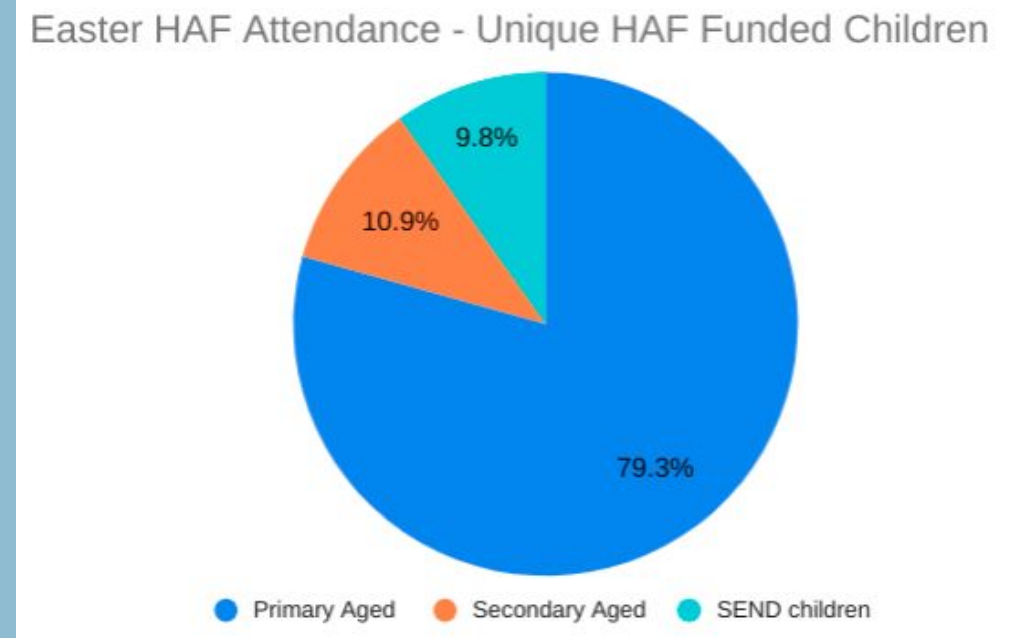
Number of locations: 21

Number of awarded places to commissioned providers: 3,028

A range of activities were delivered from multi sports, martial arts, drama, arts and craft, cooking and more. We visited 5 provisions to quality assure to ensure high quality provision was being delivered. It transpired that providers still need support with signposting and referrals and to be more creative with nutritional education.

The below table and pie charts provide an overview of our attendance data from our evaluation of the Easter HAF programme. It is important to note that when interpreting Easter data, Sutton HAF did not have a Central Booking System in place.

Free School Meals Population (Eligible Cohort on benefits-related FSM)	6,171
Primary Aged Children	656
Secondary Aged Children	90
Total Unique HAF Funded Children	746

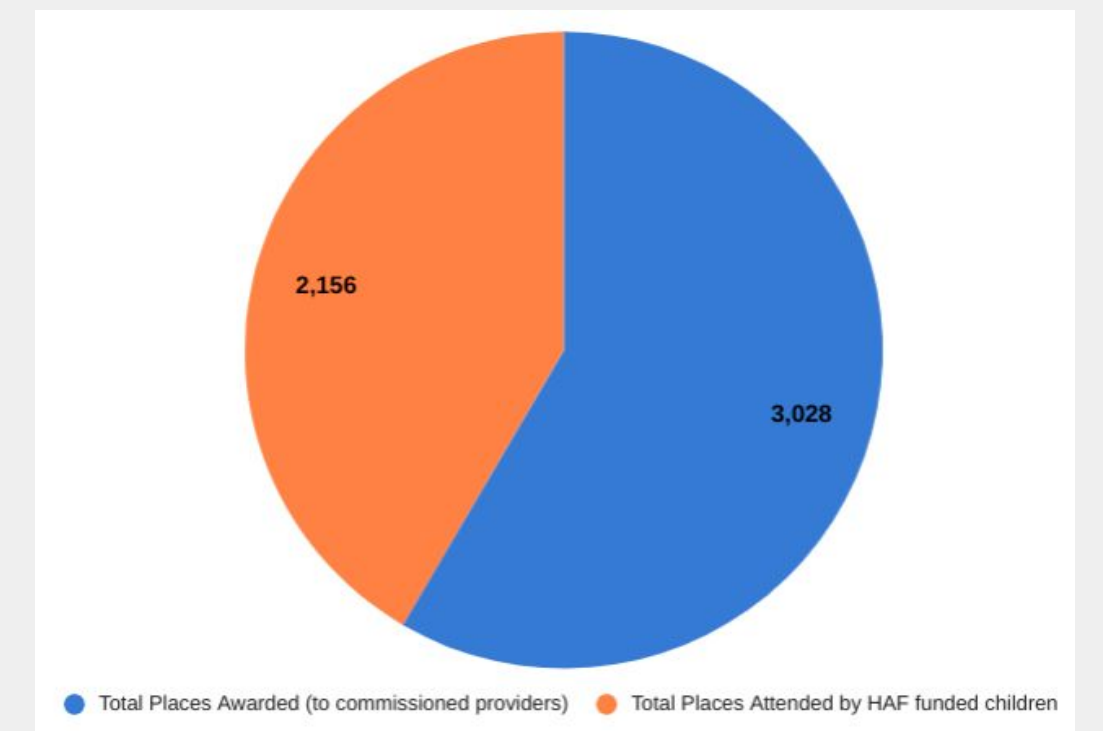


* A piechart highlighting the Easter HAF 2023 unique attendance with 9.8% were SEND children, 10.9% were secondary aged children and 79.3% were primary aged children.

*Image of children playing table tennis.



Easter HAF 2023 - Attended Places



*A piechart highlighting the Easter HAF 2023 attendance with 3,028 places commissioned and 2,156 placed attended.

Successes

- Our processes were more streamlined for Easter. There was clear structure and expectations with commissioned providers.
- We investigated ways to streamline our procurement process and proposed launching the DPS to run after the Easter programme, ready for the Summer.
- The Sutton HAF moved to a new webpage (www.suttoninformationhub.org.uk/pages/HAF) that worked better, was visually appealing, accessible and user friendly for services and residents.
- We helped build a new partnership with one of our special schools and a HAF provider. This was a big achievement as partnering with special schools to deliver HAF has been a challenge in Sutton.
- Sutton United players visited one of our football provisions and children had the chance to meet professional football players. Parents/carers also had a chance for a Q&A session.
- Support from schools continued to grow.

Challenges

- Easter HAF saw lower than expected levels of attendance. This may have been due to three religious holidays occurring over the Easter holiday period.
- Partnering with leisure centres and schools to offer provisions and activities for HAF remained a challenge for Easter.
- The lack of a central booking system presented many challenges with running the HAF programme. This was particularly in relation to obtaining data returns from providers.
- Low attendance amongst secondary ages continued. Focus group work carried out in early 2023 was set to be built into tailoring our future programmes to attract secondary aged children, starting from Summer HAF.

Easter 2023 Spend

The below table provides a breakdown of the actual spend for the Easter HAF 2023 programme. No other funding (beyond the grant) was used to deliver the programme.



Spend Category by the Department For Education	Actual Spend
Face-to-face holiday club provision (including provider costs, holiday club staff, venue costs, activity costs, food/meal costs and other costs directly associated with the provision of free holiday club places directly funded through the HAF programme).	£111,177.69
Remote holiday club provision	0
Publicising the scheme to eligible families and other communications	£15,341.51
Capital expenditure (e.g., catering or sports equipment for clubs)	0
Management and administration of the programme by the LA	£21,965.67
Other costs (e.g., translations, transport, provider staff training, booking systems etc.)	0
Total Spend	£148,484.87

Summer 2023 HAF

Number of commissioned providers: 19

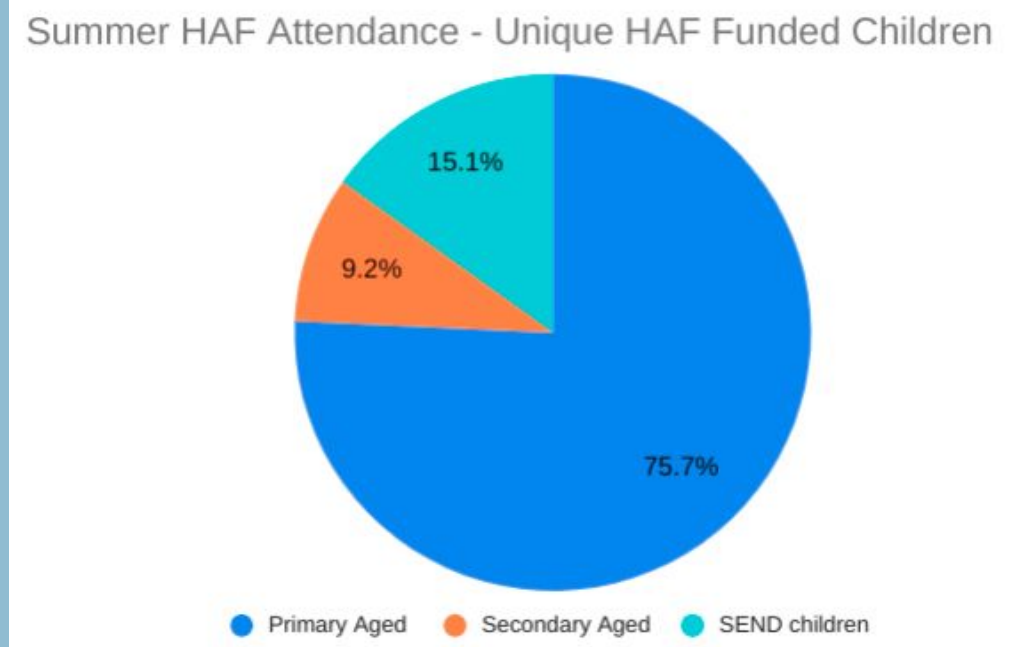
Number of locations: 24

Number of awarded places to commissioned providers: 9,896

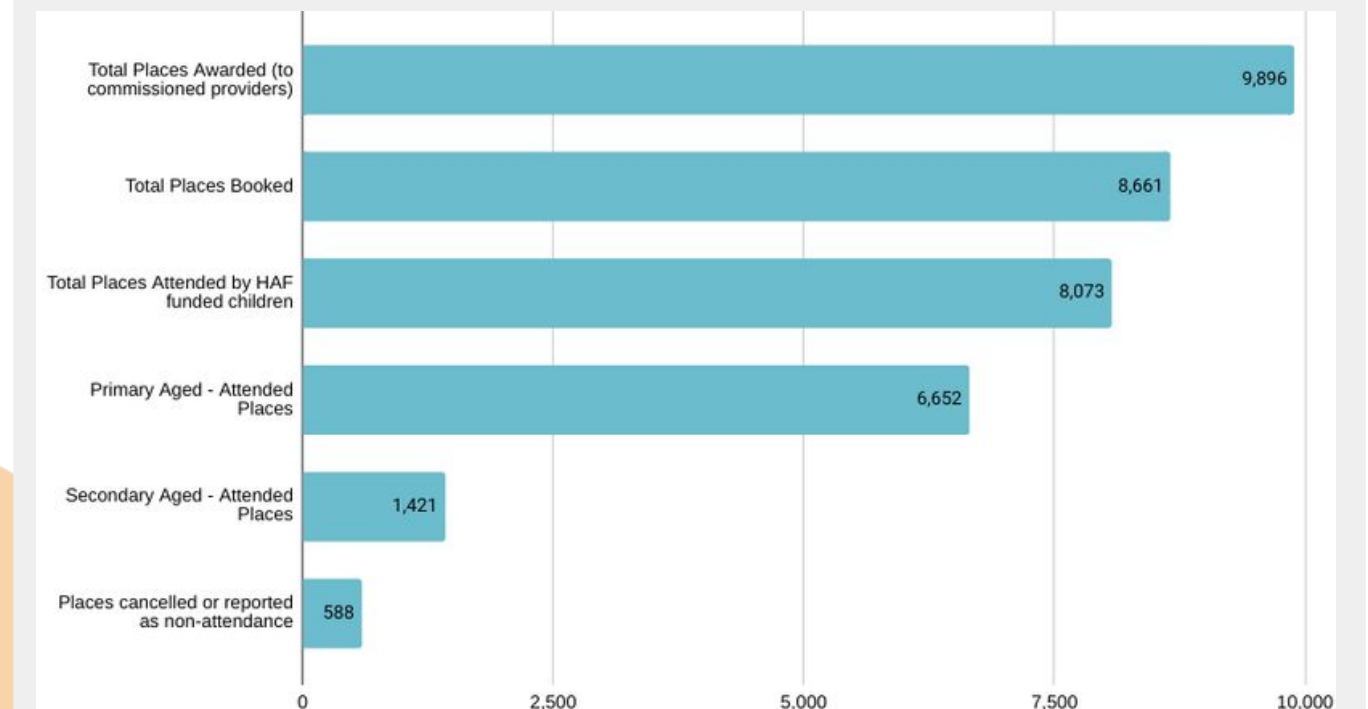
A range of activities were delivered from multi-sports, cycling club, drama, arts and crafts, coding, trips and more. Summer HAF also saw a roll out of pilot provision for 13-16 year olds which involved a podcasting workshop, financial management, and sports coaching sessions. We visited all of our providers to quality assure to ensure high quality provision was being delivered. It transpired that providers still need support with signposting and referrals.

The below table and pie chart provide an overview of our attendance data from our evaluation of the Summer HAF programme.

Free School Meals Population (Eligible Cohort on benefits-related FSM)	6,714
Primary Aged Children	2,106
Secondary Aged Children	256
Total Unique HAF Funded Children	2,362



Summer HAF 2023 - Places Overview



* A piechart highlighting the Summer HAF 2023 unique attendance with 15.1% were SEND children, 9.2% were secondary aged children and 75.7% were primary aged children.

*A chart highlighting the Summer HAF 2023 attendance with 9,896 places commissioned and 8,073 placed attended.

Summer 2023 HAF

Got 60 Seconds? Watch this video of what we got up to over Summer HAF 2023!



Successes


- We launched our DPS system to procure providers for Summer HAF. This ran smoothly and attracted a wider market with new providers joining us for Summer.
- Our HAF posters were refreshed, making them more suitable for our audience and less corporate.
- We invested in a central booking system 'HolidayActivities' to run our HAF more efficiently. This has allowed 100% direct reach of our target cohort and 100% of our target schools ordering vouchers for eligible children. Additionally, data collated and reported is more accurate data and reliable.
- We ran three piloted provisions for 13-16 year olds exclusively. One provision delivered exceptionally well with a podcasting workshop. The children discussed interesting topics of significance to them such as men's mental health issues.
- New partnerships built - our first cycling club ran with our internal transport and sustainability team which was received very well.
- All providers were quality assured over summer, which helped assure the framework of standards were being met to a high standard.

Challenges

- Providers experienced venue cancellations at short notice and the impact this had on them to deliver some contracts fully.
- 'Teething' issues with our new booking system for some providers. We held support sessions to help with this.
- Ensuring our discretionary 'up to 15%' places and additional SEND support submissions were managed and submitted in a streamlined manner that also helped manage parent/carer's expectations.
- Partnering with leisure centres and schools to offer provisions and activities for HAF remains a challenge.
- Ongoing low attendance amongst secondary ages. Although the pilot provision for 13-16 year olds has improved our offer.

Summer 2023 Spend

The below table provides a breakdown of the actual spend for the Summer HAF 2023 programme. No other funding (beyond the grant) was used to deliver the programme.



Spend Category by the Department For Education	Actual Spend
Face-to-face holiday club provision (including provider costs, holiday club staff, venue costs, activity costs, food/meal costs and other costs directly associated with the provision of free holiday club places directly funded through the HAF programme).	£286,355.38
Remote holiday club provision	0
Publicising the scheme to eligible families and other communications	£14,935.83
Capital expenditure (e.g., catering or sports equipment for clubs)	0
Management and administration of the programme by the LA	£21,965.67
Other costs (e.g., translations, transport, provider staff training, booking systems etc.)	£3,165.50
Total Spend	£323,422.38

Christmas 2023 HAF

Number of commissioned providers: 19

Number of locations: 24

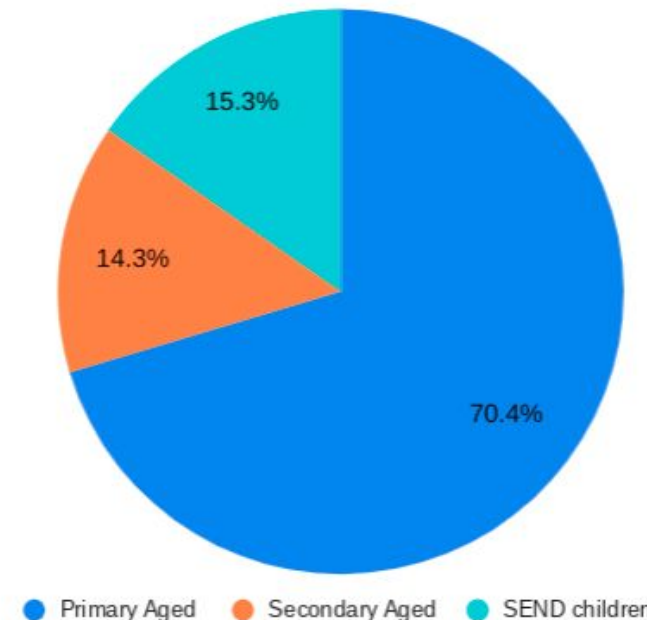
Number of awarded places to commissioned providers: 3,407

A range of activities were delivered from multi-sports, drama, arts and crafts, coding, and winter themed trips such as ice skating and Winter Wonderland. Four clubs ran our 13+ provision for 13-16 year olds, where building on life skills was the focus. This included, a sports focused workshop on furthering educational skills within sports and active leisure, an opportunity to gain practical coaching experience in sport and physical literacy, a film making/drama improv workshop, and a content creation workshop. We visited 9 of our providers to quality assure to ensure high quality provision was being delivered. Providers met HAF standards and while some were fully attended, others had poor attendance due to sickness.

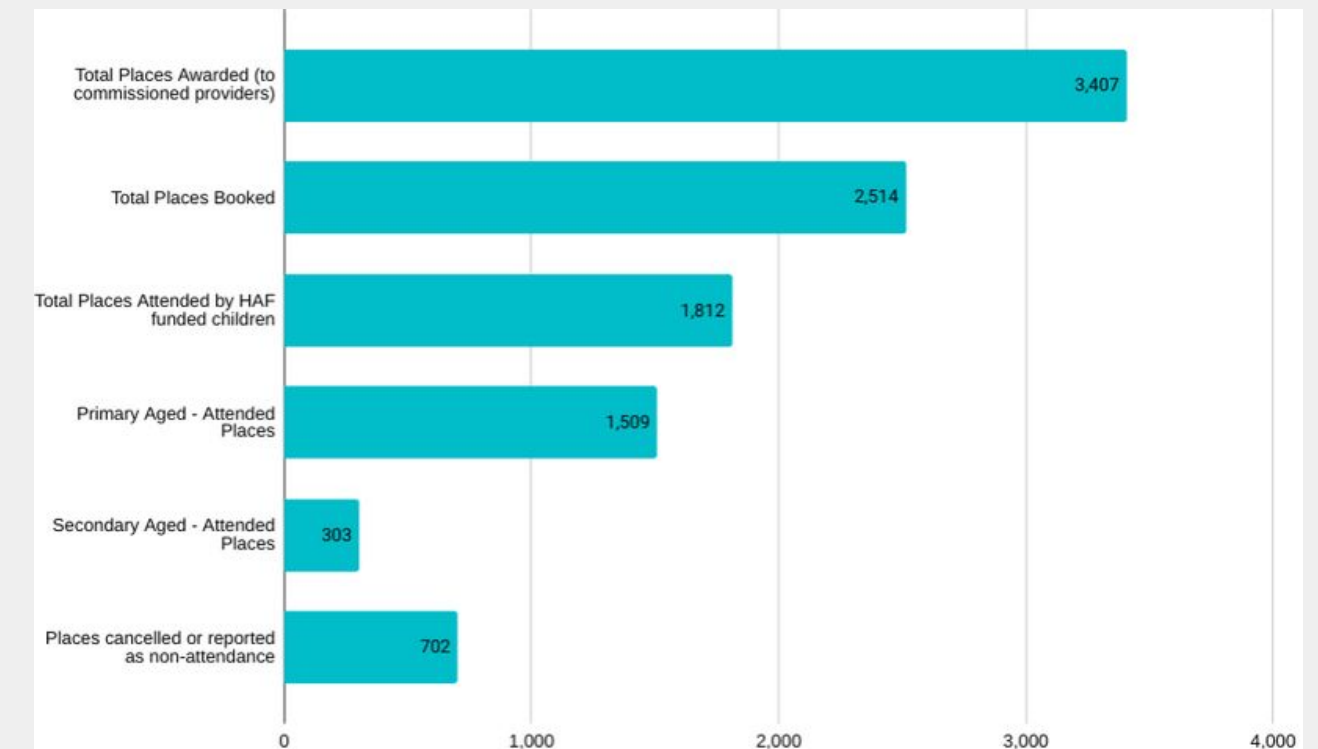
The below table and pie chart provide an overview of our attendance data from our evaluation of the Christmas HAF programme.

Free School Meals Population (Eligible Cohort on benefits-related FSM)	6,667
Primary Aged Children	501
Secondary Aged Children	102
Total Unique HAF Funded Children	603

Christmas HAF Attendance - Unique HAF Funded Children



Christmas HAF 2023 - Places Overview



** A piechart highlighting the Winter HAF 2023 unique attendance with 15.3% were SEND children, 14.3% were secondary aged children and 70.4% were primary aged children.*

**A chart highlighting the Winter HAF 2023 attendance with 3,407 places commissioned and 1,812 placed attended.*

Successes


- Procurement activity ran smoother and longer contracts were awarded to providers.
- Providers were familiar with our central booking system which was a success. This meant our data and monitoring was more accurate and reliable for reporting. The booking system has allowed us to run the programme efficiently and effectively.
- Brilliant partnerships with schools to order vouchers to eligible children meant we reached 100% of our target cohort.
- Our 13- 16 year olds targeted provision ran its second round and was popular with providers who are motivated to deliver practical workshops for teenagers. This was great as it helps improve our secondary age attendance.
- New processes to manage additional funding for SEN children and up to 15% cohorts via forms worked very well. This has helped track uptake of different cohorts and has allowed a more efficient way to manage this aspect of the programme which is usually a challenge.
- Sutton HAF's most notable event was the Children and Families and Wellbeing minister David Johnston visiting a HAF club on the first day of delivery, along with the leader of the council and the local ward MP. This helped to raise Sutton's HAF profile as press was released and featured on social media.
- Our clubs distributed 200+ cost of living crisis leaflets to our families through winter to help with signposting and referrals.
- All clubs received activity packs for enriching activities, and nutritional education activity workbook, and physical activity. This was distributed to children in addition to the core offer, which in effect extended the HAF offer. This was very well received from providers and families.
- With our capital funding we purchased mobile SEND equipment (pop up tents and therapeutic wellbeing toolkits, ear defenders, and weighted blankets) for our clubs to increase inclusiveness and accessibility.
- Sutton HAF have also facilitated a provider network to support commissioned providers throughout delivery.

Challenges

- Christmas HAF recorded very low attendance as provider's reported that sickness and non attendance (without any notice) was very common. This was fed back to the DfE cluster meetings for guidance, where it was reported as an ongoing national issue due to the programme being in between a major celebration, and a season when sickness is prevalent. Other boroughs suggested allocating more funding to Summer provision, or increasing communication and engagement budgets for the Winter period.
- We also had reduced comms support. Our digital posters were delayed and our HAF webpage was affected by a bug for a few days. This was raised immediately and resolved but it became clear that we needed to rethink comms in creative and engaging ways for our audience.
- Ongoing low attendance amongst secondary ages, although the pilot provision for 13-16 year olds improved.
- Providers costs per place increased as costs overall increased nationally. Particularly with venue hiring.
- The rise of supporting children with an increasing number of EHCPs.
- Ongoing challenge with families of SEN children who were not transparent with their child's needs upon booking or attending provision.
- Ongoing challenge with supporting children who presented with additional needs but were not yet diagnosed or had a pending assessment.

Christmas 2023 Spend

The below table provides a breakdown of the actual spend for the Christmas HAF 2023 programme. No other funding (beyond the grant) was used to deliver the programme.



Spend Category by the Department For Education	Actual Spend
Face-to-face holiday club provision (including provider costs, holiday club staff, venue costs, activity costs, food/meal costs and other costs directly associated with the provision of free holiday club places directly funded through the HAF programme).	£98,270.08
Remote holiday club provision	0
Publicising the scheme to eligible families and other communications	£49,469.42
Capital expenditure (e.g., catering or sports equipment for clubs)	£8,714.08
Management and administration of the programme by the LA	£21,965.67
Other costs (e.g., translations, transport, provider staff training, booking systems etc.)	£7,430.50
Total Spend	£185,849.75

Publicising the Programme Further

One of our key challenges throughout 2023 programmes was improving our comms for our audience and family engagement to help publicise the programme that translates into better attendance. Following reduced comms support throughout 2023/2024 it became clearly evident that we had to invest more into publicising our programme further. LBS therefore invested in a community engagement and events company 'Beyond The Box' to help with this.

The aims were to:

- Increase the reach and awareness of the HAF programme by having family events in public and high footfall areas with signage of the programme to increase interest.
- Engage and promote the HAF programme to all eligible families in Sutton and thus increase uptake.
- Expanding on the HAF core delivery programme through an extension of existing provision by offering HAF taster events.
- Offer eligible families a HAF taster day whereby they can explore different provisions in order to find the right provision to cater to their child's needs and in effect boost attendance.
- Remove some of the barriers such as digital poverty, in accessing the Holiday Activities and Food programme via other communication channels and media.
- Gain qualitative feedback and real experiences and insights from families and young people in the borough



**Image of the Easter Family event video found on Sutton Council youtube page.*

Feedback from Parents

"(Child's) confidence has grown and I feel happy leaving him knowing he is having a great time."

"Best holiday camp, my son didn't want it to finish!"

"Fantastic course, my son loved it and was not able to ride (a bike) at all. He now can ride short straight distances. We went and brought a bike to practise more on as he was so excited about it. Lovely staff, very helpful. Please come back again."

"His confidence has grown and I feel happy leaving him knowing he is having a great time."

"Thank you for all being so welcoming and encouraging. Both my children love attending your camp and don't want to miss any day."

"(Child) loves coming, it's the only one he wants to do there's so much variety for everyone not just based on learning or sport and if it is it's fun! Thank you"

"My child comes home buzzing from camp. He won't go to any other camp or attend any other activity. He love everything, the games. the food, the friends he makes. You guys do a wonderful job."

"Thank you for all being so welcoming and encouraging. Both my children love attending your camp and don't want to miss any day."

"The children really enjoyed every bit of the camp experience. Even in the winter they still want to come to your camp and play football which is a big surprise for me. Thank you for organising an amazing camp."

"The programme is great!"

"All three of my children have always attended your HAF camp. They will not go to any other camp or activity because they enjoy yours so much and have made so many friends. They also like the food. They tell me everything when they get home. They come back happy and can't wait for the next day of camp. Thank you for all you do."

"My children refuse to attend any other camps. They absolutely love it, they make loads of new friends whilst seeing their friends from school. The camp teaches them respect, resilience and how to support one another ...Great atmosphere, brilliant coaches... Thank you Pure Futsal and team for all your help and support and hard work."

"My kids love it here!! The team are so friendly, very welcoming and playful, they are great with children with special needs. They have soo many different activities to entertain the children indoors and outdoors If the weather's permitting. I wouldn't pick another camp!"

Feedback from commissioned Providers

"The process is smooth and the meetings are well informed."

"Good communication, support and feedback when needed"

"The team are all very supportive and offer easy access to communication. There is a clear and improving system in place which creates a clear structure"

"Everything based around the Sutton HAF programme is outlined clearly for HAF providers, making it a fairly smooth process,"

"Our food provision is always that aspect that gains the most positive feedback from parents and children- the kids love getting to build their own bowls and create their own lunches, and the parents love having the kids go home with simple, easy to cook and nutritious food recipe ideas."

"We are grateful to be one of the providers of the Sutton HAF camp. We can see the impact and difference the engagement is making to children and families. This is clearly evident in the friendship that have been formed, the increased interest in sporting activities and better levels of fitness amongst our participants. Our winter camp saw a high volume of 13-16 years old in attendance. We suspect this will continue to be an upward trend."

"I think the information, guidance and support throughout the process was excellent, the HAF team were available to answer questions and the pre and post delivery sessions were useful."

"The Winter Activities were a huge hit, including the jingle bell races and the food activities. Regardless of non attendance with some, we are happy we were able to still being enjoyment of those who did attend. We are also very proud of how well our SEND buddy boxes and Tents are being received by the children. They really enjoy this sensory space!"

"Everything in the process from start to finish involving the HAF team has been good"

"We find Sutton Council are supportive, and good communicators, both make our life as a provider much easier in my opinion."

"Being the first time we have done this in Sutton, we were happy with the numbers and interest we were able to attain. The activities we were able to provide were engaging and we have since received positive feedback from families. We factored in two trips which the young people thoroughly enjoyed also. The site visit from Laila was very positive. She was able to see a well ran programme with young people engaged"

"Full support when needed and clear expectations"

"Lots of support for our first ever programme. Positive PR in the community."

Overall the Summer HAF programme was very good from a providers point of view. It was difficult at first to get used to the new booking platform but we got used to it over time.

"excellent marketing ...all places filled with a waiting list ...HAF updates by email throughout"

Learnings

From running our HAF Programme in 2023/2024, we have gleaned several valuable lessons that will guide future efforts. First, the importance of investing in a central booking system to manage our programme efficiently. The system has streamlined the processes for families, providers, and the local authority. It has reduced administrative burdens, and provided real-time and reliable data to better track attendance and participation rates which has helped to make informed decisions. It has ultimately permitted the HAF team to focus efforts and resources on more strategic alignments and partnerships that can enhance the core offer for families and goes beyond operational work.

In 2023 we learned that planning and early procurement activity with providers cannot be overstated, as it ensures smoother operations and helps achieve milestones quicker in the running of the programme.

Summer 2023 saw our pilot provision that was targeted for 13-16 year olds only. This targeted provision has grown great interest and following great success this has resulted in making this targeted provision a permanent provision that providers can bid for in future procurement.

We learned that upskilling provision and providers to meet the diverse needs of all children, including those with Special Educational Needs & Disabilities (SEND), significantly enhances the inclusivity and impact of the programme.

Furthermore, feedback mechanisms, such as regular reviews, evaluations, and focus groups, proved crucial in understanding the evolving needs of providers, children and families, and partners, allowing us to make timely adjustments and improvements ahead of each programme delivery.

Additionally, it's clear that we need to increase our attendance levels. This needs to be through effective communication and marketing strategies in attracting our target audience and maximizing participation. Following lower than expected levels of attendance this is an area we need to significantly improve in and re-think in a creative way to help publicise our programme in a way that translates into improved attendance. We hope our efforts in the investment of our engagement and events company will help achieve this.

Lastly, the value of robust partnerships with teams, local organisations, schools, partners and services was reinforced, highlighting the collective effort required to deliver a comprehensive and enriching programme that goes beyond the core offer.

These lessons will inform our approach as we strive to continuously improve the HAF Programme and better serve our community to make a positive and lasting impact.

Plan for 2024/2025 ✨

Sutton has many new and exciting plans for 2024/2025 programmes in alignment with the Department for Education's funding for 2024/2025. This includes:

- Offering longer contracts to providers
- Effective marketing and engagement to help publicise and promote our programme to help increase attendance and engagement. Particularly with secondary ages.
- Continue to offer a variety of enriching activities and introduce new activities based on feedback and emerging interests
- Increase of targeted provision for 13-16 year olds
- Increase participation and engagement from diverse community groups
- Enhance the inclusivity and accessibility of the programme
- Use inclusive language to promote HAF to help increase engagement, for example, replacing 'Easter' with 'Spring' and 'Christmas' to 'Winter' to help engage a wider audience.
- Strengthen our partnerships and collaborative efforts with teams, partners local suppliers, organisations, and the voluntary sector
- Build on our school engagement so schools can confidently deliver HAF provision
- Assess competition in the market and ensure we continue to get the best value for money
- Implement efficient systems and feedback mechanisms and data to help continuously shape and improve our HAF programme

Summary



The 2023/2024 Holiday Activities and Food (HAF) Programme in Sutton has been a remarkable success, significantly enhancing the well-being of children from low-income families. Throughout the year, we expanded our reach, created new and strengthened existing partnerships, offering a diverse range of enriching activities and nutritious meals to ensure that all participants enjoyed a fulfilling and healthy holiday experience.

The year involved some great successes but equally some great challenges. Key highlights include the implementation of a central booking system, which streamlined our processes, the delivery of targeted provision for 13-16 year olds, and the launch of our DPS that has significantly improved our procurement activity. We have maintained partnerships with local schools, organisations, services and teams, which were crucial in delivering high-quality services and resources that go beyond the core offer.

We learned valuable lessons about the importance of early procurement and planning, effective comms and marketing, and continuous feedback, which will guide our future efforts. Looking ahead, Sutton HAF remains committed to investing in our programme to ensure that children continue to have access to healthy, nourishing, and supportive environments, creating lasting positive memories and experiences of their school holidays.

* Logo images of the HAF 2023 programme providers and partners.

Thank you

We extend our gratitude to all of our providers, services, internal teams, partners, and schools who have contributed to the success of the Sutton HAF Programme in 2023/2024. Your dedication, collaboration, and support have been instrumental in enriching the lives of countless children and families in our community. Together, we have provided not only nutritious meals and engaging activities but also a nurturing and inclusive environment where every child can thrive.

To our commissioned providers, thank you for your commitment and hard work, which has made this year truly exceptional. We look forward to continuing this journey together and building an even stronger programme in the years to come.



Provider List for FY 2023/2024

Easter 2023	Summer 2023	Christmas 2023
1st Verse Education	1st Verse Education	1st Verse Education
AMBIT Youth Ltd	AMBIT Youth Ltd	AMBIT Youth Ltd
Cheam Common Infants Academy/Leo Academy Trust	Come and Play Childcare Ltd	Come and Play Childcare Ltd
Crafty Critters	Dramabuds	Dramabuds
Dramabuds	Globe Fit	Globe Fit
Junior Adventures Group	Joal Miez Holdings Ltd	Joal Miez Holdings Ltd
Happy Healthy Kidz	Happy Healthy Kidz	Junior Adventures Group
Camp Beaumont (Inspiring Learning)	Mensahedusport Limited	Mensahedusport Limited
Budding Artists and Chefs	Our Parks Ltd	MKB Academy
Mensahedusport Limited	Pure Futsal Academy	Ominira Learning
Our Parks Ltd	Riverside Community Association Limited	Our Parks Ltd
Progressive Martial Arts Ltd	Sean McInnes Sports Coaching	Pure Futsal Academy
Pure Futsal Academy	Supreme Education LTD	Riverside Community Association Limited
Riverside Community Association Limited	Supreme Education Foundation	Sean McInnes Sports Coaching
Sport Works	Ominira Learning	Sport Works
Ominira Learning	Talent Acquisition Group	Supreme Education LTD
MKB Academy	TechyTots	Talent Acquisition Group
Tollo Academy	Internal provider - LBS The Grange PlayCentre	TechyTots
Internal provider -LBS The Grange PlayCentre	Internal provider - LBS Sutton Summer of Cycling	Internal provider - LBS The Grange PlayCentre





If you have any further questions please contact
Sutton's HAF team by emailing
holidayactivityprogramme@sutton.gov.uk



Visit our dedicated HAF webpage for more information
on our HAF programme -
www.suttoninformationhub.org.uk/pages/HAF

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