



Holiday Activities and Food Programme

Annual Report 2024

OWNER

Joseph Pegg

VERSION

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Brighter Futures for Children
Civic Offices, Bridge Street,
Reading RG1 2LU

Company number 11293709

Introduction

In 2020 the government announced that the holiday activities and food programme (HAF) would be expanded across the whole of England in 2021 and beyond. There have been pilot areas providing HAF since 2018. The government made up to £220 million available to local authorities to coordinate free holiday provision. The HAF programme was available to eligible children in every local authority in England. To implement the program, local authorities were asked to ensure that the offer of free holiday club provision was available for all children entitled to, and in receipt of, free school meals in their area. In 2023 Reading received £520,390.

HAF 2023 saw some changes as the DfE grant funding to Reading for the next three years is over £1,000,000. This meant we were required to go through a full commissioning process. This was time consuming and led to delays requiring a waiver being completed for Easter 23. However, commissioning was finished in time for the summer HAF so, despite the additional upfront work, we now have secure funding and 20 preferred providers up to the end of FY 2024/25.

Reading has a full time HAF coordinator, however, in January 2024 we were required to recruit to the post as Ciaran Delany resigned. We successfully recruited 4 March 2024 to the role and now have a new coordinator Joseph Pegg.



Purpose and benefits of HAF for children in Reading

The need for the HAF provision is at an all-time high as it has been recognised that school holidays create pressure points for some families because of increased costs (such as food and childcare).

Free holiday clubs are a response to this issue and evidence suggests that they can have a positive impact on children and young people.

As part of the offer, holiday club places were available for the equivalent of at least four hours a day, four days a week, six weeks a year.

As a result of this programme, we supported children who attended this provision to:

- take part in engaging and enriching activities which support the development of resilience, character, and wellbeing along with their wider educational attainment.
- be safe and not to be socially isolated.
- have a greater knowledge of health and nutrition.
- be more engaged with school and other local services.

Further, our aim was offering families the opportunity to:

- develop their understanding of nutrition and food budgeting.
- signpost towards other information and support, for example, health, employment, and education.

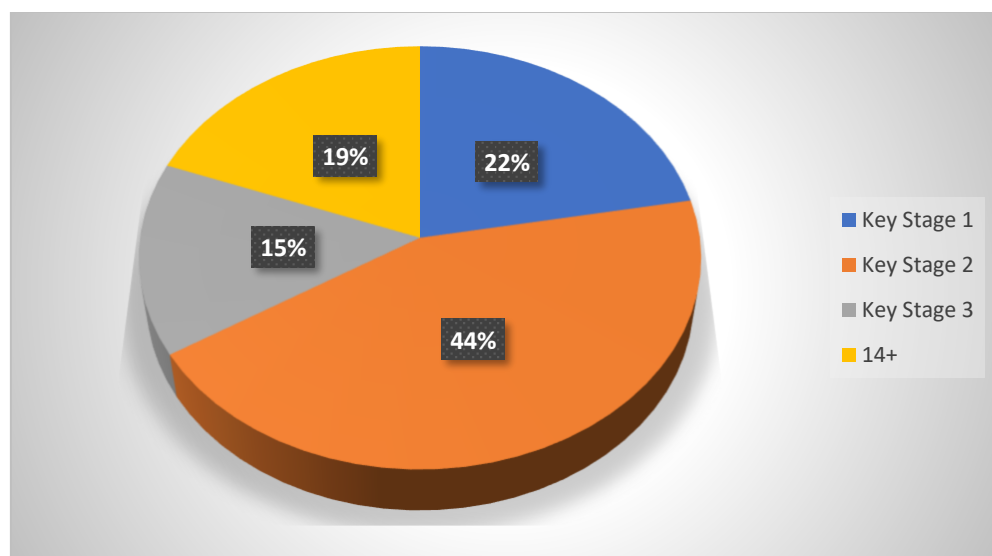
Eligible children in Reading

In the Reading area there were approximately 3800 children and young people eligible for benefit related free school meals when the programme was launched (2020 school census). However, the number of children on free school meals has risen to 4827 (Oct 23 census). We have seen a slight reduction in the number of eligible children however this could be contributed to children transitioning to different schools and losing their eligibility.

Year	Children eligible for FSM in Reading
2020	3800
2021	4213
2022	5107
2023	5235
2024 (April)	4827

Of the 4827 above each age group there are:

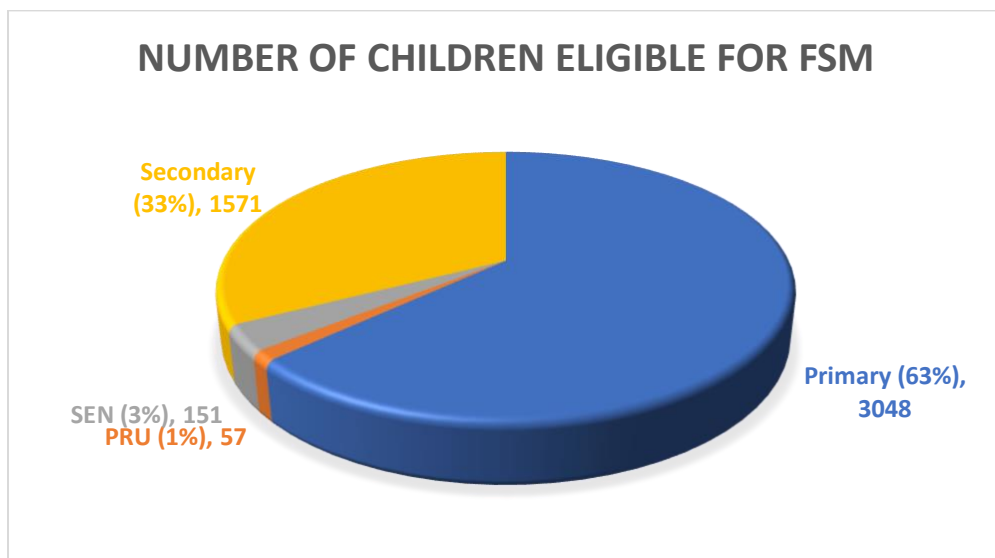
- Key stage 1 children ages 4 to 7 years old – 1,107 children
- Key stage 2 children aged 8 to 11 years old – 2,024 children.
- Key stage 3 young people aged 12 and 13 years old – 734 young people.
- Young people aged 14 plus – 962 young people.



Break down by School Year

School Year	Amount of eligible FSM children
11	322
10	338
9	302
8	339
7	395
6	508
5	485
4	511
3	520
2	413
1	364
R	330

Breakdown by Educational Establishment



Breakdown of eligibility by Ethnicity

Ethnicity	Amount of eligible FSM children
Asian any other	115
Any other ethnic group	53
Asian Bangladesh	56
Asian Chinese	8
Asian Indian	49
Asian Pakistani	351
Black any other	89
Black African	319
Black Caribbean	153
Mixed any other	186
Mixed White and Asian	71
Mixed White and Black African	105
Mixed White and Black Caribbean	467
White any other	177
White Gypsy Roma	2
White Irish	9
White Traveller	11
White British	2177
Unclassified	435

Booking system

This year we also introduced an online booking system, which has allowed us to contact all Reading schools and ask them to upload their lists of children accessing free school meals booking system.

- Contact all Reading schools and ask them to upload their lists of children accessing free school meals directly to our booking system.
- Enable providers to upload their offer to attract families via the booking system.
- Offer easy access for families to book onto the activities and edit bookings if required.

The online booking system supported us to improve our admin and data capture on the previous years both for our own internal teams and for parents, carers and the HAF providers. One standout area for us was an increase of schools signing their children up to our system and April 24 showed 98.8% only one school did not sign up, however, they had no eligible children hence them not signing up to the offer.

Below are some screen shots of the booking system.

The screenshot shows the 'HolidayActivities' dashboard. On the left is a navigation menu with options: Home, Dashboard, Activities, Providers, Reports, and Settings. The main content area features a header for 'Reading Easter 2024 Holiday Activities and Food Scheme'. Below this, it states: 'Since 11/03/2024, 57 schools have issued 5392 vouchers. Out of these, 1170 have been redeemed and 519 have confirmed bookings. 21 providers have offered 2304 places with 1772 of them being booked.' To the right, there is a 'Discover More Insights' section with a 'Go to Dashboard' button.

The screenshot shows the 'HolidayActivities' dashboard with a table titled 'School Vouchers'. The table lists various providers and their voucher statistics. The columns are: Name, Total available places, Booked places, Booked %, Attended places, and Attended.

Name ^	Total available places ^	Booked places ^	Booked % ^	Attended places ^	Attended
BFFC Youth Service	0	0	0	0	0
Funtastic Kids - Reading	104	103	99	0	0
Get Active Sports Reading	120	98	81	0	0
Grassrootz	1	0	0	0	0
Junior Adventure- Reading	0	0	0	0	0
Little Musketeers (The Wren School)	200	181	90	0	0
Make Sense Theatre	48	44	91	0	0
Next Thing Education Camps- Reading	120	114	95	0	0

HAF Funding in Reading 2023/24

BFFC were awarded £501,050 to rollout the HAF project in Reading, based on number of children eligible for free school meals (FSM). However, due to the increase in numbers of eligible children the DfE allocated an additional contingency fund of £52,820 which brought the total funding to £553,870.

The below table indicates the HAF timetable for the three holiday periods. This assumed that the majority of children would access the offer during the summer holidays.

Holiday Period	Hours	Days	Weeks
Easter	4 hours a day	4 days	Two weeks
Summer	4 hours a day	4 days	Four weeks
Christmas	4 hours a day	4 days	One week

Annual programme costings (approx)

Holiday 23/24	Cost
Summer	£300,116.97
Christmas	£80,634.00
Easter	£73,143.42
Admin	£56,945.94
Totals spend (Includes admin costs)	£510,840.33

HAF procurement

To quality assure our providers we asked providers to complete a grant request form to access HAF funding. The grant form requested information on the following topics:

- Project details and cost of the project
- Service delivery
- Food, enriched activities, physical activities, nutritional education, food education for families and carers
- Signposting and referrals
- Impact of Covid-19
- Diversity and inclusion, systems, and processes, safeguarding, organisations policies.
- Insurance and references

HAF providers

To ensure the HAF provision catered for as many eligible children as possible it was identified that we would need to commission more providers.

The HAF providers put on a multitude of activities over the year that included sports and football camps, holiday clubs, pantomime, public gardens been used as educational hubs, and clubs more focused on creative outlets.

Holiday	Providers used
Summer 23	21
Christmas 23	13
Easter 24	16

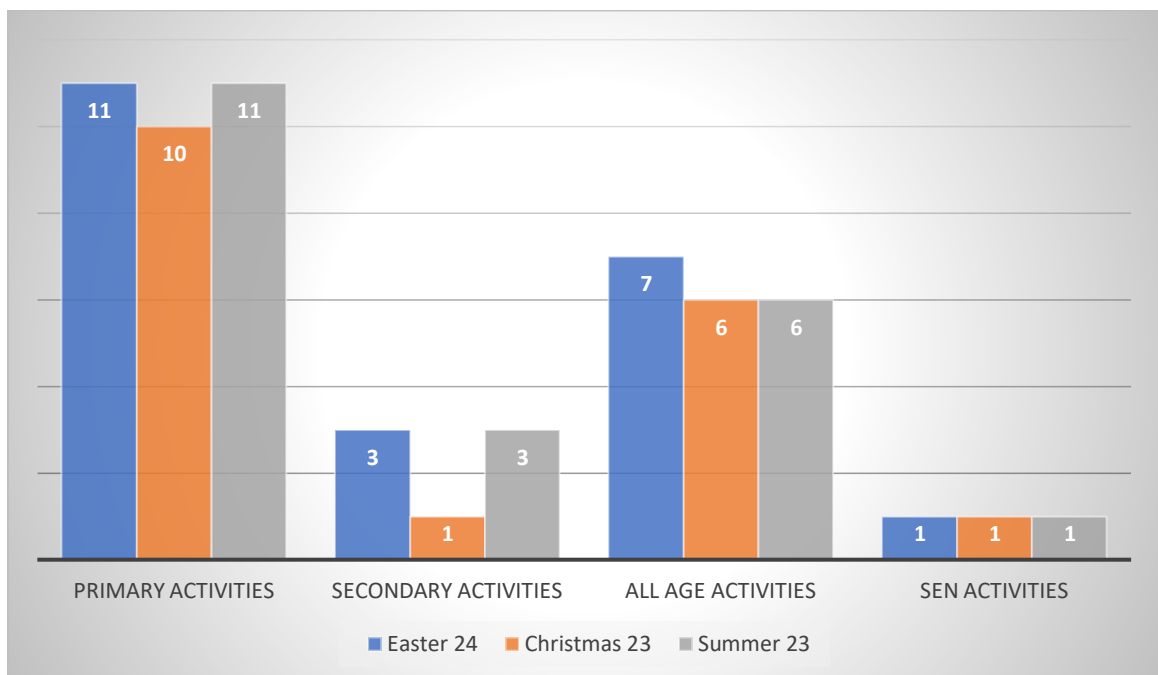
As seen from the table above, we now have a solid cohort of providers. We offer a diverse and inclusive range of activities for all ages. We have providers who connect and develop links within their communities to ensure activities are engaging and suitable for all.

A list of current providers below:

Provider	Location	Age Range
Storyy	Prospect	11-16 years old
BFFC Youth Team		11-16 years old
Funtastic Kids	Whitley	Primary
Sportscool	Coley / Prospect	Primary / 4-16 years old
Reading Rep	Reading Town	4-16 years old
Rock Academy	South Reading Hub	10-16 years old
Get Active Sport	Alfred Sutton	4-16 years old
Usport	Caversham / New Town Primary / Geoffrey Field	5-12 years old
NSSport	Churchend School	4-11 years old
Next Thing Education	Manor	5-11 years old
Weller Centre	Weller Centre	5-16 years old
Premier Education	Wilson Primary / Meadow Park / New Christ Primary	5-11 years old

Reading FC	Reading School	5-14 years old
Little Musketeers	Wren	5-12 years old
Make Sense CIC	Avenue School	SEN
Rabble Theatre	Abbey School	5-16 years old
Grassrootz	Community Based	5-16 years old

Provider Activities



Summer 2023 sessions delivered

- Spaces offered – 12,367
- Spaces booked – 10,819
- Spaces used - 6763
- Unique children attended – 937
- % of Schools signed up – 85%

87% of sessions offered were booked. Out of the sessions booked 62% were attended. This means there were 4,056 places not used.

Out of the 937 unique children for Summer they attended an average of 7.22 sessions.

Christmas sessions delivered

- Spaces offered – 2,573
- Spaces booked – 1,820
- Spaces used – 1,102
- Unique children attended – 764
- % of Schools signed up – 98%

71% of sessions offered were booked. Out of the sessions booked 60% were attended. This means there were 718 places not used.

Out of the 764 unique children for Christmas they attended an average of 1.44 sessions.

Easter 2024 sessions delivered.

- Spaces offered – 2780
- Spaces booked – 2401
- Spaces used - 1842
- Unique children attended – 699
- % of Schools signed up – 98%

86 % of sessions offered were booked. Out of the sessions booked 76% were attended. This means there were 559 places not used.

Out of the 699 unique children for eastern they attended an average of 2.63 sessions.

QA visits

We visited our providers to conduct Quality Assurance checks. These checks are an integral part of our service to ensure our providers are delivering a professional, safe, and structured programme. Below is an overview of each visit:

Premier Education

Premier Education delivered a well-rounded sport HAF programme. The venue was excellent, and the children were engaged and happy.

Funtastic

Funtastic are an excellent provider who take pride in their standard of delivery and creativity. They provide high quality activities in a really deprived area of Reading and really focus on activities that can be replicated at home.

Get Active

Get active – A very professional provider who have excellent relationships with the children. They offer an excellent sport service and have a great variety of games.

Grassrootz

Grassroots are one of the most innovative and engaging providers I have worked with. They go into the heart of the community and set up activities in local parks for children and young people. They have developed a mentoring programme within the service where young people can help deliver the activities.

Little Musketeers

Little Musketeers deliver a fencing and sports programme which is extremely well attended. They base themselves at an excellent venue and have well over 40 children each day.

Make Sense

Make sense are our only dedicated SEND offer. Make Sense offer an incredible service for children and young people with profound needs. The activities offered are so creative and tailored specifically for the attendees. The staff are so inspiring and do an amazing job to keep all the children safe and engaged.

Next Thing

Next thing deliver a Tech camp which is extremely well put together offering. They provide all home cooked food which the children love.

Rabble

Rabble deliver a theatrical camp with a showcase performance at the end. They performed High School Musical which was incredible.

Reading FC

Excellent numbers and great activities. The children absolutely loved it.

Rock Academy

Rock Academy deliver a music-based offering which is extremely popular. A very engaging camp where the children are fully immersed into what they are doing.

Sportscool

Sportscool is owned by Arun who is an extremely passionate individual. They provide fantastic opportunities for local families in a very nurturing environment.

USport

A very professional company who take pride in the quality of service. An excellent provision where all the children were extremely happy and engaged.

Weller centre

The Weller Centre provide a lifeline for children in the local area. A fantastic provision with dedicated staff who go above and beyond.

Reading Rep

A creative provision who provide a small and engaging product. Led and run by volunteers the programme provides a space where children can be themselves. Everyone was so engaged and happy.

Feedback

Parents have been submitting feedback about the HAF camps. Some examples are listed below:

Feedback from a parent whose child attended a Nature Nurture camp:

I would like to say thank you all for the joy, kindness, holiday that you have given to our children. Some of them couldn't go on holiday but you gave them a fun one. It was a joy and happiness for them looking forward every morning for 11am to join the different activity during the day, they were all commenting about the fun and the positive action given by your people. We are so grateful that something like that was done. We hope in some way that you came to impact on the Southcote community. You be fun to come again next year maybe for summer holiday. We look forward to see you back. WELL DONE.

Thank you all Brighter Futures”

“Kids really enjoyed it. Your team were very kind to me when I lost my dad suddenly and I want to thank you for that support for going above and beyond to make sure the boys could come to club in the week following dad's passing it made a huge difference. So thank you.”

“The club's activities, energy and staff were absolutely amazing and definitely saved us mentally and financially this summer. With all my heart I can't thank this group enough for giving my boys a fun and sporting time. It means so much when you have fallen on hard times and feel guilty as a parent. Well done all!”

The club was fantastic and my children enjoyed getting active, meeting friends and playing the games.

This was fantastic, we had to isolate and missed some. I as a parent found this a great help and would love things like this to continue!”

This programme was a huge help to our family over the summer holidays, the children enjoyed it and we will be forever grateful.

Thank you so much for always being so kind and helpful.

My kids love it going there specially in times when they can't go anywhere. It's really good for their mental and physical wellbeing.

In future if there will be more programmes or trips like this please let me know.

‘I wanted to take a moment to express my heartfelt thanks to you. Your kindness and generosity have truly touched my heart, and I am incredibly grateful for your help.’

‘Your willingness to lend a helping hand when I needed it most has made a significant difference in my life. Your support not only eased my burden but also reminded me of the goodness that exists in this world.’

‘It's not just the favour itself, but the thoughtfulness and selflessness behind it that have left a lasting impact.’

‘Please accept my sincere gratitude for everything you've done. Your kindness will always be remembered and cherished.’

‘My 15 year old son has been struggling to cope with people around him since Covid and has been socially isolated as a consequence. His old school deemed him unsafe to be around people but Make/Sense gave him this incredible opportunity to join the complex needs sessions in 2021 in an attempt to re-engage him with people in a sensory environment. My son absolutely loves these sessions and is completely mesmerised by the sensory theatre, he looks so safe and happy which as his parent, is emotional to watch.’

‘He fully engages with the music and movement and has so much fun singing and dancing. The staff at Make/Sense are incredible and so tuned into the needs of the children there. The sensory environment at

Make/Sense is a wonderful experience for my son and whilst he is there he is happy, calm and engaged with all the people surrounding him.'

My son has enjoyed his time, learning new things and meeting new people. The staff have been so polite and professional.

The staff were very friendly and the children enjoyed attending the sessions. SEN provision was excellent and the staff went beyond to make sure everyone was included.

Next Steps for Reading HAF programme

There has been no announcement from the DFE regarding the continuation of HAF beyond January 2025. We do anticipate hearing in October 2024 after the Government All-Party review takes place. Childcare works (DFE) have indicated there is a strong possibility of the HAF program continuing to support the most economically disadvantaged children in the UK. Therefore, we are positive about planning our next steps.

The coordinator is planning to expand and improve Readings HAF offer by.

- Increasing our SEND provision in Reading, either by commissioning more SEND providers or supporting existing providers to offer more SEND places.
- Ensuring the quality of the food offered at our camps is consistent to ensure all children get to eat a nutritious meal.
- Developing some added value activities, example , Bike Ability which is a charity that offer bike riding safety to children and young people.
- Building better communications with local businesses to enhance the HAF offer for the most vulnerable children in Reading.

Key findings for Reading HAF programme

As you can see in the below data our Booked and Attended % data is really high. The national average for attended data is approximately 60%. As you can see in the below data for our most recent HAF Camp our overall average is 75%

Provider	Total Places Provided	Booked %	Attended %
Funtastic	121	95%	63%
Get Active	120	87%	68%
Grassrootz	393	71%	100%
Little Muskeeters	240	94%	68%
Make Sense	48	100%	68%
Next Thing	120	93%	75%
NSSport	268	98%	94%
Premier Education	280	66%	79%
Rabble	40	100%	87%
Reading FC	120	100%	63%

Rock Academy	32	100%	59%
Sportscool	400	90%	63%
U Sports	400	98%	75%
Weller Centre	83	79%	72%
Bracknell Youth Services	91	32%	73%
Reading Rep	24	100%	95%

Another key finding we are looking into is the data from schools regarding vouchers and vouchers redeemed. The data on our most recent HAF camp indicates that secondary schools (highlighted in yellow) have some of the lowest uptake for redeemed vouchers. We are noticing that less Secondary school children who are eligible are taking part in traditional HAF activities. However, one of our providers Grassrootz who provide informal community based activities had a 100 % attendance with the majority of children being secondary school age. Below is the data from all the schools in Reading:

Name	Issued Vouchers	Vouchers Redeemed	Redeemed %	Booked Vouchers	Booked %
Alfred Sutton Primary School	131	42	32%	28	66%
All Saints Church of England Aided Infant School	4	3	75%	1	33%
All Saints Junior School	6	6	100%	5	83%
Battle Primary Academy	111	31	27%	11	35%
Birch Copse Primary School	35	17	48%	4	23%
Blessed Hugh Faringdon Catholic School	173	33	19%	16	48%
Caversham Park Primary School	14	1	7%	5	500%
Caversham Primary School	18	10	55%	2	20%
Christ The King Catholic Primary School	130	43	33%	24	55%
Churchend Primary Academy	175	58	33%	31	53%
Civitas Academy	93	38	40%	18	47%
Coley Primary School	59	27	45%	9	33%
Cranbury College	51	9	17%	3	33%
E P Collier Primary School	85	36	42%	22	61%
Emmer Green Primary School	19	7	36%	3	42%
English Martyrs' Catholic Primary School	73	27	36%	19	70%
Geoffrey Field Infant School	73	16	21%	8	50%
Geoffrey Field Junior School	133	27	20%	18	66%
Green Park Village Primary Academy - CSV	10	5	50%	3	60%
Hamilton School	38	8	21%	1	12%
Highdown School and Sixth Form Centre	132	20	15%	12	60%
John Madejski Academy	298	53	17%	20	37%
Katesgrove Primary School	104	30	28%	13	43%
Kendrick School	55	16	29%	3	18%
King's Academy Prospect	427	59	13%	28	47%
Maiden Erlegh School in Reading	229	51	22%	18	35%
Manor Primary School	120	30	25%	14	46%

Meadow Park Academy	156	35	22%	27	77%
Micklands Primary School	85	39	45%	19	48%
Moorlands Primary School	154	36	23%	33	91%
New Christ Church Church of England (VA) Primary School	32	7	21%	4	57%
New Town Primary School	84	24	28%	18	75%
Oxford Road Community School	72	21	29%	13	61%
Park Lane Primary School	87	22	25%	10	45%
Ranikhet Academy	98	26	26%	13	50%
Reading Girls' School	240	38	15%	13	34%
Red Balloon Learner Centre Reading	4	2	50%	0	0%
Redlands Primary School	34	9	26%	1	11%
Southcote Primary School	97	28	28%	24	85%
St Anne's Catholic Primary School	49	10	20%	9	90%
St John's Church of England Primary School	82	31	37%	22	70%
St Martin's Catholic Primary School	10	3	30%	2	66%
St Mary & All Saints Church of England Primary School	117	47	40%	41	87%
St Michael's Primary School	118	37	31%	28	75%
Thames Valley School	22	9	40%	4	44%
Thameside Primary School	79	33	41%	25	75%
The Avenue Special School	88	29	32%	9	31%
The Deenway Montessori School	0	0	0	0	0
The Heights Primary School	10	4	40%	2	50%
The Hill Primary School	22	6	27%	2	33%
The Holy Brook School	19	4	21%	1	25%
The Palmer Primary Academy	122	46	37%	28	60%
The Ridgeway Primary School	144	44	30%	27	61%
The WREN School	244	37	15%	29	78%
UTC Reading	43	9	20%	2	22%
Whitley Park Primary and Nursery School	206	49	23%	22	44%
Wilson Primary School	50	24	48%	11	45%