



## **Briefing on the progress of the Holiday Activities and Food Programme 2021**

### **Background**

The Holiday Activities and Food (HAF) programme 2021, which is funded by the Department for Education (DfE), was launched in late 2020. It followed a campaign led by the footballer Marcus Rashford when Government made a decision to fund food for children eligible for free school meals (FSM) over holiday periods.

The HAF programme has been piloted in a few LA areas previously but Leicester had not been selected to take part. The funding allocated by Government to fulfil its pledge to fund 'holiday hunger' has been added to the HAF programme and opened out to all LAs in England, with a maximum indicative allocation for Leicester city of £1,590,210. This funding is intended to reach as many of our FSM-eligible children as possible (at end of January 2021 the number eligible was approx. 13,600) and cover sessions of at least, 4 hours per day, 4 days per week and over 6 weeks of the full holiday periods (1 week at Easter, 4 weeks over Summer and 1 week at Christmas). The funding can be 'stretched' to cover all weeks of the holiday periods if LAs choose to do so, and we have indicated that this is our intention in Leicester.

Places should meet the programme standards that are set out in the DfE guidance and must include: healthy meals, enriching activities (including physical activity), nutritional education and signposting/referrals to other support; as well having appropriate policies and procedures in place.

### **Resources**

The funding was originally clearly only to be used for FSM-eligible children but, following representations from LAs across the country, DfE updated their guidance to state:

'The free holiday club places must be targeted at children who are eligible for and receiving benefits-related free school meals. If the local authority can demonstrate that a) it is offering the programme comprehensively across its full geographical area and b) fully meeting demand from free school meal eligible children in its area, then the local authority can seek written approval from the Department to use up to 15% of its funding to provide free or subsidised holiday club places for children who are not in receipt of benefits-related free school meals but who are considered by the local authority as in need of this provision. For example, this may include children assessed as being in need, looked-after children, children with an education, health and care plan (EHC), children assessed as otherwise vulnerable, or children living in areas of high deprivation.'

This guidance provides us with the flexibility to offer places to children that are otherwise vulnerable, but their families may not meet the income criteria for being eligible for FSM. Feeding Britain has also offered £12,500 to add to our funding specifically to meet the need of families living in poverty but not eligible for FSM.

As this report is being compiled, we are looking at whether the latest Covid Local Support Grant might be utilised to support HAF providers that also work with vulnerable families not eligible for FSM, so this may be a route to provide some extra support in communities.

The programme is being coordinated within the Learning and Inclusion division of the council. A part-time Data Coordinator has been recruited and a full-time Project Manager, who is currently working one day per week due to a long notice period but starting full time from 22<sup>nd</sup> July 2021.

### Delivery model

As we have a number of years' experience of delivering holiday food and activities through community-based provision in Leicester, it was decided to build upon this experience and open the offer to community groups to deliver directly to families. Reaching People is a local voluntary sector infrastructure support organisation that had recently successfully coordinated a Covid-related food distribution project. They proposed a model and funding structure to replicate this coordination for the HAF programme, which was agreed. We have provided them with a grant to undertake this work and have agreed the parameters for them to award grants to community organisations to deliver HAF programmes in the most appropriate way for their organisations and the communities they serve.

Other organisations and schools that wish to deliver a HAF programme themselves will have a direct relationship with us in terms of being awarded a grant to deliver against an agreed service level agreement. To date we have worked with a private activity club provider with a good track record, as well as directly with an academy trust who wished to deliver a HAF programme in their city schools themselves. The model has been expanded for the summer to work with other organisations to manage and run school-based delivery, as well as other existing activity providers to which we can add a food offer.

### Easter delivery

The programme over Easter was delivered in three different ways:

- 1) Our community-based programme was coordinated by Reaching People and consisted of 13 organisations delivering mainly a 'virtual' offer as opposed to face to face delivery of activities. The offer consisted of a bag of food designed to include ingredients for at least 5 meals for one child, given to each family one per child per week over the two weeks of the holiday period. In the first week they were also given an activity bag per child, consisting of a range of different items to enable children to undertake physical activity, arts and crafts, reading, etc. Each organisation sourced their own activity pack contents and worked with FareShare, Samworth Brothers and/or other local food providers to source the food packs.

Part of the agreement with Reaching People to administer the programme is the cost for them to commission an independent report at the end of each holiday period. The Easter report can be found in the appendix to this briefing.

Reaching People were given some data on the school-based delivery to include in their report. However, all the qualitative data and photographs in their report are from the community-based delivery.

- 2) We worked with Premier Education, a provider of sport and physical activity to primary schools across the country, to set up multi-activity 'camps' (not all sport) running from 4 primary schools across the city. Two of these operated in just the first week of the holidays and the other two ran across both weeks. We brokered a partnership between Premier Education and Samworth Brothers to provide a lunch bag for each child each day the camp ran.

As Reaching People is only reporting the qualitative data from their community projects, we have sourced some photographs of the Premier Education provision that can be seen below.



Photographs and comments from children and parents attending Premier Education's Easter HAF camps

"The food has been amazing - my child has loved the pastas and potato salads. What a real treat not to have to make a packed lunch!"



"My son loved every minute of it. The staff are excellent and very good with the children. My son had an award for 'the most respectable active kid' which really boosted his confidence"  
Parent

"Holiday club was fun! I did loads of activities including tag, musical chairs, drawing and the blindfold game. Thanks for all the help you gave!"

Rishi & Aaradyha, Participants

- 3) The Discovery Schools Academy Trust approached us to request to run their own HAF programme at the three primary schools they manage in the city. They ran face to face activities and provided their own food for children to create healthy lunches on each day that they attended, during the first week of the holiday period.

As Reaching People is only reporting on the qualitative data from the community projects, we have sourced some photographs of the Discovery Schools' provision that can be seen below.



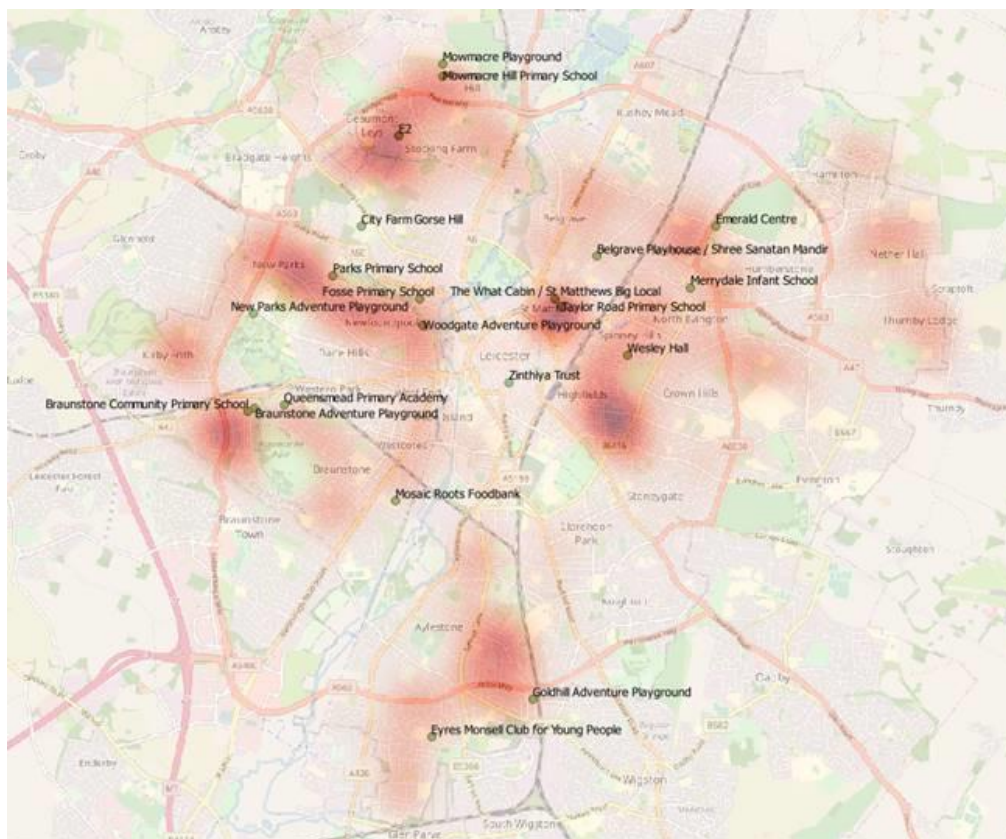




Photographs of activities taking place at Discovery Schools Academy Trust's Easter HAF provision



The delivery over Easter was fairly well geographically spaced across the city, with emphasis on the areas of highest deprivation and where the highest concentration of children in receipt of FSM live, as seen in the map below.



The attendance at each of the providers over Easter can be seen in the table below. The FSM status of children had to be checked retrospectively due to the short timescale we had to set up the registration processes. The proportion of children that were eligible for FSM varied widely from provider to provider, but the average across all provision was 69%. This has been reported to DfE and not been flagged as an issue at this time. Some of the 'non-eligible' children have already been identified as vulnerable in other ways, and most will likely meet the criteria of living in an area of high deprivation. 8.7% of the children who received HAF provision over Easter were identified by parents or the school as having a Special Educational Need or Disability.

Community Provider	Places available	Number attended	Number FSM-eligible	% FSM-eligible	Number SEND	% SEND
Belgrave Playhouse / Shree Sanatan Mandir	300	223	73	33%	10	4.5
Braunstone Adventure Playground	40	42	17	40%	0	0.0
City Farm Gorse Hill	150	102	84	82%	16	15.7
E2	300	72	66	92%	12	16.7
Emerald Centre	140	160	145	91%	18	11.3
Eyres Monsell Club for Young People	300	203	128	63%	28	13.8
Goldhill Adventure Playground	200	170	122	72%	22	12.9
Mosaic	150	98	51	52%	4	4.1
Mowmacre Playground	200	214	158	74%	16	7.5
New Parks Adventure Playground	300	192	160	83%	26	13.5
What Cabin / St Matthews Big Local	200	208	110	53%	8	3.8
Wesley Hall	400	648	179	28%	8	1.2
Woodgate Adventure Playground	150	96	88	92%	9	9.4
Zinhiya Trust	150	25	23	92%	4	16.0
<b>School-based provision</b>						
Braunstone Primary (DSAT)	56	53	40	75%	13	24.5
Merrydale Primary School (DSAT)	23	23	23	100%	7	30.4
Mowmacre Hill Primary School (DSAT)	63	63	53	84%	24	38.1
Fosse Primary School (Premier)	60	60	35	58%	10	16.7
Parks Primary School (Premier)	120	44	35	80%	5	11.4
Queensmead Primary School (Premier)	60	36	26	72%	4	11.1
Taylor Road Primary School (Premier)	120	61	16	26%	0	0.0
<b>Totals:</b>	<b>3,482</b>	<b>2,793</b>	<b>1632</b>	<b>69%</b>	<b>244</b>	<b>8.7%</b>

### Planning for Summer

For Summer 2021 we planned to build on the three types of delivery as set out above, as well as add to the delivery using new providers and more venues.

- 1) Community provision working through Reaching People. They are planning to work with more providers (around 20) as well as adding activities to provision that has limited capacity to deliver directly through voluntary sector arts-specialist organisations.

- 2) Primary school-based provision through Premier Education in partnership with Samworth Brothers – currently have 1800 places planned across 6 schools over various weeks. However, more schools are in discussion and this may increase over coming days/weeks.
- 3) Discovery Schools Academy Trust – approximately 145 places in their 3 schools over a 4-week period (total approx. 580 places)
- 4) School Sports and Physical Activity Network (SSPAN) – Secondary school-based provision (including year 6 and above to support transition) providing places across 6 schools over four weeks of the holiday period.
- 5) Work with providers who have contacted us, or we know offer their own Summer holiday provision e.g. professional sports clubs), to broker a partnership and provide a grant to offer places for FSM-eligible children.

We are using the recommendations from the Reaching People report and feedback from providers directly to improve our registration processes for the Summer. We also intend to pre-register all children and check FSM eligibility prior to each programme commencing, which should reduce the number of ineligible children accessing provision significantly.

#### Summer 2021 delivery plan

The following providers and number of places have been secured and families are currently registering to attend the programmes over the summer.

No.	Community Provider	Places per week	No. of weeks	Total places available	Days open	Dates open
10	B-Inspired	34	4	136	MTWT 10-3	26/07/21 - 19/08/21
12	Christ the King Church	80	6	480	MTWTF 10-3	12/07/21 - 20/08/21
36	Christ the King St Luke's	80	6	480	MTWTF 10-3	12/07/21 - 20/08/22
15	Emerald Centre / Northfields Playbarn	15	4	60	TWTF 12-4	27/07/21 - 20/08/21
14	E2	199	6	1,194	MTWTF 10-2.30	12/07/21 - 20/08/21
16	GNR8 Academy - New College	36	4	144	MTWT 10-2	19/07/21 - 13/08/21
17	Goldhill Adventure Playground	200	4	800	MTWTF 11.30-4	12/07/21 - 06/08/21
13	Gorse Hill City Farm	25	4	100	TWTF 10.30-3	03/08/21 - 27/08/21
18	Highfields Centre	60	4	240	MTWT 10.30-3.30	12/07/21 - 05/08/21
19	Leicester City in the Community	50	4	200	MTWT 9.30-1.30	12/07/21 - 06/08/21
20	Mowmacre Playground	40	5	200	MTWTF 10-2	19/07/21 - 20/08/21
21	New Parks Adventure Playground	20	5	100	MTWTF 12-4	12/07/21 - 13/08/21
11	Shree Sanatan Mandir / Belgrave Playhouse	50	5	250	MTWT 9-1	19/07/21 - 19/08/21
	Somali Community Parents Association	36	4	144	MTWT 9.30-2.30	12/07/21 - 04/08/21

37	St Matthews Big Local	50	4	200	MTWT 12-4	26/07/21 - 13/08/21
22	St Matthews What Cabin	60	5	300	MTWTF 12-3	12/07/21 - 14/08/21
23	Wesley Hall	75	4	300	TWTF 9.30-1.30	20/07/21 - 13/08/21
24	Woodgate Adventure Playground	50	6	300	MTWTF 1-5	12/07/21 - 20/08/21
	<b>School-based provision</b>					
1	Braunstone Primary (DSAT)	55	4	220	MTWT 9-1	19/7/21 - 12/8/21
3	Merrydale Primary School (DSAT)	25	4	100	MTWT 9-1	19/7/21 - 12/8/21
2	Mowmacre Hill Primary School (DSAT)	65	4	260	MTWT 9-1	19/7/21 - 12/8/21
6	Fosse Primary School (Premier)	60	3	180	MTWTF 9-3	12/7/21 - 30/7/21
5	Parks Primary School (Premier)	60	4	240	MTWTF 9-3	19/7/21 - 13/8/21
9	Queensmead Primary School (Premier)	60	3	180	MTWTF 9-3	12/7/21 - 30/7/21
4	Taylor Road Primary School (Premier)	120	4	480	MTWTF 9-3	12/7/21 - 6/8/21
7	St Mary's Fields Primary School (Premier)	120	4	480	MTWTF 9-3	12/7/21 - 6/8/21
8	Holy Cross Primary School (Premier)	60	4	240	MTWTF 9-3	26/7/21 - 20/8/21
25	Soar Valley Community College (SSPAN)	60	2	120	MTWTF 9.30-2.30	w/c 12/7/21 & w/c 26/7/21
26	Crown Hills Community College (SSPAN)	120	1	120	MTWTF 9.30-2.30	19/7/21 - 23/7/21 x 2 groups
27	Lancaster Academy (SSPAN)	60	1	60	MTWTF 9.30-2.30	2/8/21 - 6/8/21
28	Babington Academy (SSPAN)	60	1	60	MTWTF 9.30-2.30	9/8/21 - 13/8/21
29	Fullhurst Community College (Aimstrong Sport)	50	4	200	MTWTF 10-3	19/7/21 - 13/8/21
38	Judgemeadow Community College (SFK Multisports)	30	3	90	MTWTF 10-3	w/c 26/7, 2/8 & 16/8
35	Stokes Wood Primary School (direct delivery)	41	2	82	MTWTF 10-3	12/7/21 - 23/7/21
	<b>Other community provision</b>					
34	Leicester City Hockey Club	30	4	120	MTTF 9.30-2.30	w/c 19/7, 26/7, 9/8 & 16/8
30	Kiddycare Little Willows (Thurnby Lodge)	40	4	160	MTWTF 10-2	26/7/21 - 20/8/21
31	Kiddycare Parkview (Highfields/N. Evington)	40	4	160	MTWTF 10-2	26/7/21 - 20/8/21
32	Kiddycare Melton Rd (Belgrave/Rushey Mead)	48	4	192	MTWTF 10-2	26/7/21 - 20/8/21
33	Kiddycare Angels (St Matts/St Marks)	35	4	140	MTWTF 10-2	26/7/21 - 20/8/21
			<b>Total places:</b>	<b>9,512</b>		

We are carefully monitoring the registrations coming in for summer as we expect there may be some reluctance to book places due to Covid.

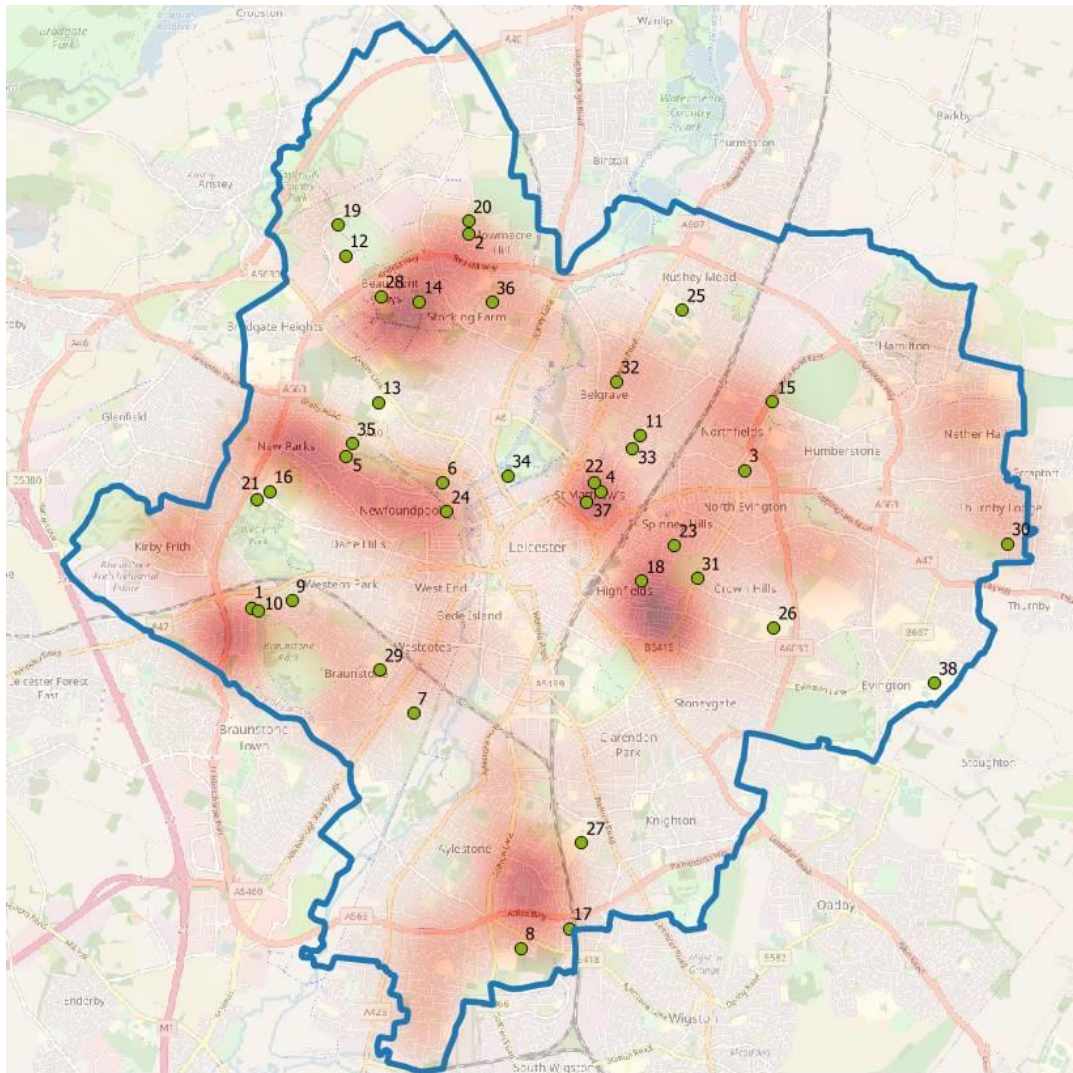
We have decided to keep registrations open throughout the summer in order to maximise take up. Registration for each scheme is being closed the Tuesday before each new week commences, in



order that we have a short time to process and check eligibility and then give the providers their lists for the coming week.

There is some flexibility to register directly with community providers as they know their families and can inform us of vulnerabilities that will fall into the 15% flexibility we have for the use of this funding.

We have analysed the geographical spread of provision over the summer and are pleased that we have managed to secure provision in more areas of need than we could over Easter. The map below shows the distribution of provision (numbers correlate to providers on the table above).



## Appendix

### Reaching People's Easter delivery report



Holiday activities  
and food program