



# Holiday Activities and Food Programme

London Borough of Lewisham

Annual Report 2023 – 2024



Lewisham

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# Welcome

Funded by the Department for Education and commissioned by Lewisham Council, the Holiday Activities and Food (HAF) programme continues to provide support to families and their children. Our objective is to ensure as many families as possible, who are eligible for benefit-related free school meals, are engaged, in a fun and positive way and have access to high quality and varied provider settings with signposting to additional services within the borough.

The programme takes great pride in the work we do in keeping children and young people at the heart of our vision. The voices of our young people are extremely important to the programme and our aim is to provide fun packed holiday provision that creates memories which will last a lifetime.

2023 – 2024 saw us work in closer partnership with schools and the voluntary, community and faith sector, ensuring the best possible outcomes for the programme. This report highlights some of our achievements, recognising the strength of partnership-working in both our planning and programme delivery.





# Background

HAF is a national programme for children and young people ages 4-16 years receiving benefit-related free school meals. Local authorities receive funding from the Department of Education to deliver HAF activities and food during the Easter, summer and winter school holidays. HAF aims to improve outcomes for children and young people by offering healthy food and opportunities to participate in a range of activities during the school holidays.

HAF has 3 key objectives for children and young people each day:

- Provide 4 hours of holiday activities for families which are fun and engaging.
- Provide a hot meal that meets the National Food Standard.
- Provide at least one hour of physical activity.

Research has shown that school holidays can be a pressure point for some families. Holiday hunger and poverty play a significant role in social isolation, creating a gap in extracurricular activities and holiday experience opportunities in and amongst our poorest families.

Currently, 10,300 children and young people are receiving benefit-related free school meals within the London Borough of Lewisham. In 2023, Lewisham received £1,059,000.00 in funding from the Department of Education to deliver the HAF programme.



Our HAF programme delivers varied positive enrichment activities which include arts, crafts, music and sports. The increased number of HAF recipients has highlighted the need to deliver activities for children and young people with SEND/disability or complex needs – activities which are inclusive and adaptable, whilst ensuring provisions are safe and meet our high quality standards and corporate safeguarding requirements. Organisations are commissioned by Lewisham Council to deliver a wide range of exciting activities tailored to the needs of our young residents through fun play and physical activity sessions. Each provider is required to offer signposting to other services within the borough, which can include food banks, external services and sports clubs.

Our programme is delivered during the three main holiday periods: Easter, summer and winter. Delivery times may vary to suit the needs of our families and their children and young people.

Our aim is to deliver HAF in as many wards within the borough, improving access to community organisations, whilst engaging all children and young people who may require additional support.

Providers commissioned by the programme are required to plan a schedule of activities such as trips to the London Zoo, theatre, bowling, cinema, swimming classes and more. Other activities include team sports such as dodgeball, football and basketball, and every children and young people is given the opportunity to participate in at least one hour of sport or physical activity per day. This teaches fundamental skills such as motor skills in throwing and catching, and also develops teamwork and communication, whilst providing opportunities for children and young people to make friends and boost social skills.

Many of our providers work with young people to plan and deliver activities that are guided by the views and feedback of children, young people and their families. We believe this approach increases participation amongst our hardest to reach: the 12+ age group, with lower participation and engagement numbers than other age groups.

Utilising a wide range of partnerships and connections across the borough, the programme has commissioned over 40 providers from schools, community and private organisations – all of which have a vast amount of knowledge and understanding of the borough and experience of working with children and young people of all ages. Each day, all attendees receive a nutritional, balanced and culturally diverse lunch, reflecting the demographic of children and young people who partake in the HAF programme. Additions such as breakfast and fruit are also included as options following reports from providers of increased levels of hunger from their participants.



# Communication and Marketing

The HAF programme is primarily promoted in a resident's electronic newsletter and on the Council's social media channels and website. In addition, we reach out to partner organisations including schools, the NHS Trust, internal Council departments, and voluntary, community and faith sector organisations to boost publicity of the programme.

## HAF Promotion Marketing Strategy

### Communication to Residents

- Promotion of HAF activities across all council social media channels – Facebook, X, Instagram, and LinkedIn.
- HAF activities advertised in weekly resident e-newsletter, sent to more than 30,000 subscribers.
- Full-colour A5 promotional leaflets produced and circulated via schools.
- HAF activities promoted in targeted e-communications, eg. bulletin sent to all council tenants.

### Communication to Staff

- HAF activities highlighted on staff intranet.
- HAF activities promoted in all-staff chief executive bulletin.
- HAF activities promoted to all internal youth and family services.

### Communication to Schools

- HAF information shared with schools via HAF internal channels and posted letters. Schools asked to share HAF details with parents and carers.

### Communication to Providers and Other Stakeholders

- HAF information shared via email.
- Attendance at meetings such as head teacher's forum, senior leaders and stakeholder's meetings.

# Governance

## Funding Application and Allocation Process

A multi-agency steering group oversees the implementation of the programme throughout the year, including commissioning, monitoring, quality assurance, eligibility and reporting. The group also ensures that HAF delivery effectively meets the requirements of Department of Education guidance for eligibility, enriching activities and healthy meals.

Community organisations are invited to apply for funding to deliver the HAF programme. Applications are open three times a year, for Easter, summer and winter delivery. Applications are assessed by a panel consisting of members of the steering group to ensure funding is distributed fairly and equally.

In December 2023, HAF implemented an online funding application process to streamline the existing process. This new method not only ensures provider details are received and stored safely but also levels the playing field for all providers, lending itself to an overall more efficient and fair evaluation method.

## Quality of Provision

The programme has a responsibility to ensure provisions are delivered at the highest possible standard. Various methods were used to ascertain that providers were delivering the outcomes set by the Department of Education.

**'My kids have loved coming to this camp! Thank you so much'**

**'The Coaches are fun, and I love it here'**

**'They especially loved trying lots of new sports at this camp, my daughter loved the Fencing and Boxing'**

**Providers were visited by our Young Mayors team, who devised a series of questions to ensure safety, fun and engagement.**

**'The coaches are nice and easy to talk to, and they always include the ideas us kids have when we do new activities.'**

# Finance

Department of Education grant funding is calculated on the number of children eligible for and in receipt of benefit-related free school meals in Lewisham. The Department of Education uses the school census data, which identifies the eligibility of children, young people and families registered for benefit-related free school meals.

<b>Easter Expenditure</b>	<b>Amount (£)</b>
<b>Provider delivery allocation</b>	143,432.70
<b>Take and make recipe boxes</b>	19,530.00
<b>Marketing</b>	29.72
<b>Equipment</b>	12,250.00
<b>Total Easter spend</b>	<b>175,242.42</b>

<b>Summer Expenditure</b>	<b>Amount (£)</b>
<b>Provider delivery allocation</b>	607,632.09
<b>Additional food allocation</b>	11,524.15
<b>Equipment</b>	3,200.00
<b>Courses</b>	600.00
<b>Total summer spend</b>	<b>622,956.24</b>

<b>Winter Expenditure</b>	<b>Amount (£)</b>
<b>Provider delivery allocation</b>	130,421.00
<b>Marketing</b>	56.00
<b>Total winter spend</b>	<b>130,477.00</b>

\* Within the total allocation of awarded funding for 2023-2024 £1,059,000 10% was spent on staff administration.



## Enriching Activities

In 2023 – 2024, Lewisham’s Young Mayors team visited HAF providers to gain a better understanding and more perspective from the young attendees. Their visits included qualitative research through questionnaires. We felt that this method would encourage young people to be open and honest amongst their peers. Our findings revealed that young people wanted fun and engaging activities such as rollerskating, trips, crafts and a variety of sports like dodgeball and table tennis. In addition, feedback showed an interest in afternoon programme deliveries and food options throughout the day.

Feedback from the majority of providers noted an improvement in behaviour and examples of teamwork on numerous occasions throughout the year. Furthermore, providers reported developments in the health, confidence and fundamental skills of children and young people who were previously inactive. Children and young people were more engaged in delivering elements of the sessions such as warm up drills within the physical activity element. This provided young people with a new experience outside their usual surroundings, particularly since many of them had never encountered activities such as these.



***‘My child love this camp and couldn’t wait to keep coming back each day. It kept them nice and busy during the holidays. Thank you!’***

# Physical Activity

All providers were required to deliver at least one hour of physical activity to all their children and young people. Organisations were required to provide evidence that coaches were fully qualified and meet the National Governing Body requirements via a Level 1 & 2 coaching badge. Activities ranged from dance, football, multi-skills and basketball. Within Lewisham, we are privileged to have several well known and professional sports clubs which specialise in a particular sport such as:

- Mill Wall Football Club
- London Thunder Basketball Club
- Football Domination
- Ballers Sports Coaching



All providers were required to ensure activities were fully inclusive and adaptable, regardless of ability or disability. Specialist disability coaches were employed to help deliver and offer advice to providers.

During the summer programme, over 500 children and young people learnt how to swim through the Better Leisure Centre's swimming course. Children, young people and their families were offered a 5-day training crash course, and parents were encouraged to attend and get involved too.



*'I've really enjoyed the summer camp because of all the sports and fun things we have been doing.'*

# Food Provision

Every young person that registers to participate in the HAF programme is entitled to a meal that meets the National Food Agency standards. Meals should be culturally diverse and meet the needs of children and young people.

Our providers reported that many children and young people were arriving hungry, and this impacted engagement and concentration. To combat this, providers were given weekly fruit parcels to offer each child or young person 3 pieces of fruit per day. Participants were also given in-house cooking opportunities, such as pizza making, and later received take and make boxes to encourage cooking at home with family.



We also hosted focus groups to discuss with young people the types of food they would like to consume. Results showed that young people wanted 'the food they had at home' – such as chicken and rice, jollof rice and meat, and pasta and bolognaise.





# Provider Clinics

## Online

Throughout the year, the HAF team delivered a series of meetings to encourage organisations to share ideas, learning, knowledge and their experiences. Meeting topics included delivery expectations, quality assurance and support in relation to outcomes, and monitoring and evaluations. These meetings enabled collaborative learning and assisted providers in sharing resources and facilities with each other.

*'Attending the HAF meetings helped me learn new processes but most importantly meet organisations like mine.'*

*'Thank you to the HAF Team, we have developed and improved our organisations quality assurance, the advice and support you have given was outstanding'.*

*'Thank you and all your team for the good work'.*

*'Hope we get further funding. Great job you are all doing'*

*'All I would like to say is that the HAF Team are doing an awesome job'.*

*'Nice to put a face to everyone that works behind the scenes to make HAF a great project. Lovely Food for Providers. I felt appreciated. Really loved the energy of people in the room'.*

## In Person

Delivery providers also attended an in-person provider meeting to discuss new processes and challenges, and to identify new effective ways of working. Providers were encouraged to network and collaborate, and feedback was positive, with many providers stating it was nice to meet the HAF team in person, whilst creating new networks and opportunities.



# Get to Know One of Our Providers

We asked Sade Henry and Sophie Downer, owners of Kids Vogue Stars (KVS), one of our most popular providers, to share their views on HAF and how it impacts their organisation.

## Tell me about your organisation.

KVS Performing Arts provides after school clubs in primary schools in Lewisham and Croydon, offering Dance and Drama classes. We have a Performing Arts School in Catford where we offer scholarships and discounts for children from disadvantaged families. We offer PPA cover to a Lewisham Primary School teaching music and drama.

## How long have you delivered for HAF?

We delivered a Summer playscheme in 2023, a Christmas playscheme, two Easter playschemes in 2024 and a May half term playscheme for this year (2024).

## Why did you decide to participate in HAF?

We decided to apply for HAF play schemes as colleagues in local schools, and children that we teach had told us how successful they are. We are both passionate about providing our local community with quality services and giving all children the best opportunities to succeed. We have seen firsthand how families find the school holidays challenging. Parents have shared with us that their mental health suffers as their children find the lack of routine challenging, and have found it challenging financially to entertain them and to provide enough healthy food.

## Give us a highlight of delivering the HAF programme

We have made really strong connections with many families who have accessed all of our play schemes. We have given two children scholarships to our Performing Arts School. Seeing these children develop skills in singing, acting and dance has been an incredible experience that they would not otherwise have had. They are performing in their first shows next month.

We have two children who have EHCP's and attend our school, where they need one to one support to access the learning and to support their behaviours. Both children have accessed our play schemes successfully. They join in with activities, have made friends and have had fun. Seeing their confidence grow and their social skills and independence develop through attending our play scheme has been amazing.

# Summer HAF 2023 Case Study

We also asked Dynamic Coaching CIC, another popular provider, to share their HAF experiences and hone in on one of their recent deliveries.

## What did your service do, what went well, what barriers did you face and what solutions were made for these?

During the 4 weeks of HAF delivered by Dynamic Coaching this summer, coaches delivered a variety of activities to cater for all needs and ages. These included fencing, archery, football, basketball, tennis, arts and crafts, sensory play and active play (bouncy castles and park trips).

Staff noted that all activities were well received by young people; they enjoyed the variety on offer and were able to choose an activity that best suited them. Some children commented on enjoying the different sports, some of which they had not tried before, for example, fencing and archery. One of the main successes noted by coaches was how well the young people integrated with one another and made friends, particularly through the sports and games the coaches delivered. They felt that the sports offered ice breakers to allow the children to work together and form positive relationships. A common issue faced was the weather during the 4 weeks the programme was running – as we experienced lots of wet weather, staff were proactive in ensuring we had lots of activities and tasks for young people to keep them busy when we couldn't deliver planned activities that would have been better suited to outdoors. Staff were exceptional in adjusting to the weather conditions and continued to offer a fantastic variety of activities that were well enjoyed by the young people attending.

## Outcomes and the impact of your work for the service users – how have these outcomes been achieved?

As a result of our programme during the summer we were able to support over 80 Lewisham families to offer support with childcare, keeping children active and providing a healthy meal to every child who attended. We were able to offer young people trips to local parks and the opportunity to engage in the variety of activities we had on offer each day. This allowed us to keep those children both physically and mentally stimulated throughout the summer holiday.

In the final week of our provision our staff were able to support both the young people and their families by hosting a family BBQ and fun-day for all to enjoy in celebration of the HAF camp and its success. This was enjoyed by many parents; this fun-day offered entirely free festivities for families to enjoy.

# SEND/Disability and Complex Needs Provision

Since our aim is to ensure our providers deliver activities which are fully inclusive, we have worked alongside organisations to provide adapted sports with some delivering wheelchair basketball, wheelchair tennis and wheelchair badminton classes. Our delivery model has been adapted to modify activities on offer and times of delivery, ensuring flexibility.



We have worked tirelessly to increase and improve SEND/disability and complex needs provision for families who have children with mild to complex needs. We have achieved this by working with teachers, many who know the children, and have high levels of knowledge and understanding of a range of needs.

# Engagement

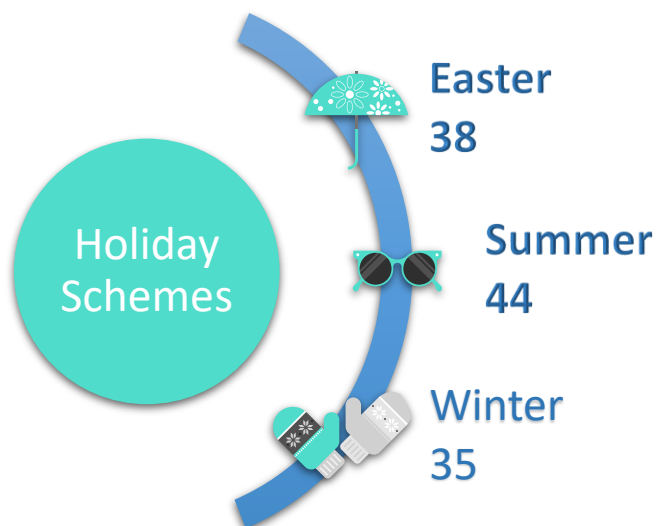
We use a mapping exercise to determine where HAF provisions are delivered. Our aim is to offer HAF programmes in wards with high level of deprivation and families in receipt of benefit-related free school meals. Ideally, we would like to ensure there is a HAF provision in every ward within the borough to increase access and reduce any barriers to participation.

The HAF programme engages high levels of primary school aged children, and whilst this is fantastic and we recognise the need for it, it is also important to highlight that we are working hard to engage young people aged 12+. This includes examining certain aspects of our current delivery model to find ways to adapt, such as in times of delivery, location, and activities that older children want to participate in.

EASTER PARTICIPATION			
PRIMARY SCHOOL		SECONDARY SCHOOL	
FSM	1340	FSM	208
SEND/DIS	81	SEND/DIS	44
REFUGEE	1	REFUGEE	0
OTHER	121	OTHER	115

SUMMER PARTICIPATION			
PRIMARY SCHOOL		SECONDARY SCHOOL	
FSM	1660	FSM	474
SEND/DIS	78	SEND/DIS	35
REFUGEE	51	REFUGEE	9
OTHER	68	OTHER	33

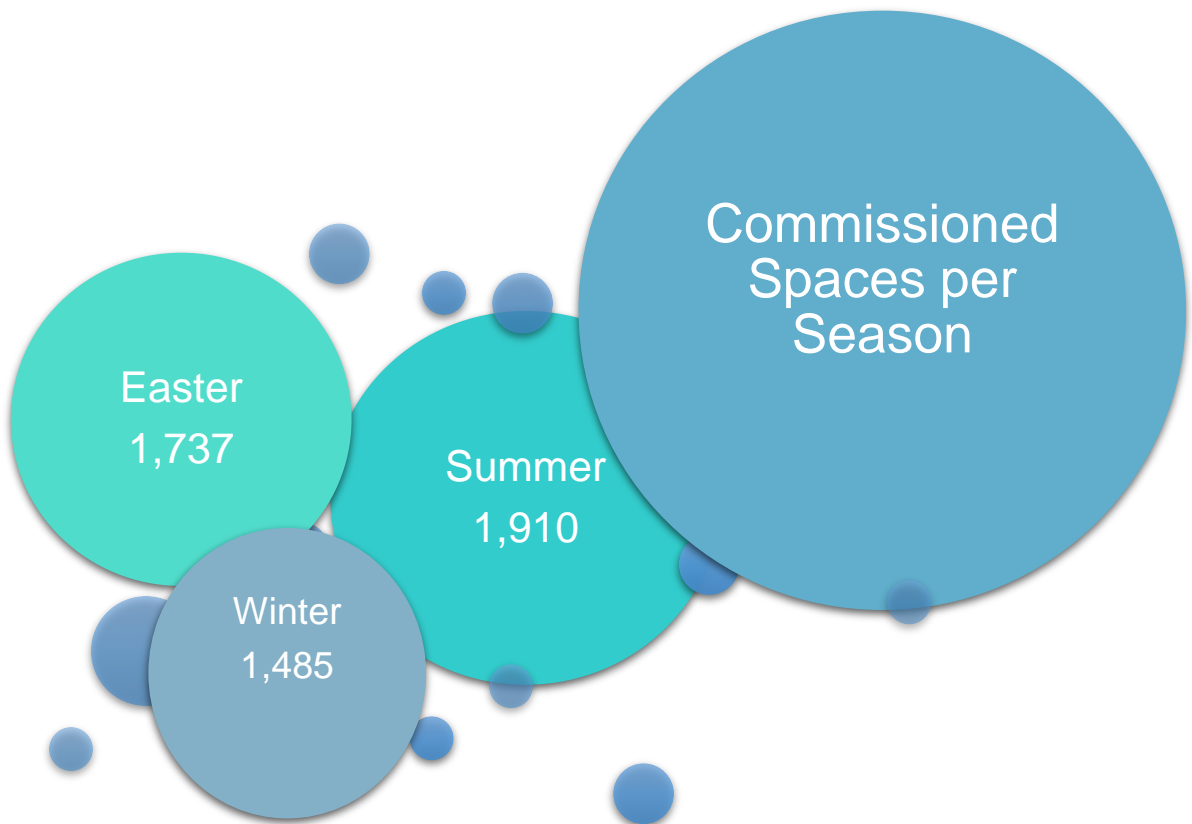
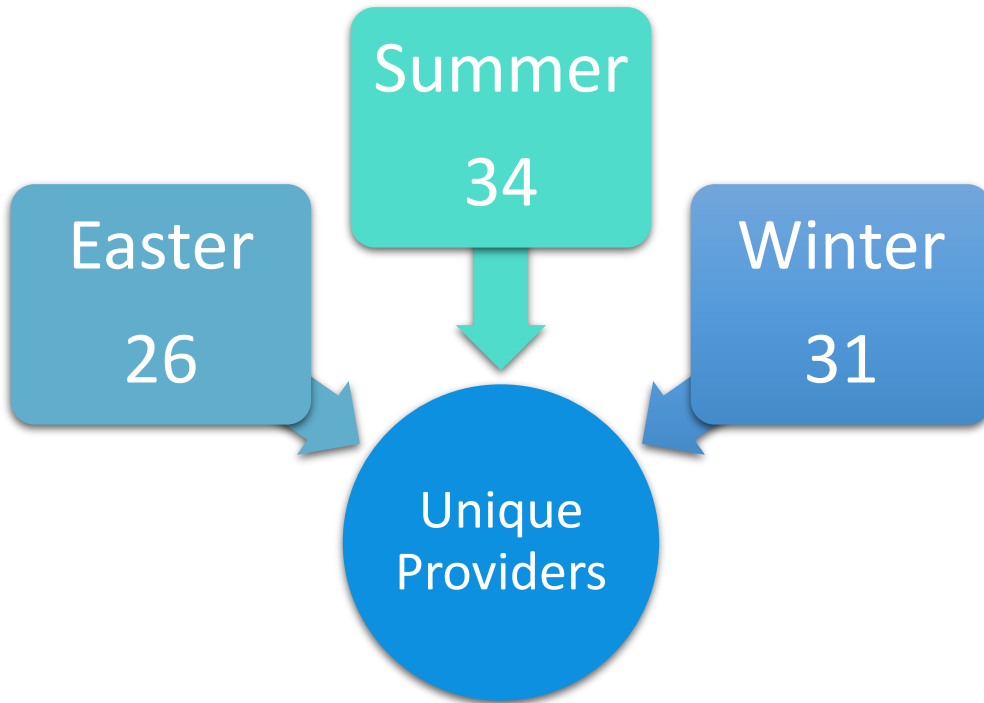
WINTER PARTICIPATION			
PRIMARY SCHOOL		SECONDARY SCHOOL	
FSM	1004	FSM	211
NON-FSM	14	NON-FSM	4
SEND/DIS	137	SEND/DIS	35



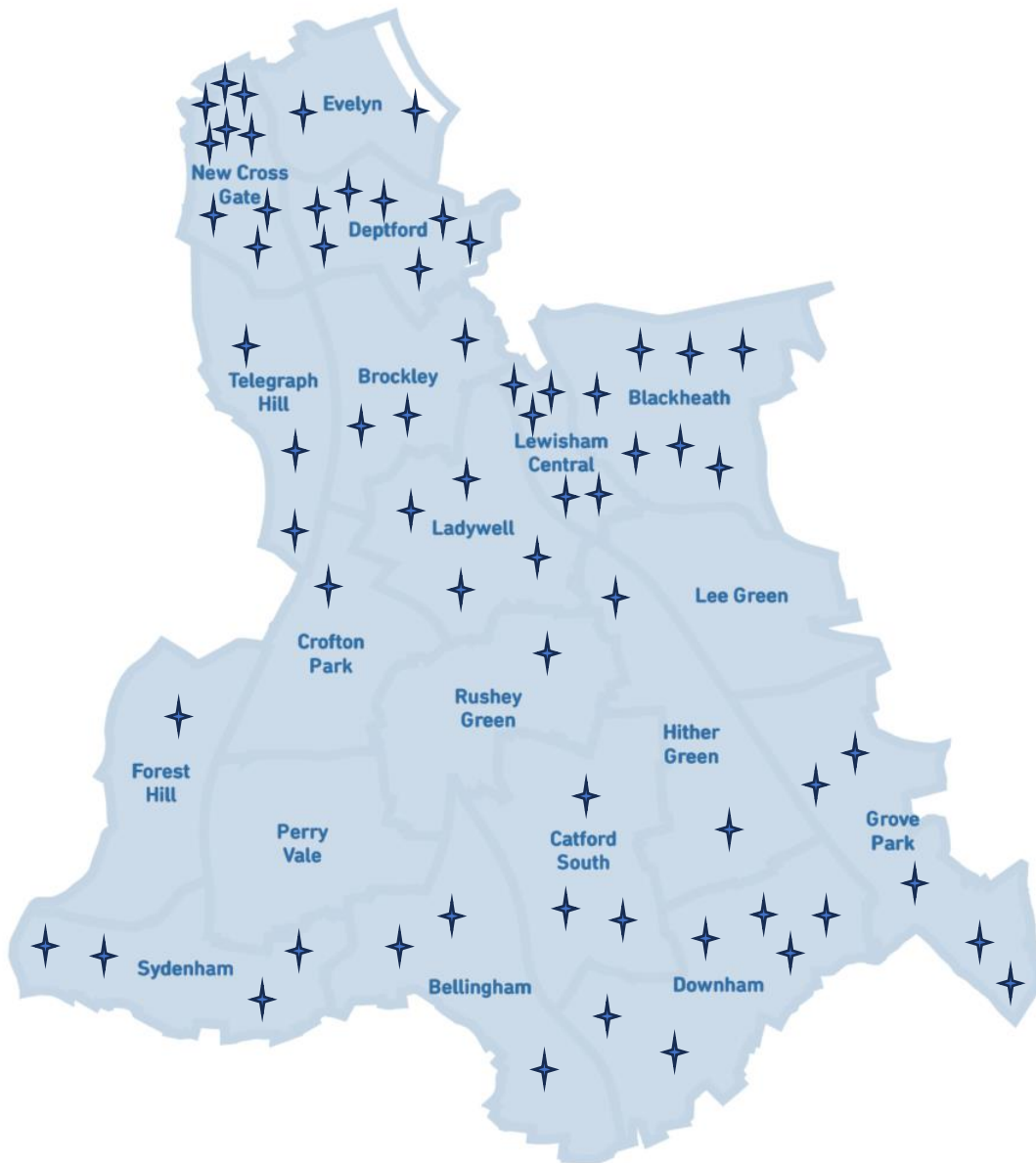
\* Winter data shows different reporting headings due to the implementation of the online booking system and the types of data obtained from there.

\* SEND/DIS – SEND/Disability and Complex Needs





# Ward Map and Providers



Unique Provider ✦

<b>WARD</b>	<b>PROVIDER</b>	<b>WARD</b>	<b>PROVIDER</b>
<b>Bellingham</b>	FD Sports; Sedgehill Academy; Youth First; Dynamic Coaching CIC	<b>Blackheath</b>	For Kids Co Ltd; Omega Sportz; Millwall Community; Power Mobile Gym; Superkids Club Ltd; Tower Hamlets Youth Sport Foundation; UK Latin Community
<b>Brockley</b>	Millwall Community Trust; Pro Touch SA; St Andrews Centre	<b>Catford South</b>	Deptford Lionesses; Skipz Productions; Ballers Sports Coaching
<b>Crofton Park</b>	St Andrews Centre	<b>Deptford</b>	Superkids Club Ltd; Skipz Productions; The Albany; Kids Vogue Stars; Omega Sportz; Our Parks Ltd; Fit 4 Future Foundation
<b>Downham</b>	Ball Out the Box; Ballers Sports Coaching; Sports Fun 4 All; Ball 4 All; Pro Touch SA; Junior Adventures Group	<b>Evelyn</b>	Deptford Lionesses; Pepys Community Forum
<b>Forest Hill</b>	My 2nd Chance	<b>Grove Park</b>	Omega Sportz; Kids Vogue Stars; Sporting Way CIC; Pro Touch SA; Fit 4 Future Foundation
<b>Hither Green</b>	Sports Fun 4 All	<b>Ladywell</b>	Giggles Childcare Services; London Youth Events; Our Parks Ltd; AriseKidz Club

<b>Lewisham Central</b>	Millwall Community Trust; Excel Beyond Barriers; Omega Sportz; AriseKidz Club; Enable LC	<b>New Cross Gate</b>	London Thunder Basketball; ARC and You; Treasured Kids After School Club; Millwall Community Trust; Sports Fun 4 All; Kender Primary School; Youth First; Curly Riot; Skipz Productions
<b>Out of Borough Residential</b>	Free to Be Kids	<b>Rushey Green</b>	Superkids Club Ltd
<b>Sydenham</b>	Ballers Sports Coaching; Giggles Childcare Services; Junior Adventures Group; Youth First	<b>Telegraph Hill</b>	Brixton Ballers; Legends Learning Centre; Youth First



# Holiday Activities Booking System

In 2024, a new centralised booking system was introduced. This system allows us to reach families with children attending school in the borough who receive benefit-related free school meals. Working alongside the Holiday Activities team behind the booking platform and Lewisham schools has enabled us to widen our reach. Every child who attends a school within the borough now receives an email or text with a HAF voucher, which can be used by the parent or carer to book onto a provision of their choice.

***'By using this system, we have noticed new families attending our sessions, some have never heard of HAF'***

## Signposting

Part of the HAF provision is to signpost parents to local services such as food banks and free activities.

In 2023 – 2024, the programme partnered with the Lewisham Family Hubs services to undertake focused outreach. Parents could access the HAF programme and were offered signposting to and information on local free amenities within the borough in addition to coordinated support.



We would like to say a big thank you to our providers who helped deliver and shape the HAF programme

<b>ARC and You</b>	<b>Arize Kids Club</b>	<b>Ball 4 All</b>	<b>Ballers Sports Coaching</b>	<b>Brixton Ballers</b>
<b>Curly Riot</b>	<b>Deptford Lionesses</b>	<b>Dynamic Coaching</b>	<b>Excel Beyond Barriers</b>	<b>FD Sports</b>
<b>Fit 4 Future Foundation</b>	<b>For Kids Co ltd</b>	<b>Free to Be Kids</b>	<b>Giggles Childcare Services</b>	<b>Junior Adventures Group</b>
<b>Kender Primary School</b>	<b>Kids Vogue Stars</b>	<b>Legends Learning Centre</b>	<b>Little Diamonds Out of School Club</b>	<b>London Thunder Basketball</b>
<b>London Youth Events</b>	<b>Millwall Community Trust</b>	<b>My 2nd Chance</b>	<b>Omega Sportz</b>	<b>Our Parks LTD</b>
<b>Pepys Community Forum</b>	<b>Power Mobile Gym</b>	<b>Pro Touch SA</b>	<b>Sedgehill Academy</b>	<b>Skipz Productions</b>
<b>Sporting Way CIC</b>	<b>Sports Fun 4 All</b>	<b>St Andrews Centre</b>	<b>Superkids Club ltd</b>	<b>Talent Acquisition Group</b>
<b>The Albany</b>	<b>The Enrichment Hub</b>	<b>Tower Hamlets Youth Sport Foundation</b>	<b>Treasured Kids After School Club</b>	<b>UK Latin Community</b>
<b>Undeniable</b>	<b>Youth First</b>			

If you have any further questions, please contact the Lewisham HAF team via [HAFProgramme@lewisham.gov.uk](mailto:HAFProgramme@lewisham.gov.uk).

You can find more information about our HAF programme and keep up to date with the latest activities and events via our social media and website:



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**July 2024**