

Coventry Holiday Activities and Food Programme Annual Report 2024



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Introduction

Welcome to the Coventry Holiday Activities and Food Programme (HAF) Annual Report for 2024 (covering the Easter, Summer and Christmas school holidays). This report provides a comprehensive overview of the initiatives and achievements of the Coventry HAF programme over the past year. HAF is designed to support the physical, mental, and social wellbeing of children and young people in Coventry by providing enriching activities and nutritious food during school holidays.

Throughout 2024, the Coventry HAF programme has continued to grow and evolve, reaching more children and families than ever before. We have focused on ensuring that every child has access to high-quality holiday experiences that promote healthy living and social inclusion. We have worked closely with local communities, schools, and a diverse range of organisations to deliver a wide range of activities that cater to the diverse needs of our participants. In this report, you will find detailed information on the programme's objectives, key highlights, data on participation and impact, feedback from children and families, and the challenges we have faced. We are proud of the progress we have made and are committed to building this foundation to further enhance the Coventry HAF programme in the coming years.

Thank you for your continued support and collaboration. Together, we can ensure that every child in Coventry can thrive during the school holidays.

What is the Holiday Activity & Food programme?

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 and young people 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

The HAF programme is a response to this issue. Evidence shows that free holiday clubs can have a positive impact on children and young people. They work best when they:

- Provide consistent and easily accessible enrichment activities
- Cover more than just breakfast or lunch
- Involve children and parents in food preparation
- Use local partnerships and connections, particularly with the voluntary, community and faith sector

Objectives

The main objectives are to support the physical, mental, and social wellbeing of children and young people in Coventry by providing enriching activities and nutritious food.

Target Audiences

Coventry HAF is aimed at children and young people:

- Eligible for, or receiving, benefit-related free school meals
- Known to Children's Social Care (Children in Care, Child Protection Plan/Children in Need Plan)
- Assessed (through an early help assessment) to be in financial hardship
- Part of the Ukrainian Family Scheme or the Home for Ukraine programme
- Children and young people in Years 12-13 are eligible if they are in receipt of benefits-related free school meals and either have an Education Health and Care Plan or are receiving SEN support at their place of education
- Young Carers
- Referred by a professional

Aims of the HAF Programme

There are many benefits for children and young people who attend the 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 understand of food, nutrition and other health-related issues



Taking part in fun and engaging activities that support their development



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 the HAF delivery partners include their needs in planning and delivering their programme. This could be through:

- Providing opportunities to get involved in cookery classes
- Ensuring they are signposted towards other sources of information and support, such as health services or employment and education opportunities

2024 Highlights

Our highlights included

The development and progression of SEND offer, including the development of our HAF Special School offer, SEND family experiences and our Winter Home Boxes

Positive feedback about the programme, including a **96% recommendation rating** through our family survey

An increase in the **diversity of activities** in line with our principle of “something for everyone” with inclusion of plumbing skills and virtual reality activities

An overall increase in the total number of days attended:
34,117 days (2024) - up from 31,325 (2023)

Many stories, quotes and examples of the impact that clubs, activities and experiences have made on children and young people in terms of **confidence and reduced levels of anxiety**. Children and young people report that they have made new friends and tried new things they would never have had the opportunity to do before.



Providers directly funded:

We directly funded a wide range of providers (listed below). In addition, a wide range of other providers and partners are involved in delivering Coventry HAF.

Aptitude	Highly Sprung
Art's a Riot!	Holbrooks Community Care Association
Ascension Dance	Holy Family Larks and Owls Club
Baginton fields school	JAM CODING
Barrs Hill School	Kingsbury Academy
Canley Community Centre	Onside Coaching
Cardinal Newman School	Planet Ice
Changing The Future	PlayPals
COV	Plumb Learning CIC
Coventry All Saints: St Annes Church	Project Number 5 Ltd
Coventry and Warwickshire Cricket Club	Razzamataz Theatre Schools Coventry
Coventry Boys and Girls Club	Rising Stars
Coventry Outdoors	Riverbank Academy
Coventry Rugby Community Foundation	SDA Summer of Fun
Cre8fun	SDH Academy
Culture Coventry Trust	Sky Blues in the Community
CV Life	Sport Works
Dalligio Rugby Works	Sprint Active Education
Edgewick Community Primary School	Tiverton Special School
Energ!se	Tribe: Cheer, Dance & Fitness
Epic Academy	University of Warwick Holiday Scheme
Feeding Coventry	Vanny Radio
Fitt4Kids	WATCH Charity / Hillz FM
GO GO Makers	Woodfield School
Guardian Ballers	GYM

Locations of activities:

Activities took place in:

- 20 primary schools
- 8 secondary schools
- 5 special schools
- 12 community centres
- 10 leisure centres/sports facilities
- 8 arts venues
- 4 parks
- 1 university venue
- 19 other locations



Key Data / Information

Total DfE Expenditure

Expenditure	
Administrative Expenditure This includes all costs incurred in carrying out the administrative and management functions of the HAF coordination	£158,784
Programme Expenditure This includes any equipment purchased to support the programme that meets the definition for capital expenditure, as set out in the HAF guidance on gov.uk	£1,429,056
Total Expenditure for 1st April 2024 to 31st March 2025	£1,587,840

Number of unique eligible children attending activities

Holiday Period	Number of Primary Aged Children	Number of Secondary Aged Children	Total	Difference to 2022/2023
Spring 2024	2,128	861	2,989	+ 197
Summer 2024	2,965	1,213	4,178	+150
Winter 2024	1,453	661	2,114	+101

Note: that these figures do not include other family members who are also positively impacted by Coventry HAF

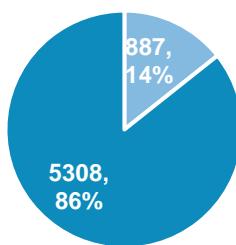
Number of Days Attended

Spring 2024
7,226

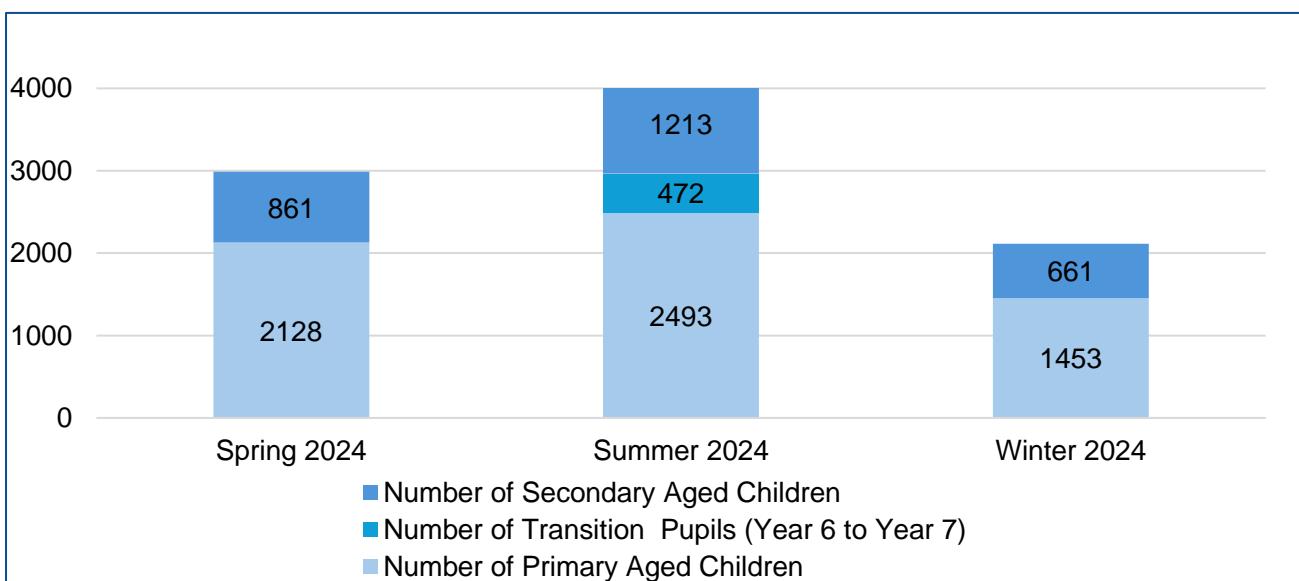
Summer 2024
22,972

Winter 2024
3,919

Total Unique Children over 2024 Free School Meals status & other eligibility



■ Not-FSM ■ FSM



Coventry HAF steering group:

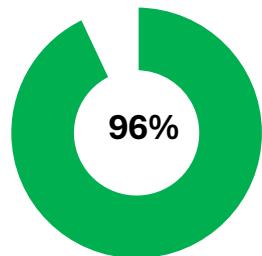
Our Coventry HAF steering group has representatives from the following:

- Education
- Early Help
- Public Health
- Transformation (Coventry City Council)
- The Community sector
- West Midlands Police



Children and Families Feedback

There has been extensive feedback from parents/carers, children and young people on the programme.



Out of 700 responses received, 96% would recommend the activities.



The average rating of food provided was “very good” (i.e. rating 4, based on a scale of 1 (very poor) through to 5 (excellent))



Summer Fun
Mon 22 July to Sun 1 Sept 2024

COVENTRY HAF
Holiday Activities & Food

Find all the details at www.coventry.gov.uk/haf

The advertisement features large, stylized text 'Summer Fun' in yellow and blue. Below it, a yellow box contains the text 'Mon 22 July to Sun 1 Sept 2024'. To the right, there are two images: one of a young girl laughing and another of a boy playing with a rainbow-colored slide. The 'COVENTRY HAF' logo is prominently displayed in the center. At the bottom, a blue button with a white cursor icon contains the text 'Find all the details at www.coventry.gov.uk/haf'.



SEND Family Experiences 2024

SEND family experiences are part of our HAF offer to eligible children with additional needs. Other family members can also benefit from these activities.

Experience	Attendance of Families to SEND Experiences			
	Winter 2023	Spring 2024	Summer 2024	Winter 2024
Planet Ice – Coventry Blaze Experience	27			36
Macready Theatre	4	2	3	4
Perkisound		1	1	1
Twycross Zoo	23	83	146	108
Coventry Rugby Match		2		
Warwick Arts Centre	8	9		
Bedworth Leisure Centre - Swimming	3	4		
Red Kangaroo Trampoline Park		31	34	106
Stratford Butterfly Farm		19		
Ash End Farm			21	37
Spencer's Retreat			8	9
Culture Coventry			10	
Drayton Manor			99	
Talisman Theatre				10
Priory Theatre				4
The Barn at Berryfields				12



Quotes from Parents, Children and Young People



Feedback from SEND Family Experiences

With having 2 SEND children, I absolutely loved the flexibility of being able to take them to something like Twycross Zoo myself on a day I knew would work for them and their needs. They were able to stay regulated and control what they needed from the positive experience with this flexibility.

It was such a treat to eat out together. We would not usually buy food out on a day trip. Having an adult meal and child meal meant we could sit and eat together...We have not had that in a few years due to the cost....We made lovely memories whilst exercising. So grateful.

Help my 14 yr old girl with her confidence. Staff were lovely and welcoming

Incredible opportunity, made our family so happy.

Really appreciate the HAF scheme and all it provides for children and young people, thank you.

It was the best experience for them and the food was great. Nature experiences are really great.

The experiences offered were great we loved spending time at the zoo! Communication was good and very clear with



Food

- Our HAF quality standards are to provide at least one nutritious meal a day -with some clubs providing breakfast as well as a dinner. We worked with a food nutritionist who gave feedback on the menus.
- A partnership started with the CBS Arena, Sky Blues in the Community whereby the CBS Arena provided meals at some Sky Blues in the Community activities.
- Hot nutritional meals are provided at the vast majority of activities (trips may be an exception to this) and breakfast is increasingly being provided by clubs that start earlier – both as an important meal to start a day, and as settling in time.
- Nutritional education takes place in clubs and there is the opportunity at some clubs for the children to participate in cooking meals. The number of family cooking sessions has increased with many providers buying a standard set of cooking equipment that they can use with families.
- Links with the Coventry Food Network also continue to strengthen and there are links between some HAF providers and Coventry social supermarkets. Some providers cook meals not just for their own clubs but for other organisations.
- Children and young people were sometimes intrigued to see foods that they were not familiar with. Often, they were very open to trying new foods and appreciating them.



Enriching Activities

Our Coventry HAF programmes in 2024 included a wide range of enrichment activities including:

- Animation
- Archery
- Art master classes (creative journaling, floral water-colours, illustration skills, oil painting, street art murals)
- Aztec adventure
- BBQ
- Badminton
- Basketball
- Bouncy castles
- Breakfasts
- Broadcasting
- Bushcraft and survival
- Chef academy
- Coding
- Circus skills
- Climbing
- Combat archery
- Cooking
- Crafts (tie dye, quilling, origami, gemtastic jewellery and fabric)
- Creative journaling
- Cricket
- Dancing
- Drama
- Drawing
- DJ-ing
- Fitness
- Football
- Forest school
- Fun days
- Giant board game
- Go-karting
- Go-Ape
- Gadgets
- Gaming
- Gardening
- Gym
- Horse riding lessons
- Ice-skating lessons
- Inflatable air track
- Inflatable bungee
- Karaoke
- Lacrosse
- Laser tag
- Lego building
- Lava lamp making
- Miclab (sustainable stations, stop motion animation, stitch in time, connections and innovations)
- Movies
- Movie making
- Multi-activity clubs
- Music workshops
- Netball
- Pantomime
- Performance (parkour, free running and contemporary dance)
- Performing arts
- Photography
- Physical theatre
- Podcasting
- Pool
- Pottery
- Radio
- Rap
- Robotics
- Roller skating
- Rounders
- Rugby
- Singing
- Science
- Skateboarding lessons
- Stable management
- Sports day
- Stop-motion animation
- Swimming lessons
- Team building
- Tennis
- Trampolining
- Tree-top adventure
- Tug-of-war
- The wave,
- Trips (Western Super Mare, Drayton Manor, Go-Ape, Cadbury World, Cardiff Met University, Conkers, Space Centre, Warwick Arts Centre etc.)
- Ultimate frisbee
- Videography
- Water sports
- Watercolour/ink painting
- Zip wire
- ...and more!



Physical Activities

A wide range of activities took place, including:

- Archery
- Aztec adventure
- Badminton
- Basketball
- Bouncy castles
- Bushcraft and survival
- Circus skills
- Climbing
- Combat archery
- Cricket
- Dancing
- Drama
- Fitness
- Football
- Forest school
- Fun days
- Giant board games
- Go-karting
- Go-Ape
- Gardening
- Gym
- Horse riding lessons
- Ice-skating lessons
- Inflatable air track
- Inflatable bungee
- Karaoke
- Lacrosse
- Laser tag



- Multi-activity clubs (crafts, sports, arts etc.)
- Netball
- Pantomime
- Performance (parkour, free running and contemporary dance)
- Performing arts
- Photography
- Physical theatre
- Roller skating
- Rounders
- Rugby
- Skateboarding lessons
- Sports day
- Stop-motion animation
- Swimming lessons
- Team building
- Tennis
- Trampolining
- Tree-top adventure
- Tug-of-war
- The wave
- Trips (Western Super Mare, Drayton Manor, Go-Ape, Cadbury World, Cardiff Met University, Conkers, Space Centre, Warwick Arts Centre etc.)
- Ultimate frisbee
- Water sports
- Zip wire
- And more....



Our Coventry HAF providers have strong relationships with local communities and therefore many activities delivered were based on feedback from, and the voice of, children and young people about what activities they wanted to do. The above activities were also focused on as these were where providers had expertise and experience.

The impact was very positive feedback from children and families about the activities. Children and young people were able to try out new experiences, develop skills and make new friends. As noted above, in our summer feedback survey, 96% of participants said they would recommend activities to others.

The Coventry HAF programme has raised the awareness of providers to inclusion through on-line and in person workshops

Nutritional Education and the Promotion of Healthy Living/Lifestyles

Nutritional education takes place in all clubs and there is the opportunity at some clubs for the children to participate in cooking meals.

The number of family cooking sessions has increased with many providers buying a standard set of cooking equipment that they can use with families.

We have developed the following on-line resources:

- Toolkit for providers: [Coventry HAF Provider Nutritional Education Toolkit](#)
- Food help for families: [food help for families](#)
- We have worked with an organisation has developed a nutritional education box

Three types of cookery sessions have been delivered (primary children, secondary children and families) by a range of providers. A standard set of cooking equipment including hobs that providers could buy or borrow was pulled together along with session guidance, video and recipe cards.

The nutritional and food budgeting done by clubs and activities enabled them to have a better understanding of nutrition and food budgeting.



Special Educational Needs & Disabilities (SEND)

Approximately one third of all HAF-eligible children and young people in Coventry have Special Educational Needs and Disabilities (SEND). As a result, we endeavour to make all HAF clubs as welcoming and inclusive as possible. This includes:

- collaborating directly with special schools to offer holiday provision to their HAF-eligible students.
- offering several exclusively SEND clubs
- our SEND family experiences for children and families
- providing Home Activity boxes during our Winter Fun programmes for families with the most severe medical needs through our partnership with Stellantis
- encouraging providers and parents/carers to complete 'All About Me' forms prior to attending clubs to ensure appropriate adjustments can be made to accommodate a range of additional needs.
- partnering with SEND specialists to offer relevant training to providers, such as Managing Challenging Behaviours

In the summer we delivered our **HAF special school programme** in partnership with our Coventry Special Schools and the Coventry Building Society. This resulted in 6 out of the 8 Coventry special schools hosting or partnering with other organisations to deliver a wide range of activities including: swimming, crafts, outdoor games, horse riding, cooking, sensory play, sports, trips (e.g. Cadbury World, Lego Discovery etc.)

Key points of feedback on this pilot from parents/carers, children/young people and staff:

- the opportunities students had to forge new friendships;
- the unique experiences pupils were able to have;
- the comfort families and students felt being in a familiar 'safe space' with staff members with whom they had established and trusting relationships;
- the complexity of needs that were able to be catered for with 1:1 or 2:1 staff to student ratios and inclusive school venues which are not typically available through mainstream holiday clubs;
- parents and carers valued the experiences their children had during the holidays.

Key Challenges

Feedback from families and providers was that our activity booking system demonstrated that our booking system was sometimes a challenge to families and to providers. In 2024, we reviewed this and alternatives and we resolved these challenges through a move (in Winter 2024) to a different approach through our new eequ system <https://eequ.org/coventryhaf>. We have received positive feedback on this approach from families and providers.

Marketing and Communication

In 2024, we marketed and promoted our Coventry HAF programme through the following ways:

- Letters and brochures posted to every eligible household
- Digital versions of letters and brochures sent to HAF champions in every Coventry school (primary, secondary and special)
- Letters translated into 6 languages and available digitally
- Text messages sent to parents/carers who have made their mobile numbers available
- Emails sent to parents/carers who have made their email addresses available
- HAF promotional videos
- Information on Coventry HAF webpages including “adverts” (web-directory records for every bookable activity)
- Social media – through Coventry HAF facebook, Coventry City Council facebook and promotion through other Coventry City Council teams social media platforms Coventry Rocks
- Promotion at Coventry City FC football games (in matchday programme and on big Screen)
- Providing information to a wide range of professionals who work with children and families (e.g. Children’s Services and Education teams and partner organisations)
- Links with existing events
- Promotion on screens across Coventry (e.g. Coventry City Council facilities and advertising screens)
- Promotion with Coventry City Council staff
- Brochures available at libraries, family hubs and other venues

Additional Resources, Partnerships and Aligning with other Priorities

We received in-kind staff support from Stellantis <https://www.stellantis.com/en> (global car manufacturer) - as part of our Winter Home Activity boxes. Stellantis staff were involved in volunteering to pack and deliver home activity boxes in the Christmas school holidays for children who were unable to access face-to-face HAF provision.

We received £50,000 investment from the Coventry Building Society to enhance our programme.

Coventry HAF has a very strong partnership approach as part of One Coventry <https://www.coventry.gov.uk/onecoventryplan>

We provided participants and their families with information, signposting or referrals to other services and support through a range of ways including:

- On-line information: <https://www.coventry.gov.uk/costofliving>
- Links to the above information in communications (texts, emails, messages etc.)
- Family information leaflets and z-cards provided to parents/carers
- Inviting parents/carers to arrive early for a session
- Performances/ “show and tell” at the end of a session or week
- Informal coffee/tea/refreshments with other providers available in a “low-key” way to talk

We signposted to a wide range of services and support including:

- Family support/hubs
- Adult mental health support
- Health
- The job shop
- Family health and lifestyle service
- Mental health and emotional wellbeing
- Digital access and skills
- Domestic abuse and sexual violence
- Household support fund
- Support with energy bills
- Water bills
- Broadband bills
- Mobile data
- Social supermarkets
- Food hubs and food banks
- Free school meals
- Healthy start vouchers
- Help with essentials
- School uniform support
- Internet access/equipment/skills/support
- Pre-payment meters
- Support with childcare costs
- Money/financial support (minimum wage guidance, employment and discrimination service, money advice agencies, credit unions, universal credit support)
- Rent (universal credit housing support, discretionary housing payments, tenant and rent arrears service, support dealing with landlord eviction)
- Council tax (problems with paying council tax, energy rebate, council tax support)
- Mental health support and healthy lifestyle support.

Other Information

Our programme has continued to develop and strengthen in 2024, laying the foundations for further development in 2025 and to continue momentum to build the national case for HAF to continue post-2025.

Our delivery is based on our following **Coventry HAF principles** :

- Positive, memorable and happy holiday experiences that demonstrate the value of every person
- Impacts that last beyond the holidays and experiences that reach parents and families through children and young people
- Building on, and enabling, trusted relationships and Coventry strengths
- Collaboration and partnership across a wide range of organisations and engaging with children, young people and families throughout
- Joined-up locality offer - particularly in areas of higher deprivation
- Tailored approaches for primary and secondary ages with a key focus on children with Special Educational Needs and Disabilities
- Joining-up with school summer and education recovery programmes
- Continuous learning and improvement, including learning across Coventry, West Midlands and nationally
- Coventry HAF as a part of a joined-up offer for Coventry lower-income families



If you have any questions, feedback, or need further information, please do not hesitate to reach out to us.

You can contact us via HAF@coventry.gov.uk



**Funded by
UK Government**

