

# Coventry Holiday Activities and Food Programme Annual Report 2025



[www.coventry.gov.uk/haf](http://www.coventry.gov.uk/haf)

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# Introduction

Welcome to the Coventry Holiday Activities and Food Programme (HAF) Annual Report for 2025 (covering the Easter, Summer and Christmas school holidays of 2025). 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 2025, 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 continued to work 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 Activities & 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, benefits-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
- Children in receipt of pupil premium via the armed forces scheme

## 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



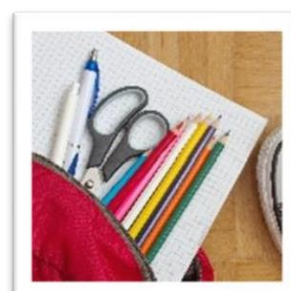
Taking part in fun and engaging activities that support their development



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

## 2025 Highlights

### Our highlights included

Other key highlights included:

- Use of a wide range of venues and locations including 24 primary schools, 10 secondary schools, 4 special schools, 2 universities, 10 community centres, 4 family hubs, 10 leisure centres/sports facilities, 4 arts venues, 27 other locations/venues;
- Improved sensory arts initiatives (e.g. sessions focused on children with visual impairments, hearing impairments, neurodivergent and physical mobility);
- Continued developed of our STEM (Science, Technology, Engineering and Mathematics) offer (e.g. future engineers, STEM for girls, coding, AI labs, summer enterprise challenge) as well as life and practical skills (plumbing and tiling);
- Greater diversity of activities (e.g. AI labs, Doze Under Dippy the dinosaur – a family sleep over event at the Herbert Art Gallery, making a musical in a week, Esports, HADO (Augmented reality combining physical activity and e-sport), an increased number of girls-only events; and
- Our improved booking system (eequ) is now fully embedded offering an enhanced parental/customer experience.
- 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	Harvey Sports Group
Ascension Dance	Holbrooks Community Care Association
Baginton fields school	Holy Family Larks and Owls Club
Barrs Hill School	JAM CODING
Canley Community Centre	Kingsbury Academy
Cardinal Newman School	My Activities
Central Building and Welding Academy	Northwinds 5's Limited (Goals)
Changing The Future	Onside Coaching
COV	Pet-Xi Training Limited
Coventry All Saints: St Annes Church	Pilot IMS
Coventry and Warwickshire Cricket Club	Planet Ice
Coventry Boys and Girls Club	Plumb Learning CIC
Coventry Outdoors	Project Number 5 Ltd
Coventry Rugby Community Foundation	Razzamataz
Coventry Trampolining and Gymnastics Academy	Rising Stars Youth and Community Group
Cre8fun	Riverbank Academy
Culture Coventry Trust	SDH Academy
CV Life	Sky Blues in the Community
Dalligio Rugby Works	Sports Cool
Edgewick Community Primary School	Sport Works
Energ!se	Sprint Active Education
Epic Academy	Tiverton Special School
Fitt4Kids	Tribe: Cheer, Dance & Fitness
Get Golfing	University of Warwick Holiday Scheme
GO GO Makers	Vanny Radio
Guardian Ballers	WATCH Charity / Hillz FM
Guiding Young Minds	Woodfield School
Highly Sprung	

## Locations of activities:

Activities took place in:

- 24 primary schools
- 10 secondary schools
- 4 special schools
- 10 community centres
- 4 family hubs
- 10 leisure centres/sports facilities
- 4 arts venues
- 2 universities
- 27 other locations



# Key Data / Information

## Total DfE Expenditure

Expenditure	
<b>Administrative Expenditure</b> This includes all costs incurred in carrying out the administrative and management functions of the HAF coordination	<b>£160,415.00</b>
<b>Programme Expenditure</b> This includes all costs for providing FREE HAF places plus other costs such as IT software, booking system, marketing etc.	<b>£1,443,735.00</b>
<b>Total Expenditure for 1st April 2025 to 31st March 2026</b>	<b>£1,604,150.00</b>

## Number of unique eligible children attending activities

The following unique eligible children attended for each of the holidays. These numbers do not include the involvement of other family members.

Spring 2025  
2,926

Summer 2025  
4,491

Winter 2025  
2,350

## Coventry HAF steering group:

Our Coventry HAF steering group has representatives from the following:

- Education
- Early Help
- Public Health
- 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. Families gave a 4.4/5 feedback rating on the activities.

## The voice of children, young people and parents

Below are some quotes received from children, young people and parents:

- *Really well organised and led, captured my children's imagination, taught them teamwork, creativity & confidence*
- *Both my children have autism and their behaviours can be very challenging. The members of staff were always very good and patient.*
- *Brilliant my daughter loved it*
- *The people running it were so good. My son absolutely loved it. He was able to socialise with other children. He loved the tour. And enjoyed the food too.*
- *Very, very friendly – liked the gaming esports and playing the video games and driving the car very friendly*
- *The staff were so helpful, organised and enthusiastic, nothing was too much and they were amazing with the kids too.*
- *I would be lost without using this facility during the holiday periods*
- *Amazing experience for the children! Staff were amazing, especially with my child who gets easily distracted.*
- *They have been through so much since mom died and the guys welcome them – absolutely brilliant team*
- *Brilliant day my daughter loved it.*
- *My son really enjoyed it he came home with a massive smile on this face - and he made some new friends and it was the best day he's had in a long time!!*
- *Having amazing sessions with swimming then delicious food*
- *It was so amazing. Inclusive and extremely welcoming*

# SEND Family Experiences 2025

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

Experience	Spring 2025	Summer 2025	Winter 2025
Ash End Farm	84	60	42
British Motor Museum	-	5	4
Ladybug Lodge	6	44	9
Perkisound	7	12	2
Red Kangaroo Trampoline Park	61	89	47
Spencer's Retreat	15	10	5
Twycross Zoo	216	187	87
Macready Theatre	8	-	1
Stratford Butterfly Farm	28	-	-
Kenilworth Castle	-	30	1
CV Life – Beach Trips	-	20	-
Albany Theatre	-	-	13
Coventry Blaze Ice Hockey	-	-	10



# 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.
- Hot nutritional meals are provided at the vast majority of activities (trips may be an exception to this) and breakfast is 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.
- 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 & Physical Activities

Our Coventry HAF programmes in 2025 included a wide range of enrichment and physical activities including:

- Animation
- Archery
- Art master classes (creative journaling, floral water-colours, illustration skills, oil painting, street art murals)
- AI labs
- BBQ
- Badminton
- Basketball, Board games
- Bouncy castles
- Breakfasts
- Broadcasting
- Bushcraft and survival
- Chef academy, Cheerleading
- Choreography, Coding
- Circus skills
- Climbing
- Combat archery
- Cooking
- Crafts (tie dye, quilling, origami, gemtastic jewellery and fabric)
- Creative journaling
- Cricket
- Choreography
- Dancing, Doze-under-Dippy
- Drama, Engineering
- Drawing
- DJ-ing, E-sports. Engineering, Films
- Fitness
- Football
- Forest school
- Fun days
- Go- karting
- Gadgets
- Gaming
- Gardening
- Gym
- Horse riding lessons
- Ice-skating lessons
- Inflatable air assault course
- Inflatable bungee
- Lacrosse
- Laser tag
- Lego building

# Enriching & Physical Activities

- Lava lamp making
- Miclab (sustainable stations, stop motion animation, stitch in time, connections and innovations)
- Movies
- Movie making
- Multi-activity clubs
- Music workshops
- Netball, Ninja warrior, open theatre
- Paintballing, Pantomime
- Performance (parkour, free running and contemporary dance)
- Performing arts
- Photography
- Physical theatre, picnics
- Podcasting
- Plumbing, pool, pool parties,
- Pottery
- Radio
- Rap
- Robotics
- Roller skating
- Rounders
- Rugby
- Singing
- Science
- Skateboarding lessons
- Stable management, Stadium Tour (CBS)
- Sports day
- Stop-motion animation
- Swimming lessons
- Team building
- Tennis
- Trampolining
- Tree-top adventure
- Tug-of-war
- The Wave,
- Trips (Aztec Adventure, Western Super Mare, Drayton Manor, Go-Ape, Hatton Farm/Adventure Park, Hoar Farm, Red Kangaroo, Tamworth Snowdome, Lunt Roman Fort)
- Ultimate frisbee
- Videography
- Water sports
- Watercolour painting
- Zip wire
- ...and more!

# Nutritional Education and the Promotion of Healthy Living/Lifestyles

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

The following on-line resources are available to providers and families to promote this:

- Toolkit for providers: Coventry HAF Provider Nutritional Education Toolkit
- Food help for families: food help for families



# Special Educational Needs & Disabilities (SEND)

Approximately one third of children who attend Coventry HAF activities are identified as having Special Educational Needs and Disabilities (SEND).

Our aim is that there are positive opportunities for every child eligible for HAF. We do the following to enable this:

- collaborating directly with special schools to offer holiday provision to their HAF-eligible students.
- offering several exclusively SEND clubs
- offering 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 SEND/inclusion training to providers, such as

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 several Coventry special schools hosting or partnering with other organisations to deliver a wide range of activities.

As part of continuous improvement in this area, we established our HAF SEND working group with a range of stakeholders to develop this area of work for 2026 and beyond.

# Key Challenges

One of the key challenges is where places are booking and there is not attendance on the day. We encourage our providers to have constructive communication with parents regarding these situations. Where a provider has contacted a parent on three occasions regarding a booking not being taken up, the provider has the discretion to cancel future bookings.

# Marketing and Communication

We marketed and promoted our Coventry HAF 2025 programme through the following ways:

- Digital versions of letters and brochures sent to Coventry schools (primary, secondary and special)
- Regular text messages sent to an increased number of 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 eequ booking system listing
- Social media – through Coventry HAF facebook, Coventry City Council facebook and promotion through other Coventry City Council teams social media platforms
- 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)
- Wider promotion with Coventry City Council staff
- Information 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 2025, laying the foundations for further development in 2026 and beyond.

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

- 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
- 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](mailto:HAF@coventry.gov.uk)



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