

# Holiday Activities Programme 2023/24

#BlackpoolHAF



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# Background

## Context

In November 2020, the Government announced that the Holiday Activities and Food (HAF) Programme, which had provided healthy food and enriching activities to disadvantaged children since 2018, would be expanded across the whole of England in 2021. The Department for Education would provide funding for a Programme of activities, including a food provision, to cover the Easter, Summer and Christmas holidays.

Blackpool had operated a holiday provision since 2019, and had an established partnership in place to deliver such a programme. The partnership agreed that our holiday provision should be provided throughout every school holiday and therefore developed a programme that would be delivered within the half term holidays as well as Easter, Summer and Christmas.

The HAF programme is for children who are in receipt of benefits-related free school meals. The funding providing cover for:

- The provision of free holiday places, which includes a food provision
- Coordination of the programme at a local level.

## Background

The school holidays can be a particularly difficult time for families due to increased costs and reduced incomes. Many children can experience holiday hunger and learning loss during the school holidays and children from low income families find it more difficult to afford activities outside of the home during holiday time. These children are less likely to access organised out of school activities, and more likely to experience 'unhealthy holidays' in terms of nutrition and physical health and more likely to experience social isolation. Free holiday provision is a response to these issues and evidence suggested that it can have a positive impact on children and young people.

To help combat holiday hunger and learning loss during the school holidays, holiday activity and food programmes are offered across the UK, by a variety of educational, charity and community sector organisations. The type of programmes offered vary between areas and settings. They provide learning and socialising opportunities for children during the school holidays as well as providing food. The evidence for these type of provisions on what does or doesn't work is limited, however, the recent evaluation of government-led programmes reported that children and young people enjoyed attending and parents felt their children achieved positive outcomes.

Levels of Social deprivation within Blackpool are particularly high. Blackpool has the highest level of deprivation of all Local Authorities in England, with neighbourhoods in Blackpool accounting for eight of the ten most deprived neighbourhoods nationally. Children face particular high levels of poverty, with 41.4% of children living in income deprived households. Given these high levels of deprivation, children in Blackpool are particularly vulnerable to holiday hunger and learning loss during the school holidays. The Schools, pupils and their characteristics: Academic Year 22/23 Report highlighted there were 8,269 pupils known to be eligible for free school meals (FSM) across both our primary and secondary schools. There is a clear need to support children in Blackpool during the school holidays by offering holiday activity and food programmes.

## Aims and Objectives

The aim of the Holiday Activities and Food (HAF) programme is to deliver a free holiday provision to children eligible for benefits related free school meals for the equivalent of at least four hours a day, four days a week for 6 weeks. This covers four weeks in the Summer and a week's provision in both the Easter and Christmas holidays. The provision is fully funded by the Department for Education

The partnership in Blackpool also agreed to deliver a free holiday provision to these children in the February, May and October half terms following the same model as the HAF, meaning the total provision covered 11 weeks. These extra weeks of provision being solely funded by Blackpool Council

The aim of the programme was to ensure children who attended the provision

- Eat more healthily over the school holidays
- Be more active during the school holidays
- Take part in engaging and enriching activities which support the development of resilience, character and wellbeing along with their wider education attainment.
- Be safe and not socially isolated
- Have a greater knowledge of health and nutrition
- Engaged with school and other local services

### Eligibility Criteria

The focus of the programme was to provide provision to school aged children eligible for benefits related Free School Meals (FSM). The local authority had to ensure that the offer of free holiday provision was available for all children eligible for FSM in the local authority area. However, this did not mean that all children were required to attend as the provision was voluntary. The local authority also had the flexibility to offer free places to children who were not eligible for FSM but were considered as vulnerable or in need of the provision, and were able to use up to 15% of the funding for these places.

### Coordination of the Programme

Coordination of the HAF was taken back in house by Public Health in September 2022, having been previously contracted out to Blackpool Football Club Community Trust (BFCCT) in 2020 and 2021 whilst the Public Health team were under pressure leading on the towns COVID-19 response.

Once returned to Public Health's control a new open framework was created that allowed us to build a consortium of Providers that met both the Department for Education (DfE) and Blackpool Councils' requirements for the HAF Programme. The open framework enables providers to join during the life of the contract, at specified periods determined by the Authority, allowing the HAF to benefit from new entrants to the market throughout the year.

Three successful Tender exercises were undertaken during 2022 - 24 to increase the wealth and diversity of provision available. It further ensured we also had a SEND specific programme catering to children with mild or moderate needs. There are now ten contracted providers on the framework

### Steering Group

To support delivery of the programme a steering group was established with representatives from a wide range of local bodies, including:

- Representative for Youth Services
- Head of Service – Children's Services
- Early Intervention and Safeguarding Officer for Blackpool Schools
- Geographic Neighbourhood Inspector for Blackpool – Lancashire Police
- School Improvement Consultant
- Early Help and Children Services
- Virtual School – Education Officer for Disadvantaged Children
- Head of Service - Adolescent Services, Children's Services Management Team

## Delivery Partners

Blackpool has been operating a Holiday provision since the summer of 2019, and has a strong partnership in place which consists of the Council, schools and voluntary and community sector. The delivery partners involved are:

- Blackpool Football Club Community Trust (BFCCT)
- Active Blackpool
- Park Rangers
- The BoatHouse Youth
- Boys and Girls Club
- House of Wingz/Skool of Street
- Magic Club
- Groundworks -@The Grange
- Dealmaker Ltd
- Blackpool Carers Centre

Delivery partners were required to provide a holiday activity programme that met the following core aims and objectives:

- The provision of at least one healthy meal a day and meet the School Food Standards throughout the provision.
- Delivery of enriching activities
- Provision of physical activities which meet the physical activity guidelines on a daily basis.
- Provision of nutritional education
- Signposting and referrals: provide information, signposting or referrals to other services and support that would benefit the children who attend their provision and their families.
- Policies and procedure in place to ensure they have appropriate safeguarding arrangements in place and have appropriate policies and procedures in place in relation to safeguarding, health and safety, insurance, accessibility and inclusiveness.
- Concise record keeping, with registers of attendance shared with the coordinators, allowing for precise evaluation and reporting of the HAF programme

The provision is required to meet the following core aims:

- Healthy meals that meet the school food standards
- Enriching activities
- Nutritional education
- Signposting and referrals
- Policies and procedures

## Marketing and Communication

Our Providers who run the HAF club promote the programme via social media/internet and also directly in the community and schools with posters, flyers, school assemblies. Council colleagues are also part of our strategy to encourage participation in the programme; social workers, virtual school and family workers all help to promote HAF whenever possible. The HAF Coordinator has also attended local safeguarding, head teacher and SEND meetings to promote HAF with local professionals

With the help of our providers we produced a short [YouTube video](#) showcasing our HAF and including comments from participants and providers

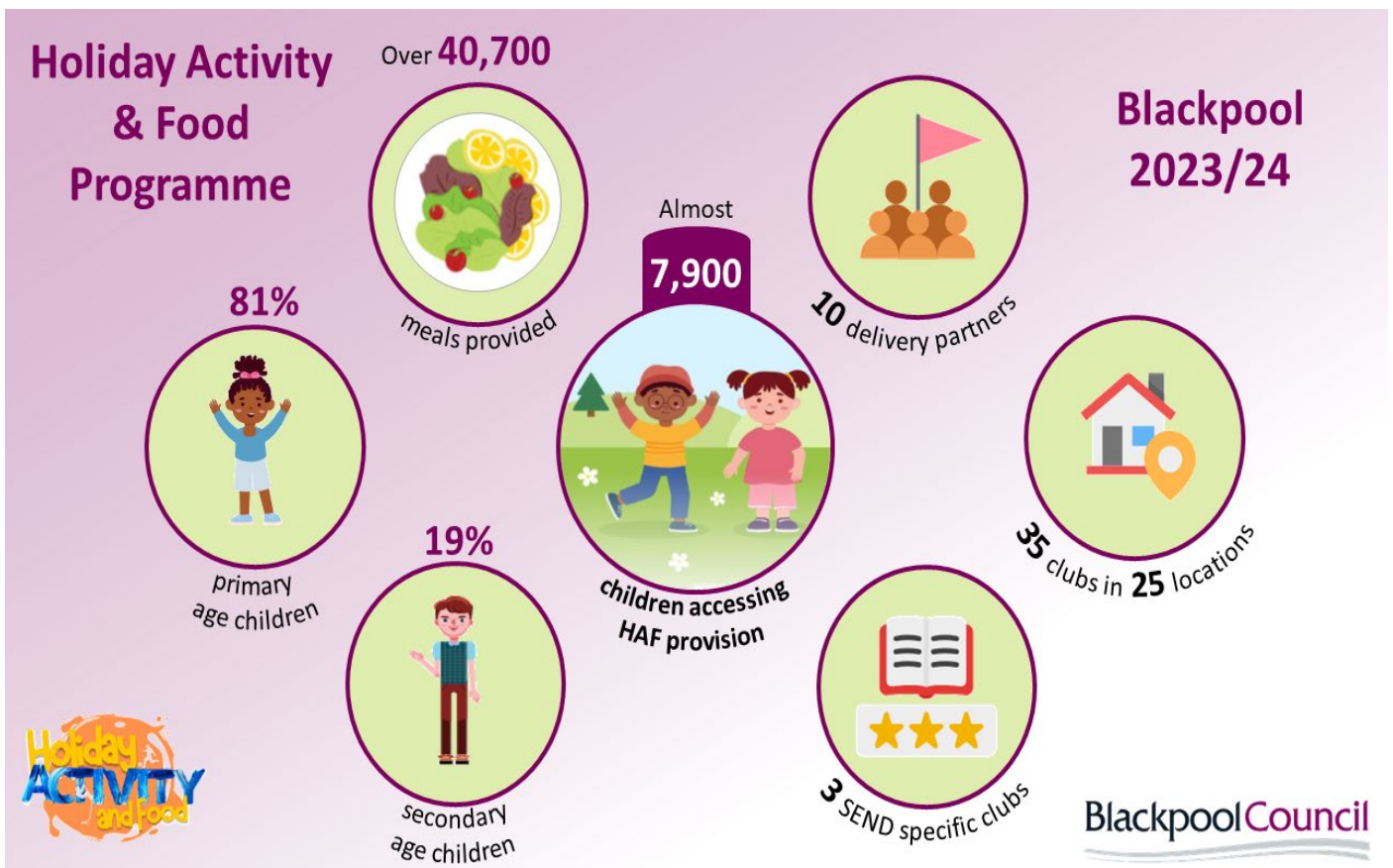
Department for Education Funding

Blackpool Council received grant funding for the 2023 to 2024 financial year from the Department for Education (DfE) for the mandatory Easter, Summer and Christmas holidays of £879,520

A breakdown of this expenditure is shown in the table below:-

Administrative Expenditure	84,052
Capital Expenditure	
Programme Expenditure <i>(cost of providing free HAF places, including payments to providers and third parties for services provided)</i>	791,211
Other Expenditure <i>( Data system costs, Promotional material, Webpage and Video design/media production )</i>	4,257
<b>TOTAL EXPENDITURE</b> (for 1 April 2023 to 31 March 2024)	879,520

N.B Additional half term holidays were funded by Public Health at Blackpool Council



## Easter Provision

***The Blackpool Holiday Activity and Food programme (HAF), supported 1306 unique participants, across seven providers. 87% of participants being children on free school meals (FSM) and 13% being targeted through other vulnerabilities.***

All delivery locations were inclusive and accessible for children with low - mild additional needs and we were also able to offer three SEND specific programmes run by our partners BFCCT, Active Blackpool and Boathouse Youth for participants displaying mild -moderate needs

Our Easter HAF engaged both new and existing participants. Providers offered Easter/Coronation themed activities plus the usual mix of sports, games, arts/crafts, dance, cookery and urban themed creative arts plus a wide range of trips. One provider also ran a World of Work Project giving older participants the opportunity to find out about life in different work industries. The project was supported by local businesses, who gave up their time to share their roles and experiences and allow them to get hands on with some of the jobs.

SEND specific provision was well attended, one provider including a visit from an external provider offering the young people circus skills, which they loved.

Delivery spanned the length of the town. Sessions aimed at our secondary school cohort were also delivered at a range of times, including evenings, and in various session lengths to attract engagement, particularly in those areas of high Anti-Social Behaviour.

We also commissioned our promotional HAF video, which was filmed during the Easter HAF at various locations and involved all of our Providers.

Partners did experience some non-attendance but all have waiting lists in place. Weather, holidays and sickness were some of the reasons for non-attendance

The HAF programme was delivered from 30 clubs across the town, from schools, parks, community and youth centres, thus enabling door stop delivery to our young people. The unique numbers engaged increased from the Easter HAF last year by a total of 389, as did the diversity of activities in place and the number of HAF locations across the town. The average attendance across the provision was 88.5%.

## May/June Half Term Provision

***The Blackpool Holiday Activity and Food programme (HAF), supported 1082 unique participants, across seven providers. 86% of participants being children on free school meals (FSM) and 14% being targeted through other vulnerabilities.***

We were able to offer two SEND specific programmes run by our partners BFCCT and Boathouse Youth for participants displaying mild -moderate needs with a range of sports and arts/crafts activities tailored to their specific needs. One club particularly enjoyed working with nature, learning about gardening and planting various vegetable and flower seeds to tend in future HAFs. They also made their own bug and bird houses which they could take home and encourage wildlife into their own gardens.

HAF opportunities available to our young people ranged from the usual wide variety of sports clubs and arts/crafts, to music, dance, archery, golf, skateboarding, gaming and trips.

Several partners took advantage of the exceptionally good weather and made trips to our local beaches during which the participants took part in activities such as Sand Dune Sledging, rock pooling, beach games, conservation and even a talk from the RNLI incorporating sea survival techniques

Our provider Skool of Street were successful in securing their attendees free tickets to the “Breakin’ Convention” a festival of Hip Hop touring the UK. They also organised an amazing flash mob for the participants and their families in Blackpool town centre that was performed alongside cast members to hundreds of tourists.

The HAF programme was delivered across the town, in schools, parks, community and youth centres. The unique numbers engaged increased from the previous year’s May HAF by a total of 361 as did the range of activities in place and the number of HAF locations across the town.

Attendance was affected by the exceptionally hot weather during the HAF, this accounted for more no shows and cancelled places than we would normally expect; the average attendance across the provision was 82%

## Summer Provision

***The Blackpool Holiday Activity and Food programme (HAF), supported 1,984 unique participants across 8 providers with 84% of participants being children on free school meals (FSM) and 16% being targeted through other vulnerabilities.***

In summer we offered our largest and most varied HAF, with over 1500 places available per day, at 35 clubs in 25 locations spanning the length and breadth of the town We supported 1,964 unique eligible children over the 6 week holiday period, which is an increase of 504 unique children on last year’s figure of 1460.

We had a SEND specific offer, with 3 providers offering clubs solely for those with mild to moderate additional needs across the town and one also providing a summer residential stay too.

Alongside a vast array of sports, games, arts and crafts the partnership offered activities such as archery, climbing, meditation, golf, photography, swimming, boxing, woodworking, spa nights, mole- holeing, high ropes, parkour, skiing, zorbing, bush craft, foraging, nature hunts journaling, cookery, skateboarding, music production and urban themed creative arts such as street dance, graffiti art, beatboxing/rap and so much more.

We also worked with the owner of many of our town’s tourist attractions, Merlin Entertainment, to obtain discounted rates for all of our Providers for three large attractions: Blackpool Tower & Circus, Madame Tussauds and Blackpool Sea life Centre. Several Providers took up this offer, noting that:

“Although these attractions are on their doorstep, it was clear a many of these young people had never had the opportunity to visit these attractions before. The Tower Eye was by far the highlight of the week, with the young people being in awe of actually being at the top of the tower and looking out across their own town. Some even managed to find their homes” ***Provider***

There were also opportunities to attend residential stays with four of our Providers. These Providers offering a total of 10 residential trips between them, not only here in Lancashire but also in Derbyshire, the Lake District and Scotland; the first time that the majority of our young people have had to stay outside of Blackpool. Whilst there, our young people experienced a wide range of outdoor adventure activities such as canoeing, camping, ghyll scrambling, rock climbing, bat detecting, boat building, fire craft, fishing and conservation and team building activities.

For others there were a wide range trips on offer from Runway at Manchester Airport, Blackpool Zoo, Eureka in Halifax, Blackpool Pleasure Beach, Lake Windermere, Lancaster for Mountain boarding, the Beatrix Potter Museum in Bowness, Blackpool Tower, Manchester’s Chill Factor, the cinema, country walks and scavenger hunts to Blackpool beaches and Haverthwaite Steam Train to name but a few



Other Providers teamed up with a 'Snowsports Youth Charity' called 'Snow Camp' to enable young people to participate in a two-day Skiing/Snowboarding qualification at Chill Factor in Manchester. Over the two days our young people learnt how to ski or snowboard and took part in life skills sessions focusing on independence, responsibility, confidence and self-esteem.

The size of partnership and the unique numbers engaged both increased from the previous summer HAF along with the diversity of activities in place and the number of HAF locations. The average attendance across the provision this Summer was 84.5%, which is a huge improvement on last summer's figure of only 77.5%. We have worked hard with our Providers on addressing attendance and this had made a significant impact. Attendance was however impacted by adverse weather towards the end of the holiday period and also an uptick in some childhood illnesses such as chicken pox and measles.

## October Half Term Provision

***The Blackpool Holiday Activity and Food programme (HAF), supported 1333 unique participants, across seven providers. 87% of participants being children on free school meals (FSM) and 13% being targeted through other vulnerabilities.***

Much of our October provision had a Halloween theme, with the young people engaging in pumpkin carving, Halloween parties, costume making, face painting, slime making and Halloween baking. Non themed activities were also plentiful and included, swimming, martial arts, forest craft, murder mystery sessions, and urban creative arts including parkour (free running), plus the usual wide range of sports and arts/crafts. There were also trips to our own Blackpool Illuminations, Windmill Farm, Scare Maze in Warrington, the cinema and a residential trip Canal boating in Northampton

Our Park Rangers provided Forest School each day in their woodland setting within Stanley Park. Activities included fire craft, campfire cooking, bug hunting, bird watching, den building, stream scrambling, team games and nature themed arts/crafts,

Our partners at BFCCT ran a satellite HAF at Stanley Park, using an outreach team to work with children already present in the area and engaging them in more structured activities and away from anti-social behaviour.

We were again able to offer three SEND specific programmes for participants, providing a wide choice of sports, arts, crafts and themed Halloween events specially targeted to the attendee's needs and abilities. Our partner Boat house Youth held a Canal boat residential with their SEND camp. Helped by the club's own youth leaders they travelled through 26 locks and 2 tunnels in Northampton, some having never been away from home before never mind on a canal boat. BFCCT SEND provision had a visit from several Blackpool Football Club team players who joined in the fun with participants who were thrilled to meet them and show them their HAF club.

A successful October HAF saw the unique number of participants engaged increase by 285 from last year's figure of 1048. Doorstep delivery was available across the town in 24 clubs in schools, parks, community and youth centres with an average attendance of 90%.

## Christmas Provision

***The Blackpool Holiday Activity and Food programme (HAF), supported 926 unique participants across 8 providers with 87% of participants being children on free school meals (FSM) and 13% being targeted through other vulnerabilities.***

The Christmas programme was very challenging, the majority of our schools did not break up until 22th December, meaning there could be no delivery prior to Christmas unlike last year when we were able to run several very

successful large events for our HAF attendees. Delivery was further impacted as several Providers and their HAF venues were closed until after the New Year. Some of our school venues closed for the entire holidays citing staff leave and rising heating costs as reasons for closure, this meant that those Providers running clubs at these venues were unable to run at all.

All of these issues meant the number of clubs we were able to run was reduced Those Providers who were open, in the main ran after New Year for 4 days. These clubs were well attended although the bad weather did affect the attendance at some outdoor clubs & events. Provision included a huge range of sports plus ice skating, trampolining, archery, skateboarding, parkour, bush craft activities, cookery events and the usual array of art & crafts. There were parties, trips to the cinema, local shows and Christmas themed events such as pantomimes and trips to our own Blackpool Illuminations and Winter village. Blackpool Football Club also provided a VIP match day trip to the football stadium for attendees to experience a league football match including food and drinks

This year we again worked with our Provider Dealmaker Ltd to create some recipes for their “Dish Up” Recipe box initiative and provide a fun family based food provision activity. We commissioned 966 recipes boxes and these were delivered to our HAF families across Blackpool as an additional extra to our face to face delivery. Each box fed a family of 4 people one main meal, with all the ingredients, recipe card and a QR code link to a recipe video if needed. The result was some delicious bespoke, low cost energy recipes, especially made for our HAF participants which they absolutely loved.

Despite the challenges faced with this delivery and the very small time frame of opportunity to provide the programme this Christmas we still saw an improvement on last year, when 894 unique children attended, and this was despite no large scale events being on offer and some very bad weather. The average attendance across the provision was 88.5%.

## February Half Term Provision

***The Blackpool Holiday Activity and Food programme (HAF), supported 1261 unique participants, across nine providers. 87% of participants being children on free school meals (FSM) and 13% being targeted through other vulnerabilities.***

Our February delivery saw a wide variety of fun physical and creative activities from Valentine arts/crafts slime and crazy science workshops, roller skating, bowling, music, rapping, dodgeball, football, and street dance to cookery and den building. There was a mix of both daytime and evening clubs to attract participants in local areas of higher anti-social behaviour which proved successful in attracting new attendees to the HAF

Our provider, BFCCT, opened a new dance camp, the first time the trust has ran a camp of this kind and it was a great success with 46 children signing up for a HAF Place. The days consisted of specialist training and routines from qualified dance teachers, the children enjoyed learning routines and performing them back to the group. This camp will continue to be held for future HAFs

Boathouse Youth worked with Performance Studios on a musical workshop and then held “Boathouse Got Talent”, the children worked on showcasing their talents to friends and family, with everything from singing, dancing, rapping, football skills, gymnastics to magic and comedians.

A project to explore our town and surrounding area using only Blackpool Transport was undertaken by our partner Blackpool Boys & Girls Club. The children worked in groups and used the clubs mobile phones and the Blackpool Transport app’s “Journey Planner” and “Things to Do” to plan trips. In their 4 days groups visited Lytham, Fairhaven Lake, Stanley Park, Knott End, Fleetwood, Blackpool Promenade’s Comedy Carpet and two of our three Blackpool Piers all using an array of buses and trams. Once at their locations they researched local history, visited museums, and landmarks. The children were taken aback at just how much our area has to offer, all reachable on public transport and were determined to let their families know and plan future trips for them.

With Valentine's Day falling into the half term provision there were a range of themed activities our family inclusive programme @theGrange worked on a Valentines Cook and Eat session. Families worked with the centre's chef to prepare and cook a valentine meal for their whole family, all cooked from scratch and not a jar of sauce in sight!. They had also worked with local commissioned artists the day before to create table settings and decorations to make their meal even more special.

We were able to offer our SEND specific programme to three clubs across the town all of which provided a wide choice of sports, arts, crafts and themed events tailored to the attendee's specific needs and abilities.

The unique numbers engaged increased from the previous year's HAF by a total of 303 and an average attendance across the provision was 89%.

## Food

Our HAF provision provided all participants with at least one healthy nutritious meal per session with all food provided of school food standard. Where a hot meal was not possible due to location or activity then there were a variety of cold alternatives on offer.

The majority of our providers sourced and prepared their own food, cooked on site and of a high standard. These meals also met school food standards and if needed were safely conveyed to venues across the town. We worked throughout the year with these providers and their participants to ensure menus for each holiday provision had a suitable range of hot and cold food plus snacks that were agreeable to all.

### Feedback

- *"Very happy about the food he has had, won't eat anything like that at home" **Parent***
- *"The food is amazing, love how you give out the spare left over portions to family too, it's a real help" – **Parent***
- *"She loves the food it's all she talks about " **Parent***
- *"The Dish Up box was amazing and made plenty for the family. Thankyou we rate a 5/5" – **Parent***
- *"Absolutely loved the boxes, delicious and easy to make" **Participant***
- *"Loved it, thankyou the food was yummy" **Participant***
- *"The recipe boxes were well received from families with most giving the boxes 5/5 for their rating. 100% of them said the recipe was easy to follow and feedback received demonstrates they were grateful and enjoyed receiving them" **Provider***

As previously discussed we again worked in partnership with one of our providers Dealmaker Ltd to create bespoke recipes for their "Dish Up" recipe boxes for our Christmas participants.

Each box fed a family of 4 people with one delicious main meal that met the School Food Standards and is low cost but high quality and healthy. It included all the ingredients, recipe card and a QR code link to a recipe video if needed, thus supporting participants and their parents to make quick and easy to cook recipes. It also introduced families to global cuisine and promoted understanding of the world around them through their eating experiences.

The recipe boxes also promote sustainability, all of the pods of ingredients are made of 40% recycled contents, they are biodegradable and the boxes themselves are also recyclable. Printed on the boxes are ideas for the boxes to be re-used, such as a toy storage box, or a mini theatre for puppet shows

They also offer environmental benefits, all Dish Up boxes are vegetarian or vegan. By encouraging plant based eating we are not only promoting health benefits but also reducing the carbon footprint of the residents of Blackpool long term.

## Nutritional Education and the promotion of healthy living /lifestyles

Our Providers all use mealtimes to talk about food nutrition and the importance of healthy choices to our HAF participants. Providers making food on site often use the food preparation and cooking time to demonstrate the importance of nutrition, involving the children in taste tests. During snack times, staff engage discussions on healthier alternatives and how these can fuel the body rather than sugary/salty snacks.

Several providers ran cookery sessions to engage children and their families in food preparation and nutrition to produce a healthy meal to either eat at the session or take home to the wider family.

Other providers gave out recipes and leaflets promoting low cost healthy eating and recipes for the family

As described earlier we again used the “Dish Up Recipe” boxes at Christmas to encourage participants and their parents to make healthy, nutritious quick and easy to cook recipes together at home. These also introduced families to affordable plant based global cuisine.

HAF Participants are now conscious of what they are eating and the benefits of a healthy diet and the cost of food. Many providers have seen a change in the eating habits of the young people attending, reporting their participants are much more adventurous in their food choices now and even educating their families at home.

*“Mealtimes are a really important time in our programme and an opportunity for our young people to all sit around a table together to enjoy their meal. We discuss the benefits of healthy eating and encourage participants to try new foods. It also promotes relationship building” **Provider***

*“We are embedding conversations around healthy eating and each project includes a new rap with the lyrics encouraging healthy eating. A sample of our Summer HAF rap:-*

*Eat clean, stay free from disease,  
Eat all your greens and avoid all the grease,  
Nothing wrong with a little bit of cheese  
But it’s all about the balance, so go easy please.  
Eat up the protein, don’t waste any peas,  
Instead of fried rice why don’t you try it steamed?” **Provider***

*“We talk to our families throughout the programme about healthy eating and diet. The participants will try new foods and often ask for the recipes” **Provider***

## Special Educational Needs and Disabilities (SEND)

Whilst most of our clubs are inclusive for all children and young people we also had three providers that ran SEND specific programmes catering to children with mild to moderate needs.

The Boathouse Youth's Pathway Provision works to build confidence and self-esteem through focused group work sessions. It is a bespoke provision with additional staffing structures (including 1:1s) and is inclusive of a door-to-door transport provision to further reduce barriers to participation. It also included residential opportunities with various adjustments made to accommodate children to participate in the offsite activities and stay overnight.

The BFCCT SEND camp, provided an array of both physical and enrichment activities for children/young people living with mild to moderate learning difficulties and disabilities. Groups are smaller and have additional fully trained staff in attendance. Breakout rooms for quiet down time are also available throughout the sessions. Many of the children in attendance are from local SEND schools that the trust work with during term time. This prior relationship helps in better understanding the children's needs and helps them to be more confident about attending, particularly if it is their first time.

*"It really helped that they knew most of the younger participants from the school they go to. This really helped when we had a new participant who at first was reluctant to come into the building. The volunteer was an asset to the team, it's great to see how his confidence has grown from participant to youth leader" **Provider***

*"Brilliant, fantastic, friendly, entertaining, inclusive; these are just a few words to describe SEND camp. Our young person absolutely loves coming in the holidays, and she's made lots of new friends along the way. Well done to the team, we think you are all awesome!!" **Guardian***

The Active Blackpool team run a sports and physical activity camp for 5–18 year-olds who have mild to moderate additional needs. Sessions provide an opportunity for young people to experience a diverse range of different sporting activities, both indoor and outdoor and seasonal challenges to develop their physical, emotional, and social skills. Again groups are smaller with additional fully trained staff in attendance. The Club is hosted at our Stanley Park Sports centre which is situated within Stanley Park, voted the UK's best park, with 390 acres of gardens, woodlands, recreation and sports facilities all utilised by the team.

## Signposting and Referrals

We are very fortunate that all of our Providers offering #BlackpoolHAF provision are local to Blackpool and their trained staff are able to offer information, signposting or referrals to other local services and support to participants and their families. They engage with both the young people and their families during pick up and collection times plus online/text.

We facilitated interactive learning workshops in Early Help delivered by Early Help link workers, all experienced practitioners and also Safeguarding training with specific emphasis on HAF clubs.

We also ensured all of our providers were made aware of any local initiatives such as Warm Hubs, Food Banks, Energy advice/ Cost of Living workshops etc.

A number of Services were sign posted, these included:

- Citizens Advice
- Housing support officers
- School nurses,
- Warm Hubs
- Family support services
- Early Years
- Jobcentre Plus
- Foodbanks
- Household Support Fund

## Challenges and Highlights

We have continued to work tirelessly to ensure our framework of provision and partnership working has been successful in increasing our reach and commitment to supporting our eligible children.

We ran another successful Tender exercise in 2023 to further increase the wealth and diversity of provision available, taking on Blackpool Carers Centre from Summer to provide HAF clubs dedicated to our towns amazing young carers aged from 5 – 16 .

We now have ten contracted providers on the framework, many of whom have worked extremely hard to increase their provision and attendance. By upscaling their delivery and the number of locations available across Blackpool, we have been able to ensure that in those areas of highest need our eligible young people and their families have doorstep access to HAF activities and food (see **Appendix 1 – FSM Areas and HAF locations Maps**)

We have worked extremely hard with our Providers on addressing attendance, ensuring the use of waiting lists, follow up phone calls and texts to non-attendees and to stress to eligible families to only book places for days they will attend. Attendance is always impacted by adverse weather both hot and cold and our Providers do all they can to work around this with a variety of activities on offer. Across the year our attendance averages 88%

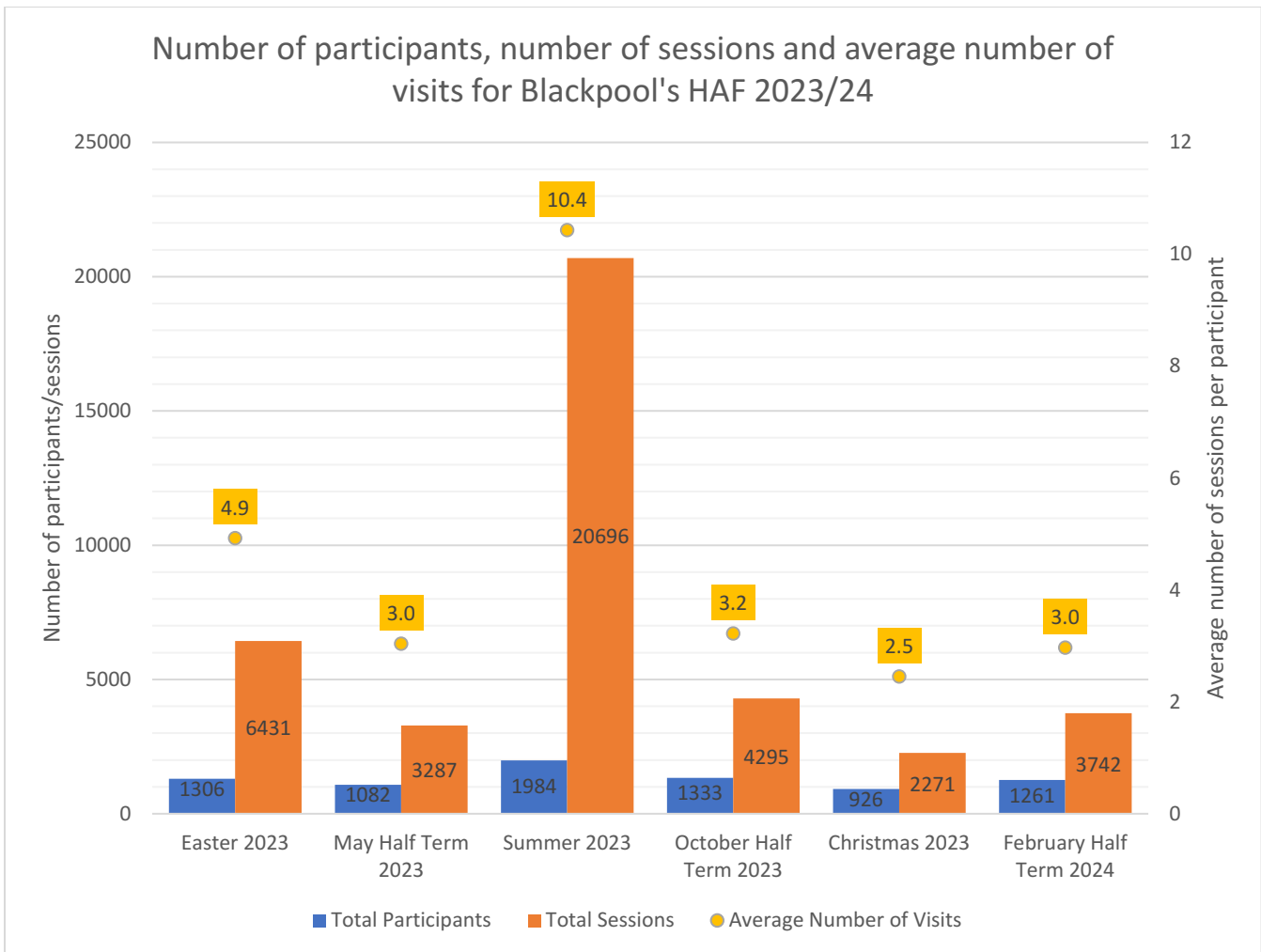
Many children and young people with SEND attend our inclusive mainstream HAF provisions but the need for more SEND specific provisions for those who may not be as comfortable in these settings and require smaller more personalised groups was evident. We now have three SEND Specific clubs on offer catering for children with mild or moderate needs and which are extremely popular and well attended. This has seen our SEND offer reach an average 11% of our HAF cohort.

Whilst attendance throughout the provision is still predominantly primary aged children, we now see an average of 19% of attendances from our secondary aged cohort. Engaging secondary aged children and young people in the HAF provision has always been a challenge so for the 2023/24 HAF programme we created a more tailored provision specifically aimed at this age range. We are aware that when the weather is very good or very bad this age group are less inclined to engage with the programme, preferring to do their “own thing Our providers took their clubs out to the areas where this age group gather, offering shorter sessions, activities to engage them and at times better suited to their needs such as evenings. We also sort to provide more clubs in areas of higher anti-social behaviour and during our Christmas HAF the attendance figure grew to 24%.

Our Summer, HAF programme, supported 1984 unique eligible children offering families a safe environment to be active, educated and entertained through enrichment activities and all with the provision of healthy meals. This accounted for 23.75 % of our Free School Meal (FSM) cohort.

The chart below demonstrates the number of unique visits versus the total number of visits for each holiday provision. It evidences that our HAF participants are attending our provisions more than once, in fact the average number of times attended per child is 5 but during the Summer holidays the actual number of visits is 10.4 times. This clearly demonstrates the success of the provision with our eligible children returning back time and time again.

Our #BlackpoolHAF programme has continued to grow both in size and reach of provision, alongside this the quality and range of the activities and food offered have also grown with it, we are immensely proud of the programme and all that has been achieved this year.



## Social Media Links and Feedback

**Blackpool HAF Video** - <https://youtu.be/RZ-mT3tz5eY>

**Blackpool Boys & Girls Club Christmas** - <https://www.facebook.com/share/uZg3NUpVVJyMo6hm/?mibextid=WC7FNe>

**Boathouse Youth Summer** - [Wow - Blackpool really is the best isn't it?... - The Boathouse Youth | Facebook](#)

**House of Wings /Skool of Street**  
[House Of Wingz | We know how to express in our House! Today some of our HAF group designed and made bandanas and hats, before catealking them to show them... | Instagram](#)

**Blackpool Young Carers** - <https://www.facebook.com/share/ewpWVmh35NTJxDnm/?mibextid=WC7FNe>

**Magic Club Summer**  
[Magic Club - We've finished week 5 already?! This week had; a... | Facebook](#)  
[Magic Club - Who would believe we're half way into the summer... | Facebook](#)

**@theGrange Summer 2023** <https://www.facebook.com/share/v/DtDxnRECD65H8DKx/>

## Feedback

### **Participants**

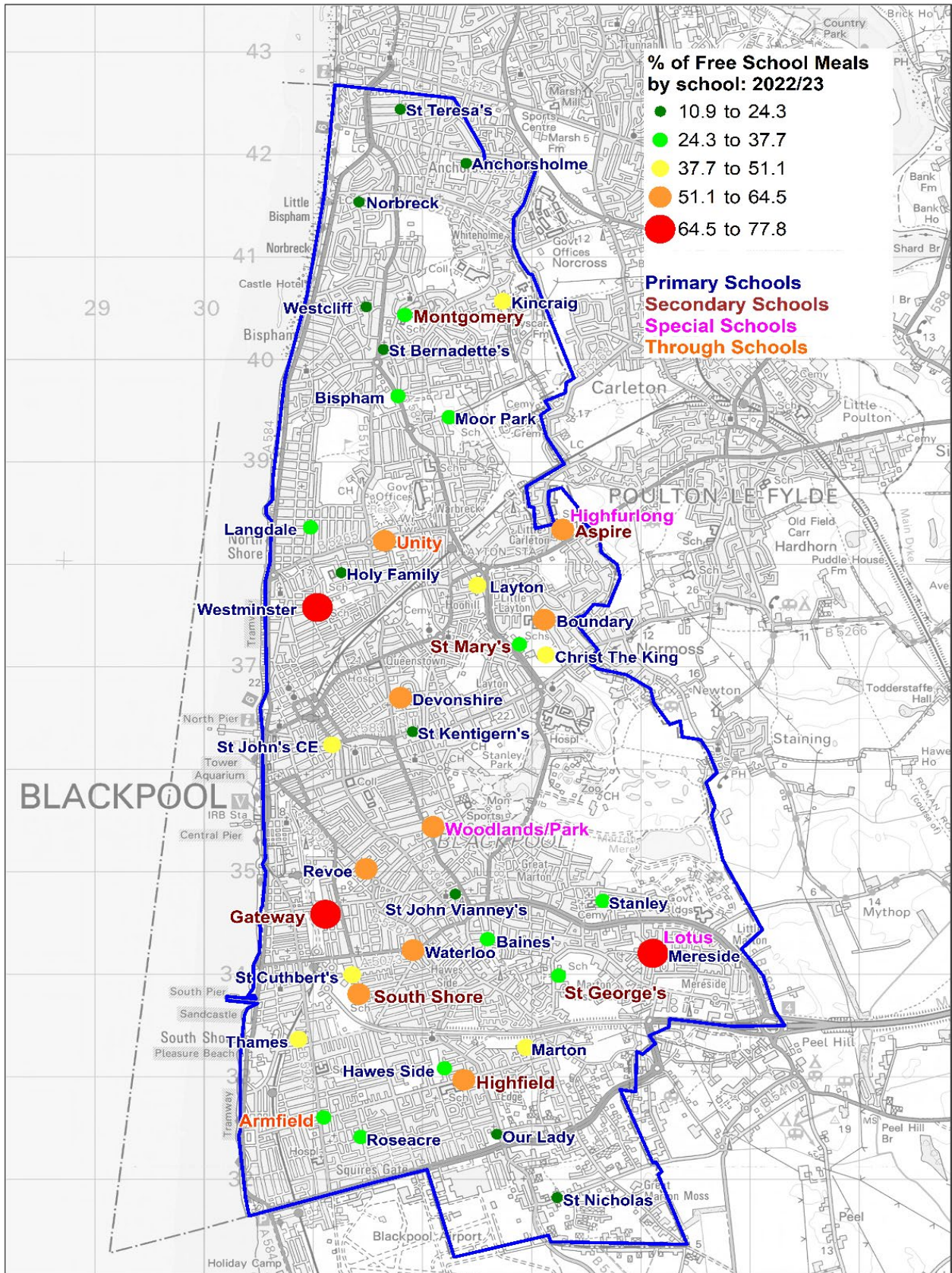
- *"This is my first day here and it's great, I want to come back"*
- *"Playing outside and doing an obstacle course in the sun was the best"*
- *"I've had the best day ever today, I'm so happy to see everyone again"*
- *"It was really fun and if I could do it again I would. I had fun and met new people"*
- *The best thing about the holidays"*
- *"I always make new friends at holiday club"*
- *"Such a life changing experience"*
- *"I enjoyed it here because I had a lot of fun and learned to be brave and push myself to my limits."*
- *"I loved this so much that I don't want to leave. I made so many new friends and learnt new things by pushing myself to it".*
- *"It's fun, I love it!"*

### **Parents/Guardians**

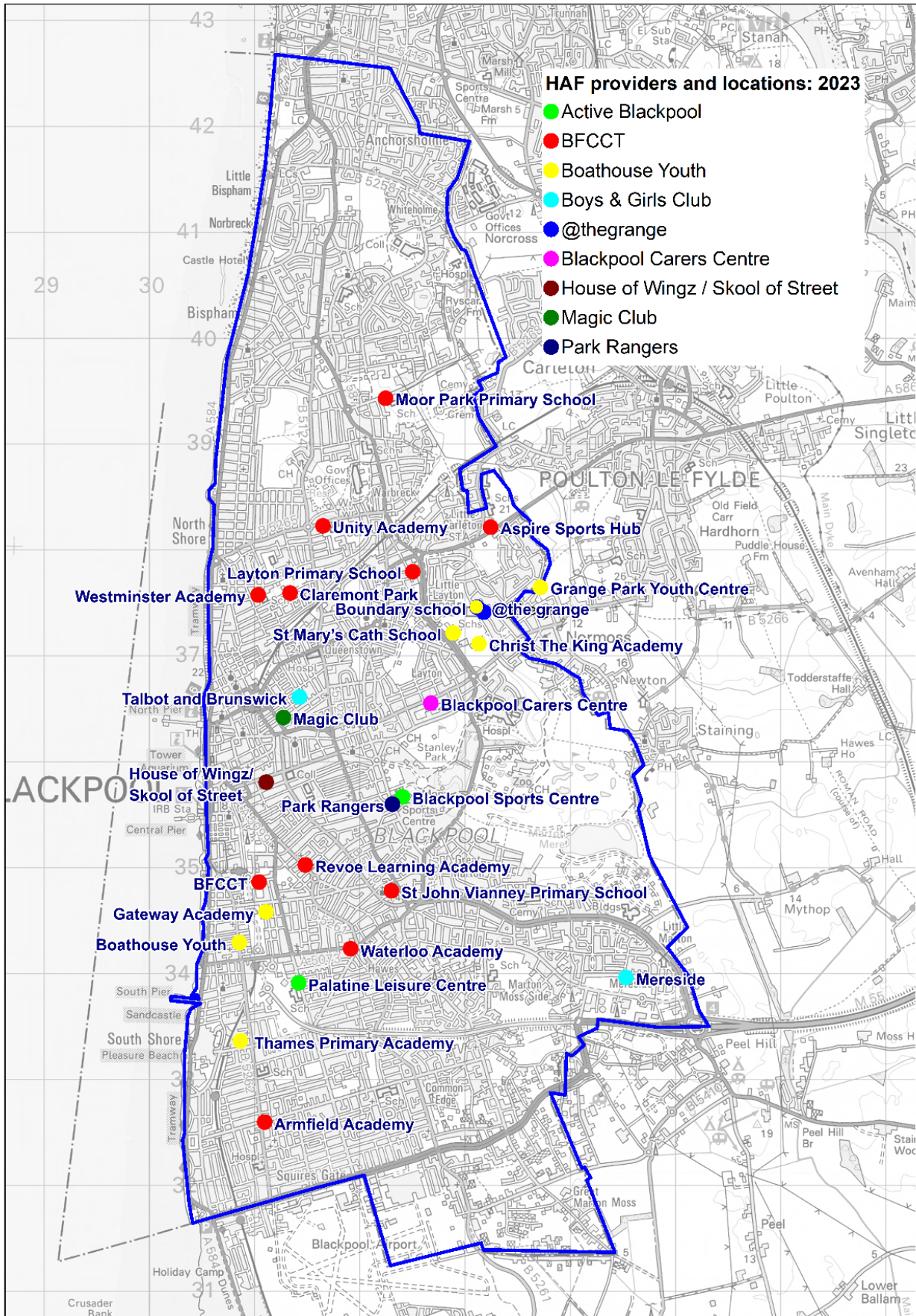
- *My child goes to your HAF project we and I honestly can't believe the growth in her confidence she's like a different girl.*
- *My daughter is so much more comfortable in her own skin after the summer project...what did you do with her? Please tell me your secret!*
- *You guys are so amazing he loves coming here and thinks the staff are so cool it's good to see older kids doing something like worthwhile and not out getting up to no good*
- *Love the range of activities here, nowhere like it*
- *We can't get enough of this place they would sleep here if they could.*
- *He's enjoyed it a lot and I have loved what he's learned- the raps about being respectful are great wish they would do more like that at school because it helps him learn more.*
- *"I would just like to say how grateful I was for the opportunity of my children going to the summer sports camp. My children both really enjoyed the time there with the staff and also the activity's they took part in with this community I would highly recommend this to anyone. Over the duration of the five weeks the children was always active also the pack lunches they provided they enjoyed and every day we was grateful for this."*
- *"we would definitely attend again...T loves holiday club and it's an absolute life saver for me over the holidays as he has his friends to play with and I know he is safe and well looked after...can't fault holiday club at all"*
- *She's always had trouble at school with being bullied so she hates going but she made a friend here from her school and now she finds it easier to go, and we have less melt downs at home. Her confidence is growing all the time- thanks.*



Proportion of FSM by school: 2022/23



## HAF Providers and Locations: 2023



### **Active Blackpool**

1. Blackpool Sports Centre
2. Palatine Leisure Centre

### **Blackpool Football Club Community Trust**

1. Armfield Academy
2. Aspire Sports Hub
3. Blackpool FC Community Trust Bloomfield Road
4. Claremont Park
5. Layton Primary School
6. Moor Park Primary School
7. Revoe Learning Academy
8. St John Vianney Catholic Primary School
9. Unity Academy
10. Westminster Primary Academy
11. Waterloo Primary Academy

### **Boathouse Youth**

1. Grange Park Youth Centre
2. Boundary Primary School
3. St Mary's Catholic Academy
4. Christ The King Catholic Academy
5. Blackpool Gateway Academy
6. The Boathouse Youth Bloomfield
7. Thames Primary Academy

### **EPSCIC (Boys and Girls Club)**

1. Talbot and Brunswick
2. Mereside

### ***1. House of Wingz / Skool of Street***

### ***2. Magic Club***

### ***3. @thegrange***

### ***4. Park Rangers***

### ***5. Blackpool Carers Centre***

**We would like to thank all of the partners who have worked with us to make Blackpool's 2023/24 HAF Programme a success.**