



healthy holidays

**Healthy Holidays Barnsley
Annual Report 2023-24**

Welcome

Since 2021, following successful pilots, the Holiday Activities and Food Programme has provided support to children and young people aged 5-16 years who are in receipt of means tested free school meals. The Holiday activities and Food Programme is funded in Barnsley by the Department for Education and is branded as Healthy Holidays. Barnsley's Healthy Holidays Programme was designed to support eligible families during the Easter, Summer and Christmas school holidays by providing physical and enriching activities, nutritional education along with a nutritional meal as well as signposting and referrals.

Food

Clubs must provide at least one hot meal a day (breakfast, lunch or tea.) All food provided at the club (inclusive of snacks) must meet school food standards.

Nutritional education

Clubs must include an element of nutritional education each day aimed at improving the knowledge and awareness of healthy eating for children. These do not need to be formal learning activities and can be inclusive of children's involvement in food preparation and cooking, growing fruit and vegetables, and taste tests.



Physical activities

Clubs must provide activities which meet daily physical activity guidelines.

Enriching activities

Clubs must provide fun and enriching activities that open opportunities for the children in attendance to develop new skills or knowledge, consolidate existing skills and knowledge, or try out new experiences.

Signposting and referrals

Organisations must be able to provide information, signposting and or referrals to other services and support as required.

The Healthy Holidays clubs aim to create opportunities for children and young people in Barnsley to:

- Have access to nutritional and healthy meals during the school holidays
- Be more active
- Engage in enriching activities
- Be offered socialisation opportunities in a safe and secure setting
- Build a greater knowledge of health and nutrition
- Be more engaged with schools and other local services



Steering Group

Barnsley's Healthy Holidays programme continues to be supported by an engaged steering group, with a focus on ensuring the best outcomes for the children and young people across the borough.

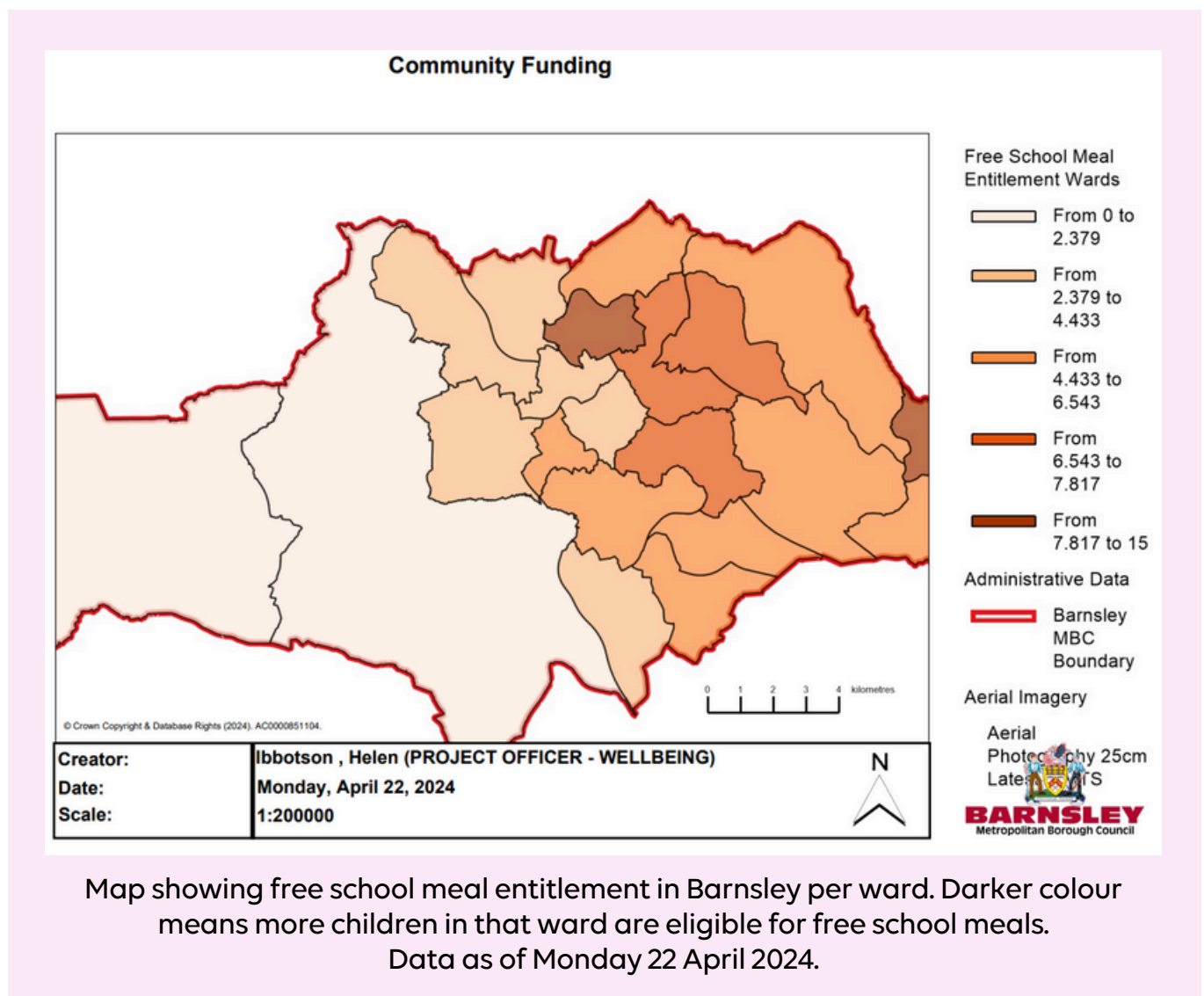
Membership consists as follows:

- Barnsley Council – Strategic lead for food insecurity
- Barnsley Council – Local Councillor
- Barnsley Council – Public Health representative
- Barnsley Council – Alexandra Rose Vouchers
- Barnsley Council – Area Council representative
- Barnsley Council – Food access lead
- Barnsley Council – Food and Poverty Action Barnsley
- FareShare Yorkshire – Service provider
- Work and Pensions – Area lead
- CAB Barnsley – Service provider
- Ad Astra - Service provider
- Good Food Barnsley CIC – Service provider
- Community First Credit Union Barnsley – Service provider
- Company Shop – Head of Operations
- Community Shop – Service provider
- Barnsley Foodbank – Service provider
- Royston Friends Association – Volunteer
- Education, Learning Support Hub – Chief Executive Officer
- Berneslai Homes – Community Buildings Manager

Mapping demand and provision

To ensure appropriate club coverage across the borough, the home postcodes of all eligible children are mapped against each programme, Easter, Summer, and Christmas. This informs the effective commissioning of Barnsley's Healthy Holiday programme, ensuring clubs are funded in line with need.

Mapping distinguishes between the different age ranges, abilities as well as types of provision and helps to ensure that all needs are met.



Marketing and communications

Prior to each programme, families eligible for provisions receive notification of booking system launch via post, along with details of how to book their club places.

In Barnsley we have an average number of 10,500 children who were in receipt of benefit related free school meals during our 2023/24 programme. The Healthy Holidays programme was promoted in a variety of different ways against each holiday period, which included work with providers, launching via social media campaigns, working with local councillors as well as the school's alliance and supporting agencies.

Advertisement of the exciting opportunities available, along with the booking portal are available on the Healthy Holidays webpage.

The image displays a collection of marketing materials for the 'Barnsley Museums Healthy Holidays Easter Festival'. On the left, a blue graphic features the text 'Winter healthy holidays is coming back!' with a small apple icon. To its right is a flyer titled 'Our holiday clubs are back this Easter' in large, colorful letters, followed by 'packed with fun activities and tasty food'. Below this, a detailed flyer lists various activities and clubs across different areas of Barnsley, including Central Area, Dearne Area, North Area, and Penistone Area. The flyer includes photos of children participating in activities and the 'healthy holidays' logo. At the bottom, a small circular badge says 'Book online at the Healthy Holidays website'. The entire set of materials is presented against a light pink background.

Examples of social media and print marketing materials created to promote Healthy Holidays 2023-24.

Easter 2023 HAF data

Programme summary

Barnsley's Easter programme was delivered by 25 providers, offering 36 clubs which equated to 7158 available places during our 8 day programme (Monday 3 to Friday 14 April 2023). Provisions were promoted to all children and families who were in receipt of means-tested free school meals, with the 15% allowance offered to those known to Children's Social Care.

Positive working relationships with our baseline providers continued, this enabled us to link in with them on a regular basis to ensure all requirements of the HAF programme were being met to a high standard.

Providers were seen to be continually diversifying to ensure that clubs remained exciting and engaging for those in attendance.

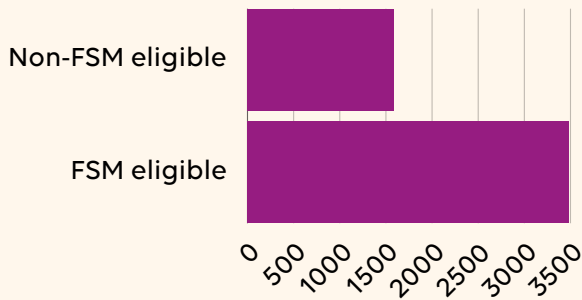
In addition to the clubs, the Healthy Holiday programme also delivered the Easter Celebration Event. This saw 250 tickets available to eligible children along with an accompanying adult. On offer was fairground rides, sand art, circus skills, face paint as well as the easter bunny and performances from the flock of sheep and the strolling gardeners. The event was also inclusive of a support area and a cooking demonstration from the FullCrumb kitchen which linked with the market stall which allowed all attending families to take the recipe home with them.



Easter 2023 HAF data

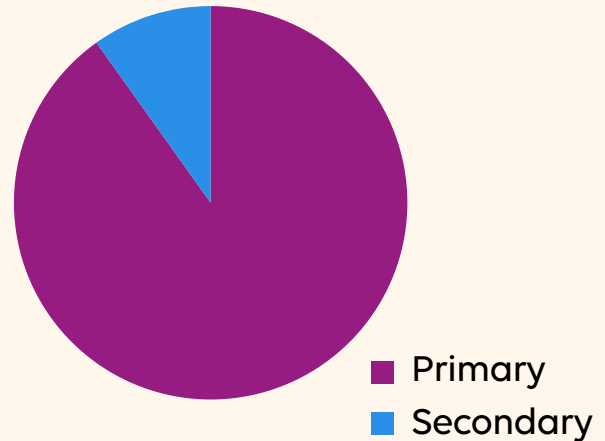
The numbers

Attendance



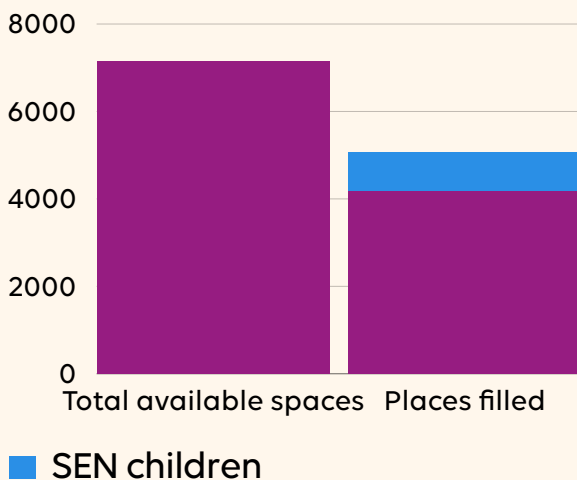
The total number of HAF funded attendees was 5,069. 3,485 attendees eligible (68%), 1,584 attendees ineligible (31%).

Age



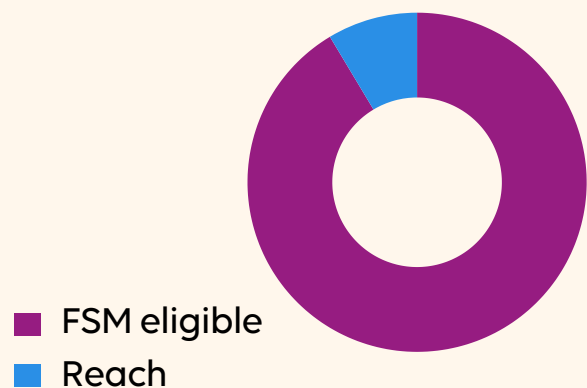
Out of the 5,069 funded attendees, primary 4,569, secondary 500.

Utilisation



In total 7,158 HAF places were available during our Easter 2023 programme, 5,069 of these were utilised (882 of which were filled by SEN children). This gave the programme a 70% utilisation figure.

Reach



The total number of FSM young people in Barnsley at the time of our Easter 2023 programme was 10,500. The HAF project reach 9% of those.

Summer 2023 HAF data

Programme summary

Barnsley's Healthy Holiday programme ran for 25 days (Monday 24 July to Friday 25 August) during the summer, it was delivered by 23 providers, across 37 venues, with 21,494 places available across the borough.

Provisions were offered to all children and families who were in receipt of free school meals, with 15% allowance being offered to those known to children's social care.

In addition to the clubs, the Healthy Holiday programme also delivered a junior and senior Summer Celebration Event. The junior event, "A Day at the Seaside" saw 250 tickets available to eligible children aged 5-11, along with an accompanying adult. On offer were traditional fairground games, disco, helter skelter, trampolines, sand art, face paint and performances from "All at Sea".

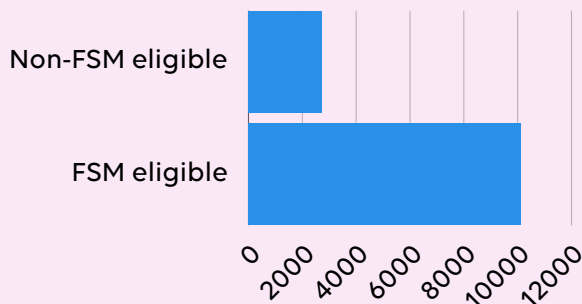
Our senior Event "Military Madness" again saw 250 tickets available to eligible children aged 11-16. On offer was combat archery, zorb football, glow in the dark dodgeball, penalty shootout along with it's a knock out and gladiators obstacle course.



Summer 2023 HAF data

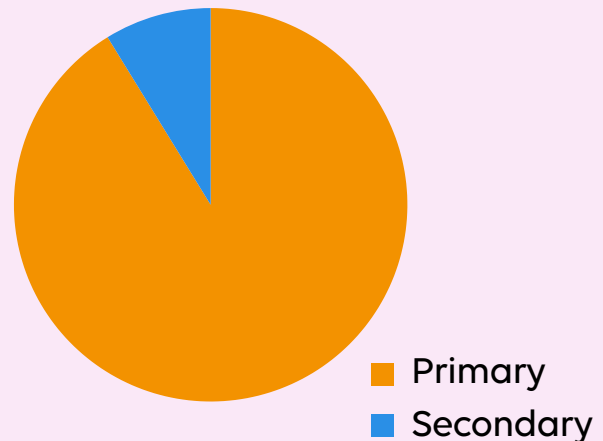
The numbers

Attendance



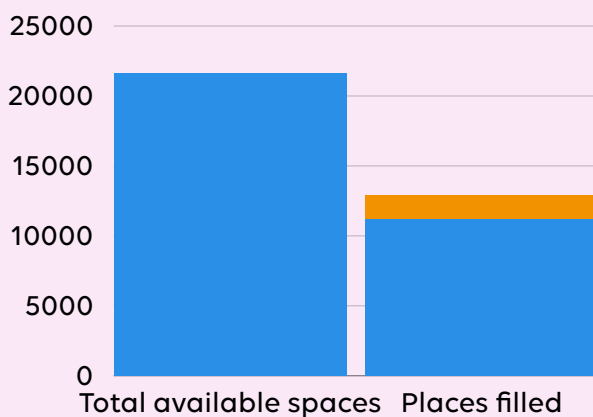
The total number of HAF funded attendees was 12,874. 10,138 attendees eligible (80%), 2,736 attendees ineligible (20%).

Age



Out of the 12,874 funded attendees, primary 11,744, secondary 1,130.

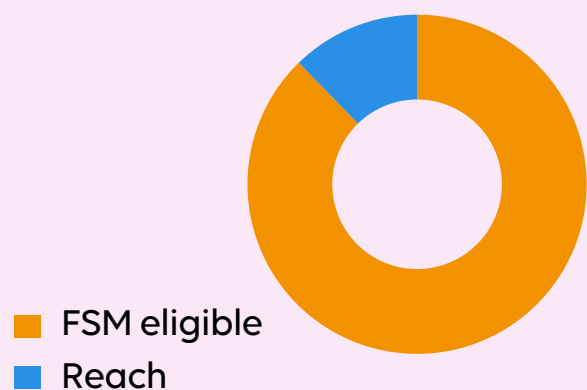
Utilisation



■ SEN children

In total 21,622 HAF places were available during our Summer 2023 programme, 12,674 of these were utilised (1,648 of which were filled by SEN children). This gave the programme a 60% utilisation figure.

Reach



The total number of FSM young people in Barnsley at the time of our Easter 2023 programme was 10,500. The HAF project reach 14% of those.

Christmas 2023 HAF data

Programme summary

Barnsley's Christmas Healthy Holiday programme ran for 4 days (2nd-5th January 2024), it was delivered by 18 providers, across 27 venues, with 2,875 places available across the borough.

Provisions were offered to all children and families who were in receipt of free school meals, with 15% allowances being offered to those known to children's social care.

Barnsley's Healthy Holiday Celebration event continues to be a huge success, with our Christmas 2023 programme seeing the highest number of attendees at 489, 92% which were in receipt of means tested free school meals. These events offer families a fun packed day, which also incorporates a support area which parents can link in with whilst children are engaged in available activities.

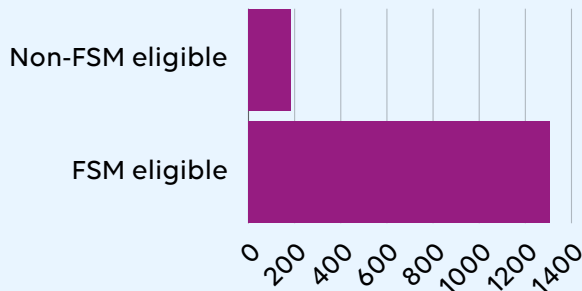
Our Christmas Celebration Event, "Winter Wonderland" saw children enjoy the fun house bus, gameshow activities, igloo building, bouncy castle, sledge races and much more.



Christmas 2023 HAF data

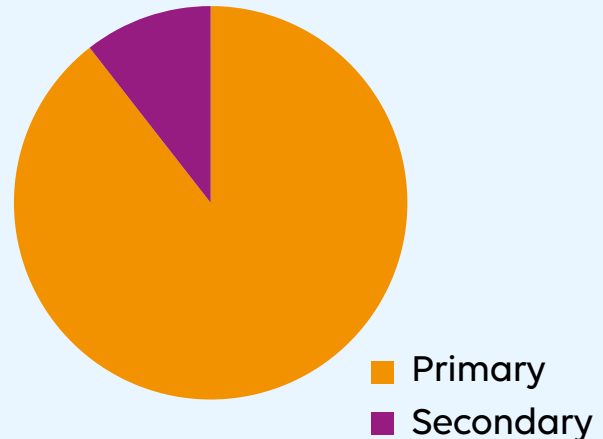
The numbers

Attendance



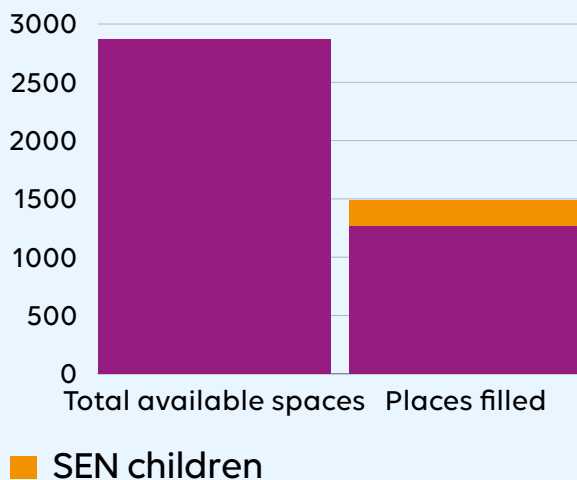
The total number of HAF funded attendees was 1,489. 1,306 attendees eligible (88%), 183 attendees ineligible (12%).

Age



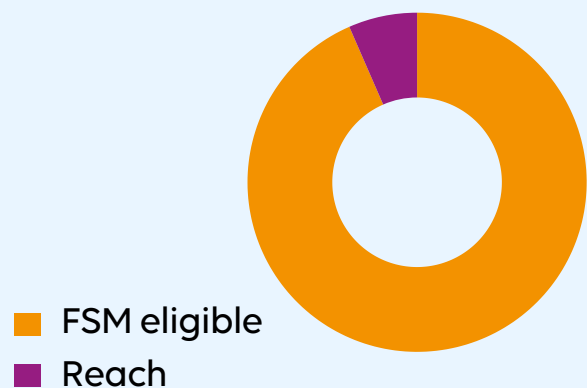
Out of the 1,489 funded attendees, primary 1,332, secondary 157.

Utilisation



In total 2,872 HAF places were available during our Christmas 2023 programme, 1,489 of these were utilised (214 of which were filled by SEN children). This gave the programme a 52% utilisation figure.

Reach



The total number of FSM young people in Barnsley at the time of our winter 2024 programme was 10,500. The HAF project reach 7% of those.

Feedback and comments

- I love playing with the sandpit and digging with the spades.
- I really enjoyed the talent show, my mum came to watch me.
- The dancing in the disco, we had some really nice food too.
- I have made a new friend, they go to my school.
- My favourite meal is the chicken dinner, I didn't like gravy before, but I do here.
- I have enjoyed learning about healthy foods, we made our own dinner plate.
- I held one of the spiders in the bug experience, I was scared, but I enjoyed it.
- To make the club better, I wish some of my friends could come with me.
- All the food has been really yummy.
- My favourite thing about Healthy Holidays is having fun with my friends.
- I loved the curry, I helped make it.

Contextual overview

- During 2023/24 a total of 31,652 places across all programmes were offered within Barnsley, the total number of filled spaces was 19,432. This provided Barnsley with an overall utilisation figures of 61%.
- Over the three 2023/24 programmes Barnsley's eligible cohort has remained stable, with us seeing an average of 10,500 individual children in receipt of means tested free school meals.
- When looking at the total number of individual free school meal eligible children who attended 3,253, this gave Barnsley an average reach of 10%.
- Barnsley's Healthy Holidays programme continues to see a fluctuation around free school meal reach, with some trends appearing around increases and decreases in attendance numbers. This is often due to the changes in where the holidays fall (e.g. Easter), with other aspects such as widespread illness during the winter months (Christmas) and keeping traction during the longer provisions (Summer) impacting numbers.

During 2023/24 funding into Barnsley's Healthy Holidays programme was £1,051,700. With £103,681 (10%) going to administration of the programme. A figure of £948,019 then placed against the creation of programme provisions across the borough to cover Easter, summer and Christmas 2023. In total 37 days of Healthy Holidays were offered during these periods, with the funding proportioned out accordingly:

Income	Detail	Spend	Balance
£1,051,700			
	Easter - 8 days, 3-14 April	£204,655.14	£847,044.86
	Easter Admin	£22,739.46	£824,305.40
	Summer - 25 days, 24 July-25 August	£639,547.30	£184,758.10
	Summer admin	£71,060.81	£113,697.29
	Christmas - 4 days, 2-5 January	£102,327.57	£11,369.73
	Christmas admin	£11,369.73	£0
	Total	£1,051,700	

When looking at demand and available funding in Barnsley, if we were to create a HAF funded place on each programme day for every free school meal eligible young person (10,500 in the borough), we would have to cap funding at £2.44 per place. This is seen as unachievable for the providers who deliver against the Healthy Holidays programme within Barnsley. To remain realistic with the funding available and the numbers required, a price cap per place of £33 was introduced during our Christmas 2022 programme.

Thank you to the providers who supported an excellent Healthy Holidays programme in Barnsley 2023/24.

Providers

Active Barnsley
Active Fusion
Barnsley Gymnastics
Barnsley Libraries Service
Barnsley Premier Leisure
Bright Box Makerspace
Childsplay
Cool Kidz R Us
Cudworth Community Enterprises
Direct Action Training
Forge Community Partnership
Grassroots Sports Academy
HOPE in the Community

Imagination Gaming
Learning Hotspots
Little Explorers
Mid Yorks Community Foundation
Momentous Football Academy
NovaCity Ltd
Playworks
Barnsley FC Community Trust
RIISE
Shining Stars Daycare
Sport Works
Station House
Totally Runnable