



healthy holidays

Healthy Holidays Barnsley
Annual Report 2024-25

Welcome

Our Holiday Activities and Food (HAF) programme in Barnsley, branded Healthy Holidays, continues to provide exciting and enriching opportunities to children and young people aged 5 to 16 years who are in receipt of benefits related free school meals. The Holiday Activities and Food Programme is funded by the Department for Education and runs during the Easter, summer and Christmas school holidays. It is continuously evolving to meet the needs of Barnsley families bringing diverse opportunities across the borough through physical and enriching activities, nutritional education, a nutritious meal and referrals to broader services and support.



Food

Clubs must provide at least one hot meal a day (breakfast, lunch or dinner.) 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 support our strategic aims to help give all children and young people the best start in life.

The Healthy Holidays clubs aim to support our strategic aims to help give all children and young people the best start in life. They create opportunities for children and young people in Barnsley to:

- Access healthy, nutritious meals throughout the holidays
- Learn about different foods, nutrition, fuelling the body well and the link to healthy living
- Be more active
- Engage in enriching activities and try new things
- Be offered the opportunity to socialise in a safe and secure setting
- Be more engaged with schools and 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.

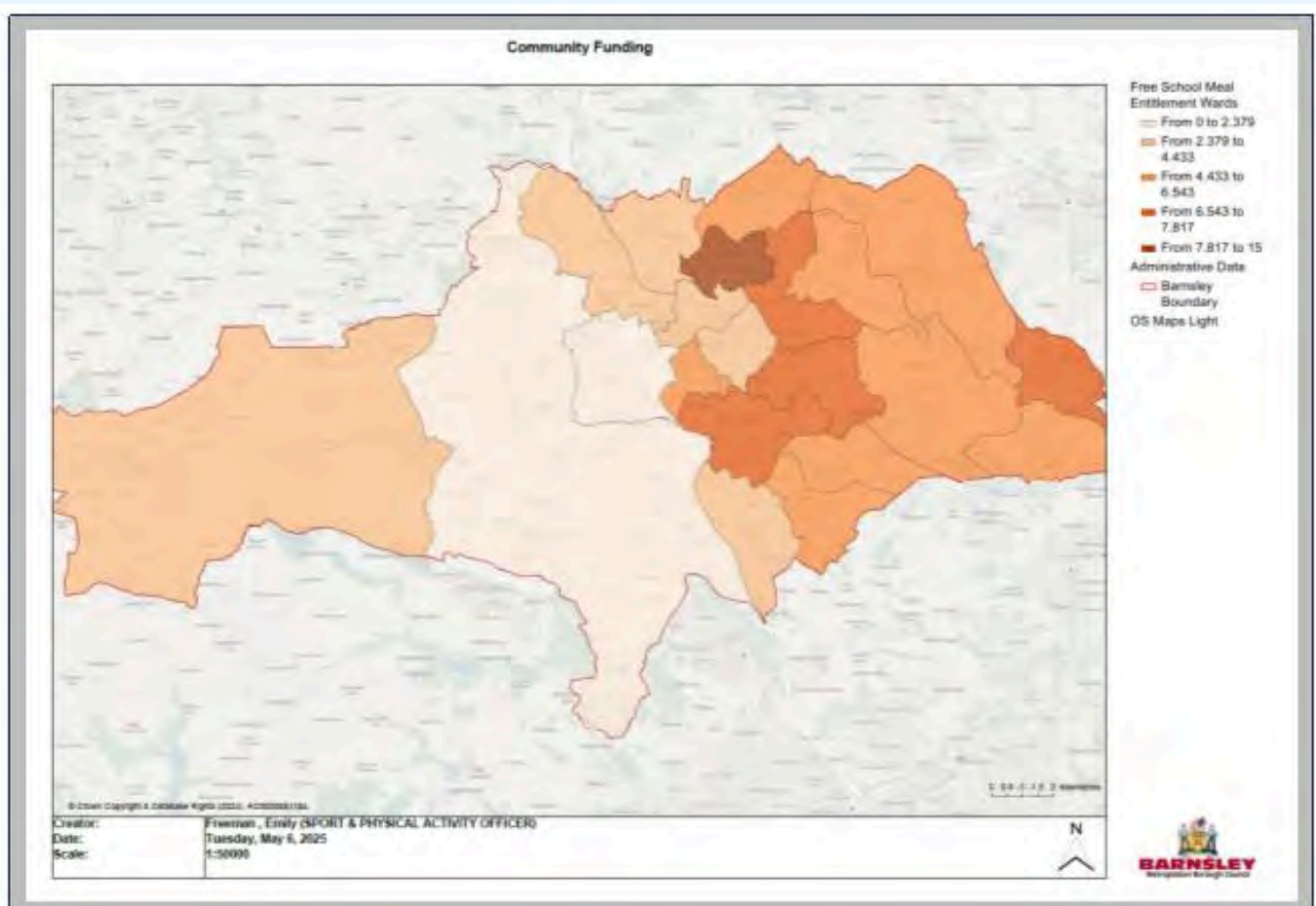
Membership consists as follows:

- 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
- 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

In Barnsley, there are six areas that are split further into 21 wards (shown below). To ensure appropriate club coverage across the borough, the home postcodes of all eligible children are mapped for each holiday period. This data 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.



Map showing free school meal entitlement in Barnsley per ward. Darker colour means more children in that ward are eligible for free school meals.

Marketing and communications

Ahead of each holiday programme, all eligible families receive a letter through the post to notify them of the programme and with details of how to book their places.

In Barnsley, we have an average number of 10,500 children who were in receipt of benefit related free school meals during our 2024/25 programme. The Healthy Holidays programme was promoted in a variety of different ways against each holiday period, which included work with providers, social media campaigns, working with local councillors as well as the Schools' Alliance and other supporting agencies.

Our Healthy Holidays webpage advertises all the exciting opportunities available, along with the link to the online booking portal.



Social media post promoting summer clubs

Healthy Holidays webpage



Easter 2024 HAF data

Programme summary

Barnsley's Easter programme was delivered by 21 providers, across 33 venues which equated to 6,460 available places during our 8-day programme (Monday 25 March to Friday 5 April 2024). The provision on offer was promoted to all children and families who were in receipt of benefits related free school meals, with up to a 15% allowance offered to children who would benefit from attending the clubs for other reasons.

Our strong base of providers continues to innovate and deliver to a high standard fulfilling all requirements of the programme and more.

Through targeted marketing and working closely with these providers to maximise their existing reach to the right families, Easter 2024 saw a reduction in the percentage of non-eligible attendees.

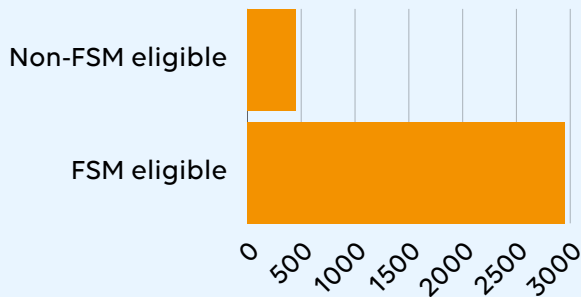
In addition to the clubs, the Healthy Holiday programme delivered an Easter Celebration Event. Our flagship family events continue to be a huge success. The Easter event saw 250 eligible children along with their accompanying adults enjoy a fun-packed day out. Activities on offer included an assault course, arts and crafts, RampUp bike skills, mini golf, egg toss, face paint as well as a visit from the Easter Bunny and on-stage entertainment. The event also included a nutritious meal.



Easter 2024 HAF data

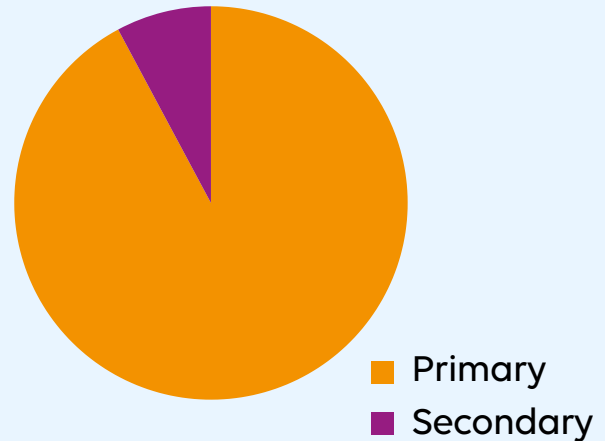
The numbers

Attendance



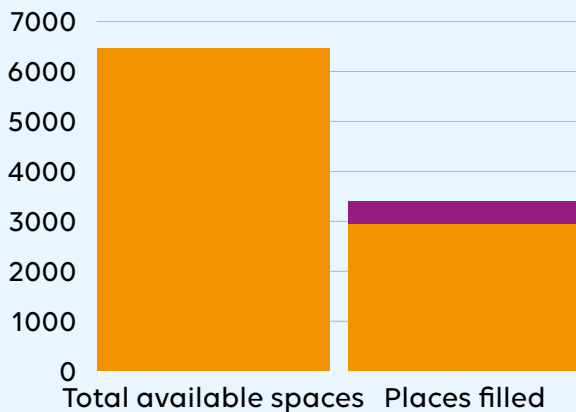
The total number of HAF funded attendees was 3,401. 2,950 attendees were eligible (87%), while 451 attendees were ineligible (13%).

Age



Out of the 3,401 funded attendees, 3,135 were primary age, and 266 secondary age.

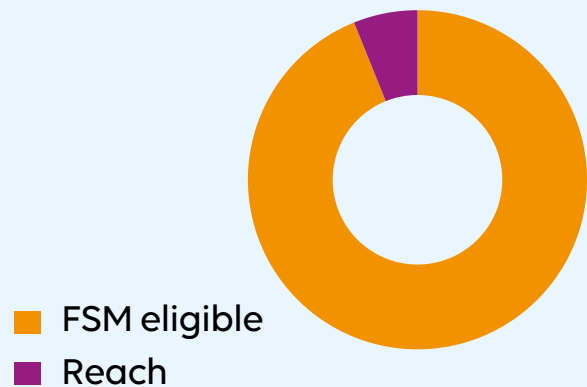
Utilisation



SEND children

In total, 6,460 HAF places were available during our Easter 2024 programme, 3,401 of these were utilised (446 of which were filled by children with SEND). This gave the programme a 53% utilisation figure.

Reach



The total number of FSM young people in Barnsley at the time of our Easter 2024 programme was 10,500. The HAF project reached 6% of those.

Summer 2024 HAF data

Programme summary

Barnsley's Healthy Holiday programme ran for 24 days (Tuesday 23 July to Friday 23 August) during the summer. It was delivered by 24 main providers plus 3 further providers delivering bespoke enriching activities within specific clubs. The programme provided 22,135 places across 48 venues.

The provision on offer was promoted to all children and families who were in receipt of benefits related free school meals, with up to a 15% allowance offered to children who would benefit from attending the clubs for other reasons.

Barnsley's summer 2024 programme was attended by 17% of children eligible for Free School Meals. This was an 11% increase compared to Easter 2024 and 3% higher than in summer 2023. Providers are continuously improving the management of bookings and communications with families to minimise the instances of non-attendance for reserved places.

Alongside the holiday clubs and following on from the success of Barnsley's previous large scale HAF events, the programme included a Summer Celebration Event on 14 August for children aged 5-11 years old and their accompanying adults. 260 children attended and enjoyed lots of fun activities including face painting, climbing, trampolining, surfing, zorbing, games, crafts, a healthy meal and more.

Programme feedback

"Fantastic event! Huge thanks to everyone involved. I honestly can't believe everything was provided for free of charge. You were all amazing, I wouldn't change a thing! Bring on the next one"

"Absolutely amazing day!!!! You've all excelled yourselves again. Thank you so much! Stanley has had the best day."

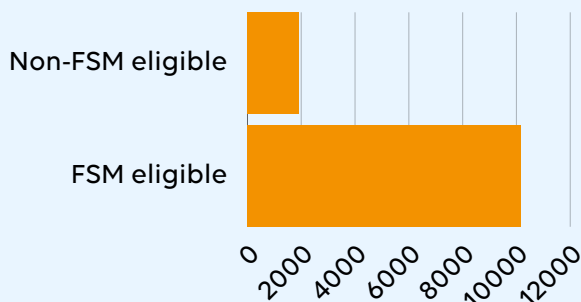
"Absolutely amazing! So well organised! The amount of activities, food, drinks, goodies for the kids was outstanding. You should all be very proud of what you have achieved with this event. Well done."



Summer 2024 HAF data

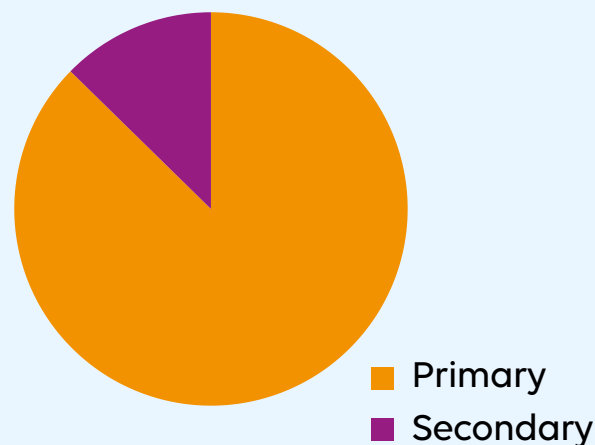
The numbers

Attendance



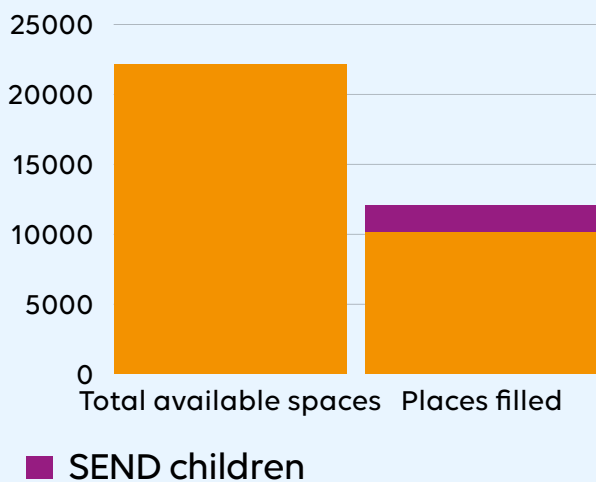
The total number of HAF funded attendees was 12,077. 10,151 attendees were eligible (84%), while 1,926 attendees were ineligible (16%).

Age



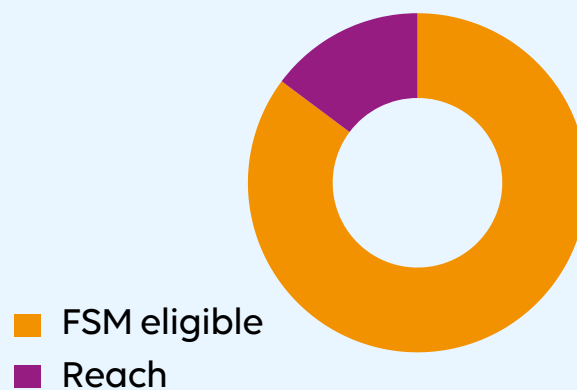
Out of the 12,077 funded attendees, 10,548 were primary age, and 1,529 were secondary age.

Utilisation



In total 22,135 HAF places were available during our summer 2024 programme, 12,077 of these were utilised (1,859 of which were filled by children with SEND). This gave the programme a 55% utilisation figure.

Reach



The total number of FSM young people in Barnsley at the time of our Easter 2024 programme was 10,500. The HAF project reached 17% of those.

Christmas 2024 HAF data

Programme summary

Barnsley's Christmas Healthy Holidays programme ran a targeted 4-day provision on 23 and 24 December, and 2 and 3 January. The programme was delivered by 8 providers, in 9 venues, with 750 places available across the borough. The programme reached 5% of Barnsley's benefits related free school meal eligible children. The decision to implement a shorter, more targeted programme of high-level experiences was informed by data and insights from previous Christmas programmes. This approach was particularly impactful, as well as being cost effective with 80% of places utilised, 91% of which were filled by free school meal eligible children. Funding not spent at Christmas was allocated to maximise reach during the summer period when demand is highest.

The provision on offer was promoted to all children and families who were in receipt of benefits related free school meals, with up to a 15% allowance offered to children who would benefit from attending the clubs for other reasons.

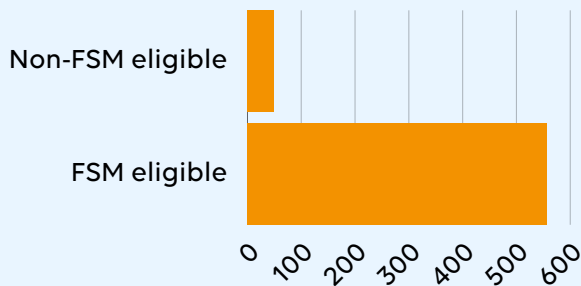
With Pantomimes, Christmas Parties and a Santa's Grotto Event on offer there was a wide range of festive experiences for children to enjoy before and after Christmas. 292 children and their adults attended the Santa's Grotto Celebration Event. 94% of children attending were in receipt of means tested free school meals. Activities included Snowball Dodgeball, Sledge Racing, Rodeo Christmas Pudding, Tabletop games and of course an opportunity to meet Santa.



Christmas 2024 HAF data

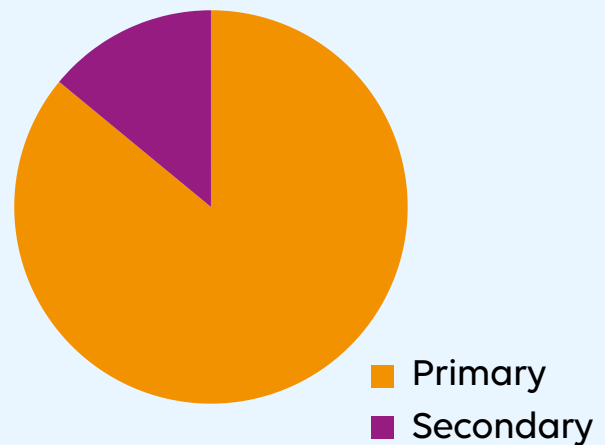
The numbers

Attendance



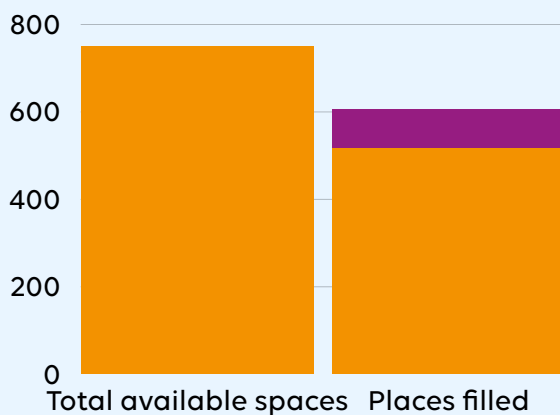
The total number of HAF funded attendees was 606. 557 attendees were eligible (92%), while 49 attendees were ineligible (8%).

Age



Out of the 606 funded attendees, 521 were primary age, and 85 were secondary age.

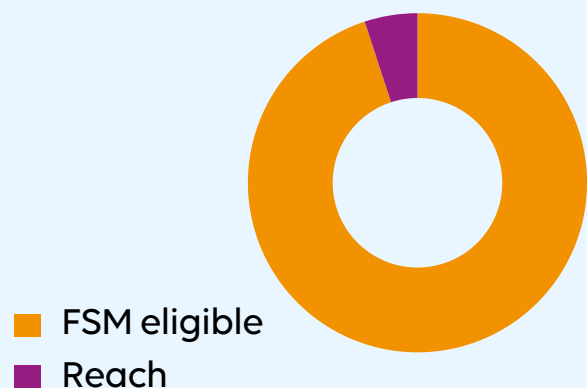
Utilisation



■ SEND children

In total 750 HAF places were available during our Christmas 2024 programme, 606 of these were utilised (88 of which were filled by children with SEND). This gave the programme an 81% utilisation figure.

Reach



The total number of FSM young people in Barnsley at the time of our Easter 2024 programme was 10,500. The HAF project reached 5% of those.

Feedback and comments

"Cannot thank you enough for today, we've had the best time! Our first time at one of these events, and it was thoroughly enjoyed by everyone. Thank you to all the staff."

"What a great way to socialise with other children great fun!"

"Was a fantastic event!"

"My child has loved all the sessions. He's loved playing all the games"

"The sessions are safe and the staff are fab!"

"We have been coming for 2 years now and my child has made a long-lasting friendship here"

"I love the variety of games and the supportive friendly and engaging nature of the club's staff"

"My two sons love attending each holiday and always ask when the next one is"

"My kids loved it and cannot wait to come again!"

"I'm delighted that my daughter ate a much wider range of food and tried lots of fruit that she would not normally eat."

"Camps make me feel excited because we get to do new activities that I haven't tried before. Camps also make me feel happy."

Contextual overview

During 2024/25, a total of 29,345 places was offered over the Easter, summer and Christmas holidays. The total number of filled spaces was 16,084, giving an overall programme utilisation of 55%.

Over the three programmes the number of eligible children in Barnsley has remained stable with an average of 10,500 individual children in receipt of Free School Meals.

In 2024/25, the total number of individual free school meal eligible children who attended our clubs was 3061. This equates to 6%, 17% and 5% of Barnsley's free school meal eligible children enjoying activities at the Easter, Summer and Christmas clubs respectively.

During 2024/25, funding into Barnsley's Healthy Holidays programme was £1,057,820. £952,038 went directly to the clubs over Easter, summer and Christmas 2024. With £105,782 (10%) going to the administration of the programme. In total, Healthy Holidays clubs were offered on 36 days over the year with the funding apportioned accordingly as shown in the table below:

Income	Detail	Spend	Balance
£1,057,820			
	Easter – 8 days (25 March To 5 April)	£211,564	£846,256
	Easter admin	£23,507.11	£822,748.89
	Summer – 24 days (23 July to 23 August)	£634,692	£188,056.89
	Summer admin	£70,521.33	£117,535.56
	Christmas – 4 days (23, 24 December, 2, 3 January)	£105,782	£11,753.56
	Christmas admin	£11,753.56	£0
	Total	£1,057,820	

When looking at demand and available funding in Barnsley, creating a HAF funded place on each programme day for every free school meal eligible young person, 10,500 in the borough, would mean a funding rate of £2.51 per place. This is unachievable for the providers delivering against the Healthy Holidays programme in Barnsley. Therefore, Barnsley has maintained a price cap per place of £33.

Providers

Thank you to the providers who supported an excellent Healthy Holidays Programme in Barnsley 2024/25.

- Active Barnsley
- Active Fusion
- Activ Kids
- Ad Astra
- Barnsley Golf Sims
- Barnsley Gymnastics
- Barnsley Premier Leisure
- Bright Box Makerspace
- Childs Play/CampActive
- Cool Kidz R Us
- Cudworth Community
- Enterprises/Sidcop Active
- 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
- Nexus MAT
- Playworks
- Barnsley FC Community Trust
- Shining Stars Daycare
- Sport Works
- Station House
- The Wonder Company

