



Sheffield Healthy Holidays

Be active, eat well

HAF Report 2021





OUR HOLIDAY PROGRAMME

Sheffield City Council has been funding Voluntary Community and Faith sector (VCF) organisations to support families in the school holidays by offering fun activities and food since 2017 (100k per year). VAS in partnership with VCF organisations were successful in securing £1m to deliver the DfE Holiday Activities and Food (HAF) pilot in summer 2020 in 14 wards in Sheffield. In Nov 2020 the Government announced its intention to expand the HAF program across the whole of England in 2021 and has now committed to funding the programme for at least 3 further years.



The Programme

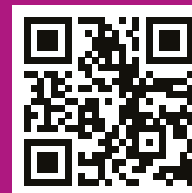
School holidays can be pressure points for some families because of increased costs, such as food and childcare, and reduced incomes. For some children that can lead to a holiday experience gap, with children from disadvantaged families less likely to access organised out-of-school activities, more likely to experience 'unhealthy holidays' in terms of nutrition and physical health, and more likely to experience social isolation.

£2.6 million funding from DfE was made available to Sheffield City Council to deliver the HAF programme across the city in 2021. The requirements were at least 4 hours a day, 4 days a week, 6 weeks a year of enriching activities and food. This covered the four weeks in the summer, plus a week at Easter and Christmas holidays.



THE NEED IN SHEFFIELD

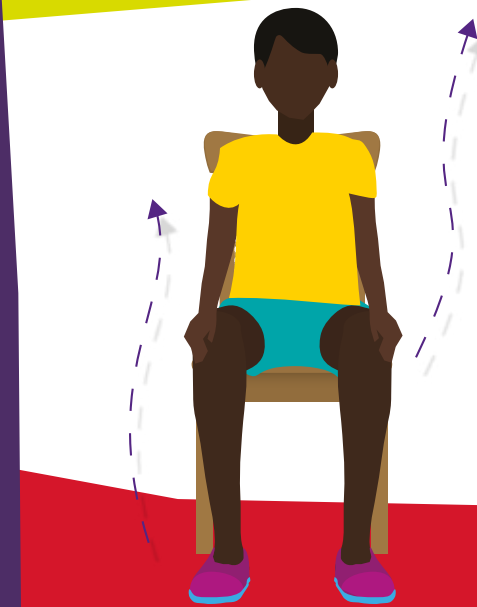
As of May 2021, there were approximately 25,456 children and young people eligible for Free School Meals (FSM) in Sheffield. The programme was open to both primary and secondary school pupils, (Reception to Year 11) including those with Special Educational Needs and Disabilities (SEND) The local authority had to ensure there were sufficient places for every child eligible for benefits related FSM. Additionally, 15% of places could support children who are not eligible for FSM but who are considered vulnerable or in need of this provision for other reasons.



[SHEFFIELDHEALTHYHOLIDAYS.ORG.UK](https://sheffieldhealthyholidays.org.uk)

A PLACE-BASED HUB AND SPOKE MODEL:

The delivery model in Sheffield was based on strong partnership with the VCF and previous delivery. We continued with the existing brand of Sheffield Healthy Holidays and the website that was developed as part of the VAS pilot (sheffieldhealthyholidays.org). Core to the model was having fun and therefore we were keen to have as many different activities, on as many different days providing a multitude of options. Activities local to families with easy access was important and therefore, the delivery of coordination of the programme was broken down into Sheffield's seven school locality areas. We sought out a local organisation to take a lead in each locality area, to co-ordinate providers and work alongside schools. These organisations had detailed local knowledge and existing relationships with community partners, schools and most importantly families in their locality. In most instances the Locality Co-ordinators took a commissioning role but where this was not appropriate, SCC undertook this.



Working together across Sheffield having fun!



We also commissioned several providers who delivered city-wide provisions for all eligible children to access outside of the provision that was offered locally, this included swimming lessons and music production. Additionally, we worked with approximately 15 schools across Sheffield who either directly delivered the HAF programme or opened their premises for providers to utilise. Feedback received from providers highlighted that the hub and spoke model allowed for increased partnership working across localities. The model created many opportunities for providers to build long lasting relationships and to work in partnership beyond the HAF programme.

In addition to supporting families, it felt important that HAF also strengthened existing community provision in the city, something we knew would leave a lasting legacy. We partnered with VAS who supported this vision by delivering training and capacity-building support to providers. VAS also led on Sheffield Healthy Holiday communications strategy and managed the Sheffield Healthy Holidays social media platforms.

When it came to Special Educational Needs and Disabilities (SEND), the local authority had to ensure there was sufficient places for every child who was eligible for benefits related FSM. Additionally, 15% of places could support children who are not eligible for FSM but who are considered vulnerable or in need of this provision for other reasons.



* HAF Locality coordinators

School Locality	Area covered	HAF Coordinator
A	Chapelton to Southey	SOAR
B	Firth Park	SOAR
B	Firvale and Burngreave	Reach-Up Youth
C	Arbournthorne, Darnall, Tinsley	Manor & Castle Development Trust
D	Handsworth down to Southeast	Points/SCC & Sheffield Wednesday Football Club Community Foundation from Oct '21
E	Beauchief, Gleadless Valley, Lowedges, Batemoor and Jordanthorpe	Heeley City Farm
F	SW - Sharrow down to Dore and up to Crosspool	Sharrow Community Forum
G	Hillsborough up to Stocksbridge	Zest

EASTER HOLIDAYS

Our Approach At Easter



**Endeavour Training,
Peak District**

Due to Covid-19 restrictions, we were unable to deliver the project we hoped for at Easter. However, HAF was delivered through our People Keeping Well neighbourhood partners in areas of high deprivation, in conjunction with 23 communities of interest organisations, which focused on children and families with additional needs/SEND and children and families from ethnic minority backgrounds. Due to restrictions, we utilised a mixed offer of face-to-face and online/self-directed activities. Also, at Easter, Sheffield City Council utilised the Department of Work and Pensions (DWP) Winter grant to fund vouchers for 2 weeks (£15.00 x 2) for our 24,000 children.

EASTER IN NUMBERS

**FACE
TO FACE**

**2285 children
30+ activities***

**ONLINE/
SELF DIRECTED**
**2379+ children
range of activities**

FOOD HAMPERS
**2692+ Delivered
to most in need**



WE LISTENED!

It was important, for the success of the programme, to hear the views and opinions of young people, particularly those of secondary school age, whom we anticipated would be harder to engage. In May we commissioned 17 child/youth focussed organisations that consulted with over 800 young people, ranging in age from 11 to 16 years, on which activities with food young people would like to do over the summer holidays. The consultation generally focused on:

- What activities would young people like to do in summer?
- How can we engage more young people in holiday activities with food/barriers to participation/overcoming those barriers?
- What food young people would like?
- Best way to communicate the HAF programme information

A final report youth consultation was collated, and this report was shared with our providers which informed the type of provision that they offered.



SUMMER HOLIDAYS

Hurrah! It's the summer holidays!

SUMMER OF FUN SHORT FILM

This short film captured the fantastic summer of fun HAF children across Sheffield enjoyed.



<https://vimeo.com/647387622/3a1608a851>

Close to 11,000 school-age children participated in activities at venues the length and breadth of the city. Grants were awarded to approximately 136 providers, to put on holiday activities. The clubs provided a vast range of activities for eligible children, including; beekeeping, drama, music workshops, trips to the Peak District, multi-sports camps, a specialist SEND camp, arts and crafts camps, and many more. Every child who attended also received a nutritious meal as part of the session.

In summer, every FSM eligible household received a letter inviting children to participate in the HAF programme. This letter included a link to an online booking system where parents/carers could view the activities on offer and book places. Many providers also directly promoted their activities through their existing relationships with local schools and families. Thousands of children and young people across Sheffield enjoyed Sheffield's Healthy Holidays summer provision, thanks to the hard work and successful collaboration between the voluntary and community sector, schools, sports, arts and culture, and many more providers.



Specialist SEND Camp, SIV

We are proud to have increased our providers from 30 at Easter to 136 in Summer. We are confident that the children who engaged in the programme had a fantastic summer of fun, trying new activities and learning new skills. Furthermore, these children and families will remain connected to local support throughout Sheffield. Additionally, in the Summer Sheffield City Council utilised the Department of Work and Pensions (DWP) COVID -19 grant to fund vouchers for 6 weeks (£15.00 x 6) for eligible families.

SWIM AGAINST THE CURRENT



Summer HAF Art installation displayed in the Winter Gardens 'Swim Against the Current.' In the Summer HAF sessions, on one project, young people learnt different ceramic techniques, including imprinting and applying to create their own individual personalised fish. Children were encouraged to create two fish, one that they could take home as a memento of their day and involvement in the project and one that has culminated in this vibrant installation.

'Swim Against the Current' is a creative installation, where all the fish are travelling in the same direction, apart from one fish that is swimming in the opposite direction. The young people involved in the project learned that its ok to be different and to not follow the crowd. The project celebrates bravery, strength and courage; promoting uniqueness, individually and difference. The installation was displayed in the Winter gardens during December 2021

SUMMER IN NUMBERS



*76% primary, 24% secondary including 8% SEND (85% were eligible for free school meals).

**Providers delivered a range of activities for children from Reception to Year 11 at least 4 hours, 4 days per week per child for four weeks.

SUMMER FEEDBACK

Children said...

"I normally feel invisible at home and school but today I felt like everyone could see me"

"You get to play football and learn new things here. I like that. I told my mum at first that I didn't want to come, but I regret saying that!"

"I like camp because we can come and have some fun and get fit rather than be stuck at home. I'm sad it's the last week!"

Parents said...

"A kept reminding our staff how much their child enjoyed it and can't talk about anything else and are always asking when the next session is"

"A is really enjoying attending the sessions, she keeps asking what theme will be next and what the character will be. It is nice for her to have some time away from her siblings and do something she enjoys"

Providers said...

"No negative impacts only that it ended, and they would not leave. They would go on into the dark our kids, they loved the activities and our team."

The benefits are massive, we provided a personalised team building certificate for every child, with key skills on it, trust, leadership, problem solving, communication, listening, motivation etc.

They made new friends and interacted with new local communities, met strangers and then they became their buddies, parents met too and chatted"

"Children attended our camps who wouldn't have been able to any other way, mainly due to the financial barrier of attending. Some families told us that their children would have gone without food if they hadn't come to camp"

"It was amazing to see so many high needs children access such a wide range of provision, try new activities and benefit from experienced positive and inspiring staff"



OUR WINTER PROGRAMME

Winter HAF – December 18th to January 2nd

During the Christmas school holidays, Winter HAF ran from December 18th to January 2nd with most of the activity sessions delivered from December 18th to December 23rd. Unfortunately, the surge in the COVID-19 Omicron variant coincided with the Winter HAF delivery dates. This greatly affected uptake of provision across the city as many people were limiting their social contacts. We followed the same delivery approach as summer - a place-based approach with provision across our seven school localities areas.

Additionally, we had several providers deliver a city-wide offer. Even though the impact of the Omicron variant was very challenging, 94 providers delivered Winter HAF to approximately 3,500 eligible children and young people across the city. Furthermore, at Christmas, Sheffield City Council utilised the Department of Work and Pensions (DWP) COVID -19 grant to fund vouchers for 2 weeks (£15.00 x 2) for eligible families, plus an additional £20.00 top up to help with utilities.

FACE TO FACE

3,500 children*

94 providers**

*85 % were eligible for income based free school meals

**Providers provided a range of activities throughout the day for children from Reception to Year 11 for at least 4 hours, 4 days per week per child.

Vas

supporting community action

Capacity building and Communications

Voluntary Action Sheffield (VAS) worked in partnership with Sheffield City Council and HAF providers to deliver capacity support and lead on communications over the holidays.

Street Games Training

VAS commissioned StreetGames to deliver key training to staff, in preparation for the Summer HAF programme. Staff and volunteers from organisations participating in HAF, were invited to development sessions in a series of 5 topics. The Sessions were attended by 30 people and attendees gained an understanding of issues affecting young people, including mental health, barriers they faced daily, safeguarding in community sports, the impact of sports participation and the barriers affecting children and young people, including the impact of the Covid lockdown.

One of the training sessions explored engaging women and girls in sports and used case studies from different ethnic communities. The sessions were well received, and the information and knowledge were transferrable in other settings.

HAF Training organised by VAS

VAS arranged several core training modules for providers, these were a mixture of in person and online, including: Food Safety Level 2, 28 learners; Introduction to Allergens, 4 learners; First Aid, 12 delegates (Level 3 Emergency Paediatric – Ofqual Regulated and valid for 3 years).

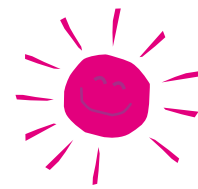
We were pleased to see that our training attracted a diverse group of learners from various backgrounds, including Pakistani and Somali men and women. 15 Organisations were reached in total from the Voluntary and Community sector.

VAS provided support, both face to face and over the phone, to organisations wanting to deliver HAF. We signposted an additional 12 groups to information that included: DBS information, safeguarding policies, risk assessments and provided a friendly supportive ear!

We employed a 'local enabler' to get alongside groups and providers and advise on delivery. Our local qualified expert youth worker was commissioned to provide specialist support in the form of one-to-one advice, including site visits. This support enabled new organisations to participate in the HAF programme.



CONNECTING WITH CHILDREN AND FAMILIES



Our website

The website and membership platform were designed and implemented in 2020 and provided the web platform for HAF communications, marketing and booking in 2021. The site became the access point for the IPAL booking system and was visited by over 11,000 unique users in Summer 2021 and a further 2,768 in Winter.

Our Communication Strategy

We worked with the Sheffield Healthy Holiday brand assets developed in 2020 as part of the HAF pilot but all direct communication was managed through the Council's communication channels.

Our strategy was to develop colourful and interactive resources, which could be sent in targeted letters with details of free meal vouchers to eligible families. The Summer Holiday Handbook contained interactive games and ideas, together with details of the different activities and 'how to book' information. In partnership, we developed content that Sheffield City Council could send out to over 20,000 families.



Activities

The site was loaded with images and thumbnail descriptors of activities, so parents, carers and families could view the range of activities and search for specific providers or go into the IPAL system and search by location.



Getting Social

As a secondary communication, we used Facebook and Twitter to promote activities, share pictures and give a flavour of the fun activities, through retweets and integration with providers' Twitter and Facebook posts.

Explore

Create

Eat well

Move

www.sheffieldhealthyholidays.org.uk



Our Future...

The HAF journey in 2021: for our children and families, our providers and for Sheffield City Council has been truly an amazing experience. We are delighted that the programme has been extended for a further 3 years, so we can build on the hard work and lessons learned so far. We will continue the collaborative approach between a wide range of partners. In 2022, we want to work directly with more schools across Sheffield, to support the uptake and engagement of children and in direct delivery where they wish to do so. We also plan to roll out a pilot HAF youth leadership training programme. Watch this space!!!



sheffieldhealthyholidays



@shefhealthyhols



@sheffieldhealthyholidays



Thank you from Sheffield City Council to our NAF partners

39th Sheffield Scout Group
Active Fusion
Active Kids at Sport Sheffield
Adventures Are Us Limited
AEY Active Early Years
Allama Iqbal Cricket Club
Always an Alternative
Ange Made Ceramics
Acres Hill Community Primary School
Arbourthorne Community Primary School
Arches School Sport Partnership, Forge Valley School
Aspiring Communities Together
Ballers Sports Coaching
Bean Rover
Best Start Communities Count (MCDT)
British Cycling
Bonds Bakery
Buzz Sheffield
Community Wellness Services
Concerteenies
Concord Park GC
Complete Education Solutions
CurAik Jujitsu and Martial arts
Darnall Forum
Dance Daze
Deli Hut
Darnall Well Being (DWB)
Dickory Dock Nursery
Direct Action Training
Eagles Foundation
Ellesmere Youth Project
Emma's Deli
Endeavour Training
Energize Sports Coaching
Excel Martial Arts
Family Voice Sheffield C.I.C.
FEFA
Football Unites Racism Divides (FURD)
Forge Youth
Foxhill Forum
Friends of Arbourthorne Pond
Fun Drum

Galeed House.
Green Estate
Green Estate at Manor Fields Park - Nature Crafts
Greentop Community Circus Centre
Growthatre CIC
Hartley's
Hartley brook Primary School
Hadfield Institute
Heeley City Farm
Heeley City Farm Cafe
Highfield Adventure Playground
High Green Development Trust
Hinde House Academy
High Hazels Academy
Hillsborough Boys and Girls Club
Hope Community Foundation
Hucklow Primary School
Ignite Imaginations
Imagination Gaming
Inman Pavilion
Isaac Somali Community Association
JAMS Café
Jaysters
Jordanthorpe Library - South Sheffield Community
Initiatives Ltd
Kickabout
Leisure united Thorncliffe
Lindley Educational Trust
Link Learning
Links School Sport Partnership
Lowfield School
Lowedges Community Centre
Longley 4 Greens Community centre
MCDT
Music Works
MASKK: Manor After School & Kids Klubs
Memory Lane Tearoom
Mellors Catering
Mr Spud
Mothers of Burngreave
Mums

Noodle Performance Arts
Norfolk Park TARA
Oasis Academy Don Valley
Onboard skatepark Sheffield ltd
Owler brook school
Pinder Dance Productions
Pitsmoor Adventure Playground
Phillimore Community Primary
Places for People
Playtime Workshops
Points Sports Partnership
Premier Education Group
Qualitas Sport
Rainbow Cafe
Razzamataz Theatre School
Reach Up Youth
Rivelin Woodland Skills
Roshni
S6 Foodbank
Saalik Youth Project
Sharrow Community Forum
Sharrow School
Sheffield Caribbean Sports Club
Sheffield City boxing club
Sheffield City Trust
Sheffield Football Club
Sheffield Inclusion Centre
Sheffield Museums
Sheffield City Council – Youth Services
Sheffield City Council- Music provision
Sheffield Sharks
Sheffield United Community Foundation
Sheffield Wednesday Community Programme
Sheffield Wildcats
Shipsape Health and Wellbeing
Shiregreen United Reform Church
Shirecliffe Community Forum
Site Gallery
SOAR

Southey Green Primary School
St Johns Church / Winn Gardens
St Patrick's Catholic Voluntary Academy
Steamworks Learning
Steel City Sports CIC
Stocksbridge Community Leisure Centre
Studio 54
Tales from the playground
Thalassaemia South Yorkshire
The Bare Project
The Brendan Ingle Foundation
The DATIC Trust - Galeed House
The Link Community
The Montgomery Theatre and Arts Centre
The Terminus Initiative
The Old Pin
The Venue, Stocksbridge
Tinsley Community Allotment
Tinsley Forum
Tinsley Meadows Primary Academy
Tusaale
Upperthorpe Café