

ANNUAL REPORT 2023/24

Northumberland
Holiday Provision
...whether it rains or shines!





Community@NE66 - Easter 2023
Visiting Northumberland Zoo

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Welcome...

Northumberland County Council is incredibly proud to submit our second HAF annual report. We have worked together to continue to build our very successful community led, place based model, which allows children and young people in Northumberland to access enriching activities, make friendships and build networks whilst also enjoying delicious food during the school holidays.



The impact shown from our first report to this year, has really shown the growth and improvement. This isn't easy and it does require flexibility to ensure we are working collectively, delivering against policy and also looking at future sustainability.

It's also great to listen and use evaluation and feedback to further adapt our programme as well as hearing the positive outcomes achieved from the HAF programme. We have seen and heard the value HAF brings to our residents, schools and delivery organisations in Northumberland.

We are extremely proud to showcase and celebrate the high-quality provision delivered by our providers with this report and we hope you enjoy reading it!

Emma Richardson

Strategic Poverty Lead
Northumberland County Council

Northumberland Holiday Provision

Northumberland HAF programme, branded as Northumberland Holiday Provision is managed by Northumberland County Council and since Summer 2022 they have granted Leading Link as their lead community delivery organisation, to coordinate the HAF Programme in Northumberland.

The HAF team:

NCC Strategic Lead: Emma Richardson (Senior Manager in Specialist Services, Northumberland County Council)

HAF Programme Manager: Amy Richardson (Activity Programme Manager, Northumberland County Council)

HAF Coordinator - Chris Johnson (Operations and Finance Manager, Leading Link)

HAF Administrator - Vicky Wilson (Lead Administrator, Leading Link)

HAF Admin Support - Jack Matheson (Admin Support, Leading Link)

With overall support from Thriving Together as the VCSE Support Contract Holder for Northumberland.

The HAF steering group meets bimonthly with representation from our colleagues in the VCSE, Education, Public Health, SEND team, Early Help and Children’s, Sports Development and Finance.



Photo (left to right) Jack Matheson, Chris Johnson, Emma Richardson, Amy Richardson, Vicky Wilson



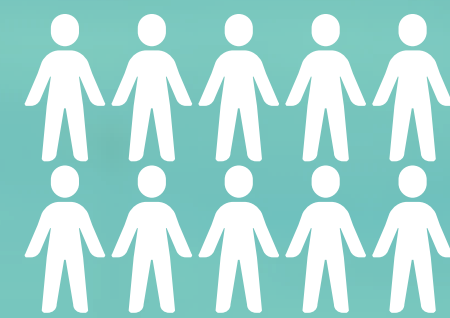
Northumberland Holiday Provision continues to deliver high quality provision which strives to be equitable for our young people in Northumberland.

This is down to working closely with our partners and making it accessible for young people and families to take part in a range of brilliant opportunities, whilst learning new skills and spending quality time with their peers.

We also continue to see a growth in inclusive provision, with 2,983 SEN/D young people accessing the provision in 2023 and 60% of provision including young people who are looked after.

Audrey Kingham

Audrey Kingham
Executive Director, Children, Young People and Education



14520

Young People
accessing HAF



178

Camps delivered
across the
County



3261

Families
registered for
activities

HAF 2023/24

What a great year!



Alice in Wonderland Show Tour



Annual Report 2021/22 published



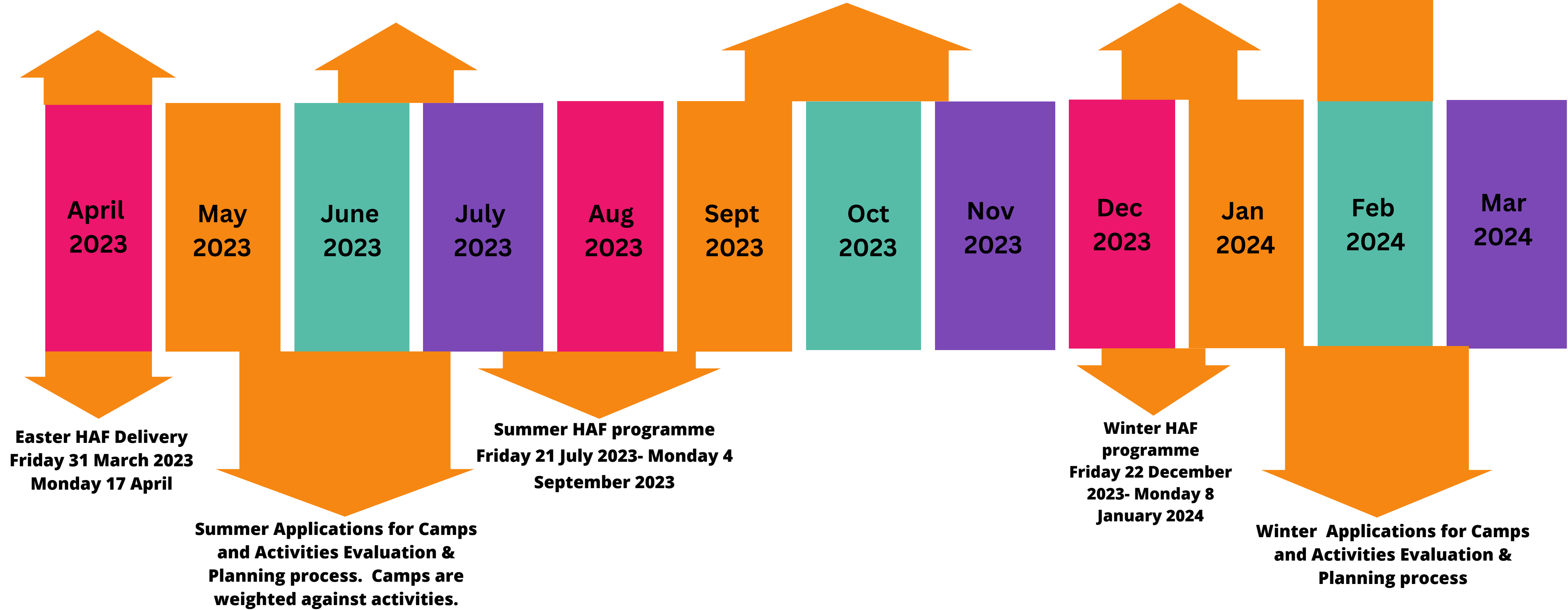
Winter Applications for Camps and Activities Evaluation & Planning process. Activities are weighted against Camps



Justin Credibles Show Tour



HAF Plus Conference



2023/24

2023 was another fantastic year for Northumberland Holiday Provision. With a 24% increase in providers from 2022 operating throughout the year and reaching a total of 14,520 young people. Proving to be a very trusted invaluable offer for children, young people and families within Northumberland.

Continuing to build on the hyper local offer and expanding the reach within the rural communities of Northumberland. Including more accessible activities such as, expanding on the “travelling pantomime” and working with local partners within those communities to help develop new provision.

The no show rate in Northumberland for young people attending camps in 2023 was 6% and we believe this is down to using very local community providers who are known and trusted by the families of attendees and work extremely hard to ensure that any obstacles to the young people attending are removed.

The Northumberland Holiday Provision website was also updated in 2023, by making the booking system more streamlined, which has improved the booking process, allowing families to book activities easier and receive communication more frequently.

The provision also continues to highlight the additional benefits of the HAF programme and showcase it’s much more than just a programme during the school holidays. We have seen an uptake in families accessing entitlements such as Healthy Start Vouchers and Free School Meals. We have received feedback from local schools to say that young people who attended the camps are more “ready” when they return back to school after the holiday’s and we have also seen parents become volunteers at their local provision, which in some cases has led to employment.

2023/24 Expenditure	
Expenditure	Amount
Administration	£105,000
Programme Expenditure	£924,030
Total	£1,029,030



“HAF Northumberland, is not solely a child feeding programme.

Indeed, some of the biggest impacts on children and parents were found in terms of:

- a) increased physical activity in children and young people,
- b) raising children’s aspirations,
- c) boosting children’s confidence,
- d) reducing anti-social behaviours,
- e) reducing social isolation,
- f) increasing school readiness and
- g) improving mental wellbeing in parents and children.

Clearly, HAF Northumberland offers a wide range of activities that drive positive outcomes for both parents and children. “

- North East Child Poverty Trust 2024 report Ambitious for our children and young people in association with Northumbria University, Newcastle.



Clarty Commandos Outdoor Adventure for all- Summer 2023

2023/24 Highlights

	2022	2023	
Total number of camps	84	178	↑
Total number of young people attending camps	4576	6632	↑
Total number of Primary School young people accessing HAF	3133	9206	↑
Total number of Secondary School young people accessing HAF	1443	5314	↑
Total number of young people with SEN/D	883	2,983	↑
Number of hours of activities for the Family and Teenage offer	9953	17,152	↑
Number of meals provided at camps	24,355	27,130	↑
Number of hours of provision at camps	106,351	108,520	↑
Parent satisfaction score for the HAF Co-ordinator Team *	93%	97%	↑
Parents either likely or highly likely to send their children to a HAF event *	82%	98%	↑

*NECPT 2024 Report, survey compiled by Northumbria University, Newcastle

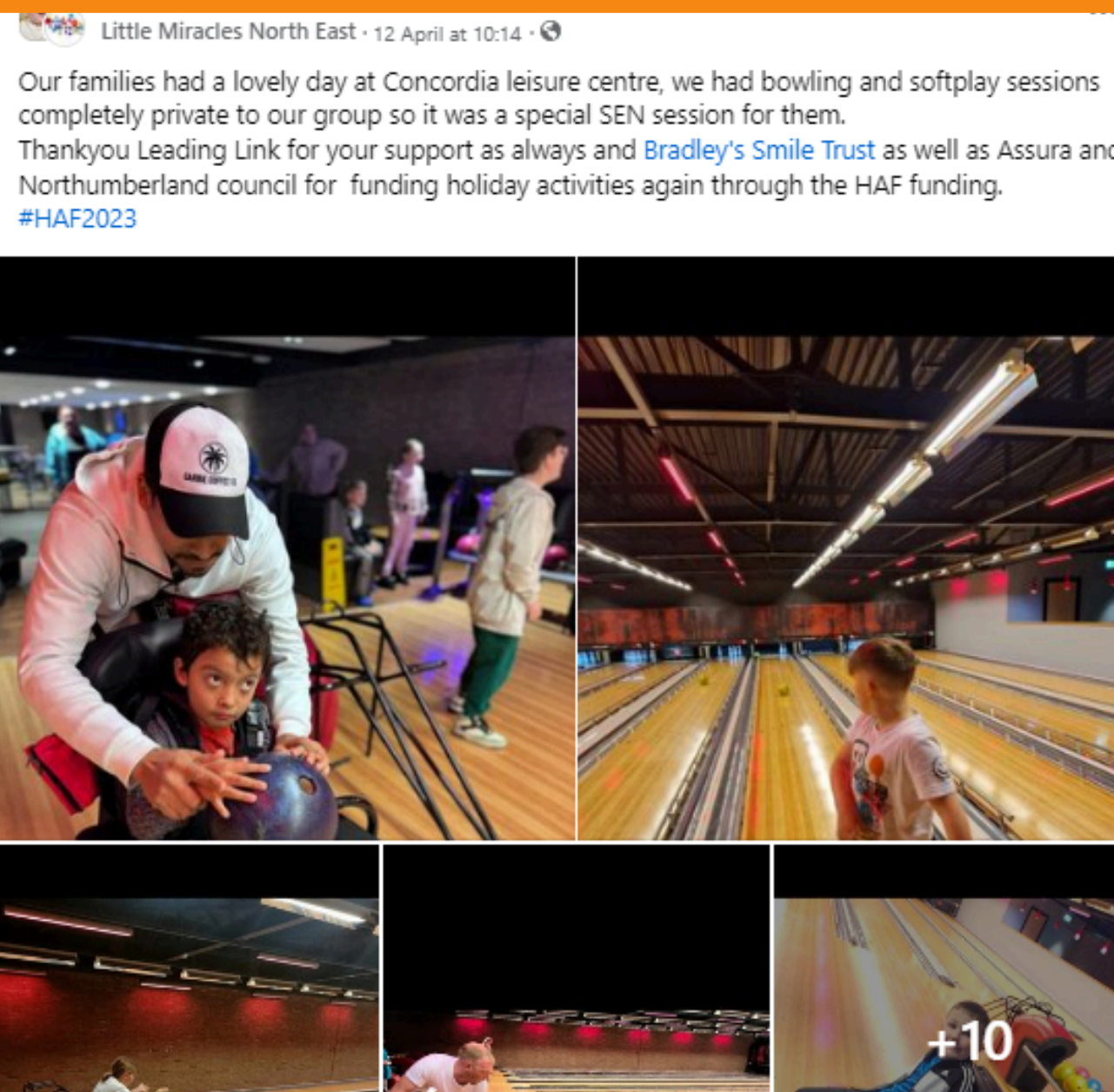
#HAF2023/4

Sharing our stories across social media

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We recognise the value of showcasing the programme using #HAF. It shows the great programme of activities by our providers, increases digital capacity and encourages more partnership working and idea sharing across providers.

We have incorporated into our application process that all providers must use the hashtags when posting HAF activities on their pages and we have seen a large increase of social media posts since the first year of HAF!



It's all about the food...



Healthy and tasty food is always high on the agenda at our HAF camps, with a range of menus, options and dietary requirements catered for in accordance with the School Food Standards. Over 70% of club leads in 2023, were very confident that the food served adhered to school food standards.

Whether it be a full on roast dinner, or activities based on food and healthy eating - we always encourage new experiences in fun environments.

The food on offer at the camps also showed to be extremely popular with the young people attending, with 24% of clubs reporting that they had no food waste, and 76% of clubs reporting a little waste. Which was a significant increase since 2022.

27,130 meals served at camps in 2023!
(up from 24,355 during 2022)





Feedback...

"I think the big difference for us with the services you provide is that, like a few children with extremely challenging behaviours, XXXX just can't manage at all in a group of other children in an enclosed space. To be honest, sticking him in a group of other children with special needs is often even worse than him being in a group of "regular" children - as the noise and other people's behaviours are so difficult for him to manage and he completely loses it, or runs off. He also needs 2:1 adult to child support, so the flexibility of your scheme, enabling him to be supported in an activity or on a visit somewhere special by me and my husband, is fantastic.

It has also enabled us to attend things with one other family, so he can enjoy playing with another child - eg in Alnwick Garden - but without the stress of being in an enclosed space with a group, which is what most of the other providers offer. He can't do things like arts and crafts - where groups of kids are seated at tables - or things where children need to be "instructed" to do things. I have also been able to mix and match to give my husband a break by going to an activity with a full-paying friend (who acts as the second person supporting XXXX with me) and her grandchildren.

I really can't stress enough how helpful it is. We work very hard to find things that XXXX can manage - he likes things where there is a lot of space - like the outdoor things, and also trampolining. Often the holidays are extremely exhausting for families like ours, and your support, through the HAF, is so very much appreciated. He is a former Looked After Child, who is with us formally until he is 18 under a Special Guardianship Order. He is entitled to Free School Meals, which he has recently actually started to eat! ”.

Name redacted



“We visited the Phoenix Theatre with our 10 year old, where we went to watch the latest Indiana Jones film. He was really happy to be there! Especially as he was allowed by Kyle, the Theatre Manager, to watch the film on the TV in the bar when he became overwhelmed in the main auditorium. “



By working closely with our brilliant providers across Northumberland, in this case, The Phoenix Theatre in Blyth - shows why building relationships and understanding the additional needs of some of our young people are critical to the success of Northumberland Holiday Provision.

In some cases - it is just minor changes that are needed to make major differences for young people and their families in Northumberland.

“We are delighted to be working with the team at Northumberland Holiday Provision and we are looking forward to welcoming more families to our venue in the future. A shared passion and vision for young people will be key to their success and development.”

**Paul Worth, Director
Phoenix Theatre, Blyth**

28 Schools in Northumberland Hosted a HAF camp



Bishop's Primary School has been lucky enough to host HAF clubs on site since 2021. These clubs have been a tremendous success with both need and numbers growing each time. The families very much appreciate the support in the holiday periods and are grateful that their children are receiving well organised and structured activities and a delicious meal on that day.

The variety of activities and the resourcing of the sessions is always of a high quality and the staff are professional, welcoming and fun. More recently it has been great for some of our own staff to support the clubs, to help with organisation, knowing the children and supporting the logistics of the building. One staff member said of the last HAF at Easter 'the best one yet! The children loved it - they were motivated, excited and so well behaved'

The children have said how much they enjoy going somewhere with new and exciting activities 'archery was amazing, I really did not think I could do it - but I did' 'It's great being with other kids when it's the holidays'

Without the HAF programme many of our children would have no structure, stimulation or opportunities as activities in the local community are few and parents struggle to fund paid activities. I am delighted to be able to endorse this project, it is fabulous!

Clare Marriott - Headteacher, NCEA Bishops Primary School

In 2023 there was a 16% increase in the number of Schools engaging with HAF Northumberland from 2022 and 70% of young people who attended HAF provision, heard about it from their schools.

HAF Plus Justin Credibles Supershow



During the Christmas holidays we toured with the amazing Q20 events who performed a specially written version of their Justin Credibles Supershow!

This was a brilliant show, with lots of silliness, running around and tricks that kept the audiences engaged and mainly on their feet!

Two teams of our intrepid Young Leaders toured with the show across 7 venues in Northumberland, sorted the seats, made the lunches, entertained the families and then helped clear it all up afterwards.

7 am starts and late finishes didn't deter them from their mission

Attendees were given goodie bags, sweets and an Oral Health Pack containing toothbrush, toothpaste, timer and booklet!

Over 1000 people came to see the show and left feeling like the Superhero's they really are!



Our Young Leaders are the true Superheroes in Disguise!!

To support the show we developed a 12 page activity book that was given out to each child who attended. The booklet was packed with activities, challenges, puzzles and games that would take about 12 hours to complete





HAF Plus Conference

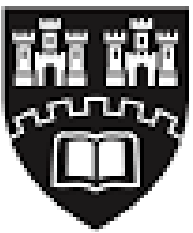
The Event:

In February of 2024 a conference was hosted by Northumberland and Gateshead council to celebrate the achievements and developments of the HAF Plus programme. Back in 2022 a Teen Sprint was designed across 4 areas of the UK where young people came together to co-create and discuss how their peers could be engaged more in the scheme, led by Prof Greta Defeyter, Director of the Healthy Living Lab at Northumbria University.

The Conference was held at the Baltic Centre for Contemporary Arts and has just under 100 delegates from across the UK attending including the DfE. There was also representation from the Mayors Fund for London, and Street Games from Birmingham together with Gateshead and Northumberland. Young Leaders from Northumberland were involved in the set up for the day, looked after registration and were involved in the presentations on the day, together with their peers from Gateshead. A Young Leader, Lucas, even opened proceedings to welcome everyone to the day. Their professionalism, passion and enthusiasm shone through on the day.

Great Outcomes:

One of many amazing outcomes... The impact of our young people attending and being involved in these events certainly rang through, as one of Young Leaders, Josh, was then invited to speak at a Zoom meeting with the DfE's Permanent Secretary, Head of Ofsted and other senior people across different parts of the education sector.



Northumbria
University
NEWCASTLE



Looking forward to 2024/25

We are extremely proud of the hard work and dedication that goes into delivering a successful holiday programme and ensuring that each year, the programme is continuously growing and meeting the requirements of young people in Northumberland.

Some of our key areas of work for 2024/25 will include:

- Linking in with the wrap around care team to identify how HAF providers can support with wrap around care
- Using data to expand reach in new areas
- Working collaboratively to ensure we can deliver high quality provision that works for our young people
- Working closer with colleagues in Education and Children's Social care services to best support young people who are currently disengaged with school, identifying HAF's role in school readiness and also promoting Healthy Start Vouchers, FSM and oral health
- Reframing our evaluation questions - bespoke summer survey to all families and providers to ensure future best practise
- Celebrating Northumberland Holiday Provision with a provider / partner / stakeholder event in Autumn 2024
- Working with Thriving Together to develop a new Children and Young Peoples Network meeting

Northumberland Delivery Providers

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To find out more, please contact:

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