

Stoke-on-Trent
Enriching Family Lives

HOLIDAY ACTIVITIES AND FOOD PROGRAMME
SUMMER 2021



Foreword

The summer holidays can be a tough time for families in Stoke-on-Trent. The gap in school means some children and young people can go hungry, and some don't have opportunities to exercise, socialise or learn. In Stoke-on-Trent, our number one priority is improving outcomes for our children and young people. We want the best for all our children and we are determined to do all we can to make sure the next generation thrives.

Over recent years, we have pioneered a unique partnership that looks beyond traditional measures of need, to ensure all those in need of support receive it. As in previous years, we partnered this summer with local children's charity the Hubb Foundation to deliver the government-funded holiday activities and food (HAF) programme, providing healthy food and stimulating activities to thousands of children across the city.

This programme has been hugely positive for our local communities, creating happy memories, supporting parents, and teaching children new skills in a safe environment. Over six weeks, children made new friends, took part in fun and educational activities, and ate nutritious meals – free of charge.

We are immensely proud that our delivery model has been consistently recognised by government ministers, MPs and local authority leaders as reaching those most in need, as well as providing a broad spectrum of community events too. It has also been referenced as a model of good practice in numerous local and national media articles and broadcasts.

What makes our programme outstanding nationally is the emphasis on enrichment and learning opportunities. We partnered with many locally based businesses including Synectics Solutions, JCB and Valentine Clays Ltd to offer children experience in different industries.

We took a whole family approach to the holiday provision, involving parents and guardians, and looked at a much wider set of vulnerabilities than the standard free school meal criteria. All this makes the Stoke-on-Trent HAF unique; this report celebrates the positive impacts it has had for local families, and provides a case study for the continuing funding of HAF in Stoke-on-Trent and beyond.

The Hubb Foundation has delivered this initiative across our communities and it has been amazing to see how many local businesses have shown their support. Our HAF programme is truly a great example of how powerful the Stoke-on-Trent community network is.

We look forward to continuing our partnership in school holidays to come, and encourage the Department for Education to look closely at our nationally-acclaimed model and the successes we are achieving through the HAF scheme. We'd love you to come and see how we are working together to help our children and young people thrive.

Councillor Abi Brown

Leader, Stoke-on-Trent City Council

About the HAF programme

The HAF programme is a government initiative funded by the Department for Education that offers free places for children and young people across the Easter, summer and Christmas holidays in 2021. School holidays can be pressure points for some families due to increased costs and reduced incomes, and this scheme is designed to support families and alleviate some of that pressure.

Stoke-on-Trent received over £1 million in grant funding to deliver fun and educational activities as well as healthy food for children across the city. We have created a unique partnership between Stoke-on-Trent City Council and local charity the Hubb Foundation to deliver the programme in our local communities.

Nationally, the programme is primarily designed to support children who receive free school meals. Locally, we took a much broader view of families who may need extra support over the summer and took advice from schools about who could benefit most. We were able to invite many more children to take part – including children with special educational needs and disabilities (SEND), children on the safeguarding register, and refugees.

The summer programme was delivered both by schools and in community venues and available to children aged between four and 16. The sessions included a range of physical activities, arts and crafts, and exciting new experiences run by expert organisations including STEM activities. Many locally based businesses such as Synectics Solutions, JCB and Valentine Clays Ltd supported the programme by offering children experience within their industries. As well as stimulating activities, a healthy meal was also provided for each attendee. Children were offered free activities typically for four hours a day, for four days a week throughout the six-week summer holiday period.

At the start of the summer, we set six key objectives for the scheme to enable children to:

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

The next section outlines how we achieved all of these objectives.



What we achieved

38,294 free opportunities

Across 808 sessions, 3217 hours and 36 days we provided active, enjoyable and enriching opportunities to children.

We organised a huge variety of sessions – spanning from DJ workshops to bushcraft, mountain biking to ceramics. There were activities to encourage adventure – paddle boarding, axe throwing and VR gaming – and to wind down – yoga, forest school and serenity farm. We hosted trips to Alton Towers, Bletchley Park and Chester Zoo to give children exciting opportunities to explore.

Our programme was exceptional nationally in that it provided a large number of educational sessions, including STEM and food nutrition, as well as working with local businesses to give children a chance to learn about the world of work.

Parents told us how they particularly appreciated HAF after the last year of Covid-19 and its effects on families, and how the free activities meant their children could try new experiences they would not usually be able to afford. It has enabled parents to work without having to spend hundreds of pounds on childcare, and helped children socialise.

We've also heard how taking part in HAF enabled children to grow in confidence, make new friends, and improve their resilience. It provided a nurturing environment, giving children who were having a difficult time at home a sense of belonging and support.



100 local providers and every school

We spread provision out widely across the Stoke-on-Trent City Council area, with 75 total venues across the city, including 29 community venues.

This year we scaled up provision, engaging every school in the city (directly or indirectly). Schools hosted sessions, organised activities, and encouraged the families who could benefit most to take part.

The local community rallied around the HAF initiative with organisations including Ruff n Ruby, YMCA, Port Vale Foundation Trust and Stoke City Community Trust providing activities. Educational activities were provided by local organisations including Staffordshire Wildlife Trust, British Ceramics Biennial, Peak District Survival School and BBC Radio Stoke.



38,683 free healthy meals

Eating healthily over the summer holidays was one of the core objectives for HAFS and every participant at events received either a hot or cold lunch including protein, yoghurt, fresh food and a cake.

We worked with three local catering providers (City Catering, Chartwells and Summit Hospitality), using the local workforce and volunteers to feed children taking part in activities.

This helped tackle food insecurity, an issue that affects over 8% of the UK population and which has increased significantly during the pandemic. Parents told us that “the food is amazing ... I can’t believe how well they have been fed”.

In addition to the HAF activities, the Hubb Foundation and YMCA gave targeted supported to 54 refugee families in the local area, providing weekly fresh shops and educational resources.

More than 4,000 children

At least 4,067 different children took part in at least one session – some coming back again and again throughout the holidays, and some activities growing in popularity as word spread over the summer. Each child who took part attended an average of 8 sessions.



Children aged 4-16 took part, and the scheme was most popular with 10 and 11 year olds. YMCA ran targeted activities to encourage more secondary school pupils to take part. We had a fairly even gender split (slightly more boys) and participants from across the city, with Longton and Burslem being the highest attenders.

Recent research by Keele University and Stoke-on-Trent City Council has demonstrated that this kind of support during the school holidays increases children’s chances of better academic achievement – beyond giving children an enjoyable and memorable summer, we’re helping to set them up for life.

Children who took part told us it was: “brilliant”, “exciting”, “a happy place” and that they “enjoyed every minute” and “would do it again”.

68% participants eligible for Free School Meals

We estimate that 68% children who took part in HAF activities were eligible for Free School Meals (FSM), meaning we are successfully targeting families in the city who most need our support.

19.2% of children on the city's school roll are eligible for FSM, and we provided a significant proportion of these children with a healthy meal alongside every day of activities to help tackle food insecurity.

We looked beyond FSM to have a broader definition of children who might need some extra support over the holidays, and through HAF we supported more than 400 children with SEND. One parent told us "I'm truly grateful for my children having access to such activities otherwise they would be at a disadvantage".



At least an hour of exercise for every child

Every session included at least one hour of physical activity, with many including more. This meets the Chief Medical Officer's recommendation and supports healthy development of children and young people.

All physical activities were led by skilled professionals, across a range of sports including boxing, climbing, trampolining, horse riding, kayaking, rambling and Go Ape.

Whole family approach

Part of our innovative approach in Stoke-on-Trent was to invite families to join for the activities, providing a space for family bonding and memory-making, as well as for parents and guardians to try something new.

762 parents took part through our open access approach – as well as some grandparents! We plan to expand this in the 2021/22 holidays, offering activities for adults alongside the children’s sessions – helping parents and guardians learn to cook nutritious meals and achieve a Food Hygiene Certificate to work in the hospitality industry.

Parents told us that the holiday provision was:

“Absolutely wonderful and extremely helpful”

“[My children] really enjoyed the mix of activities and the different adults and friends they’ve been able to interact with ... they loved attending”

“Great! The kids have loved it!”

“My son had one of the best summer holidays this year thanks to the free activities”

“This really took the pressure off for us”

“[The staff were] so friendly and great with the kids, a very lovely bunch of people”

“It’s been truly awesome. The kids have come out smiling every day and it has provided structure and fun”



Outstanding nationally

We are proud that our unique local delivery model has been commended by Government ministers, local MPs and local authority leaders. Our scheme has been referenced as a good practice model in various local and national media (including radio and newspapers), and our social media posts about HAF reached over 50,000 people. On 6 September we were very excited to feature on ITV's Good Morning Britain breakfast show.

There are four key factors which make our delivery of HAF noteworthy nationally:

- **Unique delivery model** – we partnered with a local charity to deliver the HAF. This innovative commissioning model meant we were able to engage a wide range of community organisations and local businesses in collaborative, Stoke-wide provision
- **Whole family approach** – we invited parents, guardians and grandparents to join their children at our community venues, designing activities to enrich the whole family
- **Broad eligibility** – we looked beyond the standard Free School Meal eligibility to consider a wider range of children and families who may need support over the summer, including those with SEND, refugees, and children on the child protection register. Schools were able to tell us which pupils could benefit most from the activities
- **Stimulating activities** – including STEM sessions, activities led by local businesses, and education about food nutrition. Our sessions were not only fun but gave children an enriching opportunity to learn.

Next steps

We're planning ahead for October half-term and Christmas holidays, and with more certainty about Covid-19 restrictions we plan to make the activities even bigger than before. We'll be scaling up to make sure no one goes hungry or is lonely in the lead-up to Christmas.

We call on the Department for Education to continue HAF funding for 2022 and beyond so that we can continue to deliver this vital provision that enables our children to be happy, healthy and stimulated over the holidays.

We are always looking for more local organisations and businesses to get involved – if you're interested, **contact info@hubbfoundation.com**



With thanks to

Catering

- City Catering
- Port Vale
- Chartwells

Venue schools

- Alexandra Junior School
- Ball Green Primary
- Belgrave St Bartholomew's Primary Academy
- Birches Head Academy
- Burnwood Community Primary
- Carmountside Primary Academy
- Co-Op Academy Clarice Cliff
- Co-op Academy Stoke-On-Trent
- Discovery Academy
- Forest Park Primary School
- Glebe Academy
- Grove Academy
- Hanley St Luke's CofE Primary
- Kingsland CofE Academy
- Mill Hill Primary Academy
- Oakhill Primary School
- Ormiston Meridian Academy
- Ormiston Sir Stanley Matthews Academy
- Our Lady and St Benedict Catholic Academy
- Our Lady's Catholic Academy
- Packmoor Ormiston Academy
- Park Hall Academy
- Priory CofE Primary
- Smallthorne Primary
- St Augustine's Catholic Academy
- St George and St Martin's Catholic Academy
- St Gregory's Catholic Primary
- St John's CofE Primary School
- St Joseph's Catholic Academy
- St Margaret Ward Catholic Academy
- St Maria Goretti Catholic Primary School
- St Mary's Catholic Academy
- St Mary's Church of England Primary School
- St Peter's Catholic Primary
- St Peter's CoE Academy
- St Thomas More Catholic Academy
- St Wilfrid's Catholic Primary School
- Star Academy
- Stoke Minster CofE Primary Academy
- Sutherland Primary
- The Crescent Academy
- The Excel Academy
- The Meadows Primary Academy
- The Willows Primary
- Waterside Primary School
- Weston Infant Academy

Community settings

- Bentilee Volunteers
- Breathe New Life Church
- Bridge Centre
- Diamond Families
- Foley FC
- Helping Angels
- Helping Angels - Sneyd Green
- Kibblestone International Scout Camp
- Lodge Farm Equestrian Centre
- Longton Central Hall
- Milton Scout Hut
- New Vic Borderlines
- Norton Cricket Club & Miners Welfare Institute
- Port Vale Foundation Trust
- Portland Inn Project
- Ruff 'n Ruby
- Sandon Primary Academy
- SoT Youth Offending Service
- St John's Church - Abbey Hulton
- St Pauls Anglican Church and Community Centre
- The Dudson Centre
- The Hub@ST6
- The Queensberry Hub
- The Wallace Centre
- Wesley Hall Methodist Church
- West End Centre
- Whitfield Valley Centre (CAFAG)
- YMCA
- Stanley Head Outdoor Education Centre

Providers

Lead providers

- ASM Sport
- Engage c.i.c
- Bee Active
- Gifted Workshops
- LMA Academy
- Jump 2 It Coaching
- Port Vale Foundation Trust
- New Vic Borderlines
- Premier Education
- SPLAT
- Stoke City Community Trust
- Stanley Head Outdoor Education Centre
- T4S

Enrichment providers

- Art Brasil
- British Ceramics Biennial
- City Music Service
- DIG DEEP
- Horizon's Coaching
- Kiln Worx
- KMF Precision Engineering
- Longevity Life
- Nutribox
- Peak District Survival School
- Zoo2U
- Staffordshire Wildlife Trust

