



# STOKE-ON-TRENT HOLIDAY ACTIVITIES AND FOOD PROGRAMME

Annual Report 2023



**Holiday Activities and Food - Stoke-on-Trent**

Funded by



**Department  
for Education**

This report details the delivery of the HAF programme in 2023 and has been prepared by the Stoke-on-Trent City Council 0-25 Integrated Commissioning and Partnerships Team whilst utilising data provided by The Hubb Foundation. Consent for photographs used throughout this report has been obtained by The Hubb Foundation.

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## Introduction

In 2023 Stoke-on-Trent City Council received an investment of **£1,573,730** from the Department of Education (DfE) to develop and co-ordinate a Holiday Activity and Food Programme (HAF). The funding allows upper tier local authorities to deliver free holiday provision in key holiday periods (Easter, Summer and Christmas) to children from low-income families, primarily those who receive benefit related free school meals, and provides access to healthy meals, enriching activities and free childcare places.

National research tells us that;

- School holidays can be difficult for families because of increased costs and reduced incomes.
- Some children are more likely to experience 'unhealthy holidays' in terms of physical and nutrition as lower-income families are less likely to access fun activities.

As a result of the above, the HAF programme has 6 key objectives for children:

- To eat more healthily over the school holidays
- To be more active during the school holidays
- To take part in engaging and enriching activities which support the development of resilience, character and wellbeing along with their wider educational attainment
- To be safe and not to be socially isolated
- To have greater knowledge of health nutrition
- To be more engaged with schools and other local services.

We recognised that strong partnerships across all sectors would be paramount in the delivery of an exceptional HAF programme and in 2022 Stoke-on-Trent City Council commissioned a local charity, The Hubb Foundation, to deliver the management and coordination of the Stoke-on-Trent HAF programme. This unique partnership has enabled both parties to effectively execute a HAF programme that consistently meets HAF standards and achieves positive outcomes for children and young people across the City.

## Our Delivery Partner – The Hubb Foundation

The Hubb Foundation is a charitable organisation whose mission is to make sustainable improvements to the aspiration, achievements and life skills of young people and their families, making a real impact upon their lives irrespective of their circumstances. Their vision is to support the community by developing physical, mental and emotional wellbeing, while positively affecting social change and creating happy memories. They develop the projects in the local community by building strong relationships with partners and using these connections to provide meaningful support to the children and young people in the City.

The delivery of the Stoke-on-Trent HAF programme is built on strong long-standing as well as new relationships with various partners across the City including; local schools, community venues, voluntary sector providers, Stoke-on-Trent Council leisure services, local activity partners, local food suppliers, transport and enrichment providers. By building mutual respect amongst delivery partners who all have a shared passion to support children, young people and their families in the City, The Hubb Foundation has been fundamental in delivering a HAF programme that proactively adapts to changing circumstances and priorities which is crucial for long-term success.

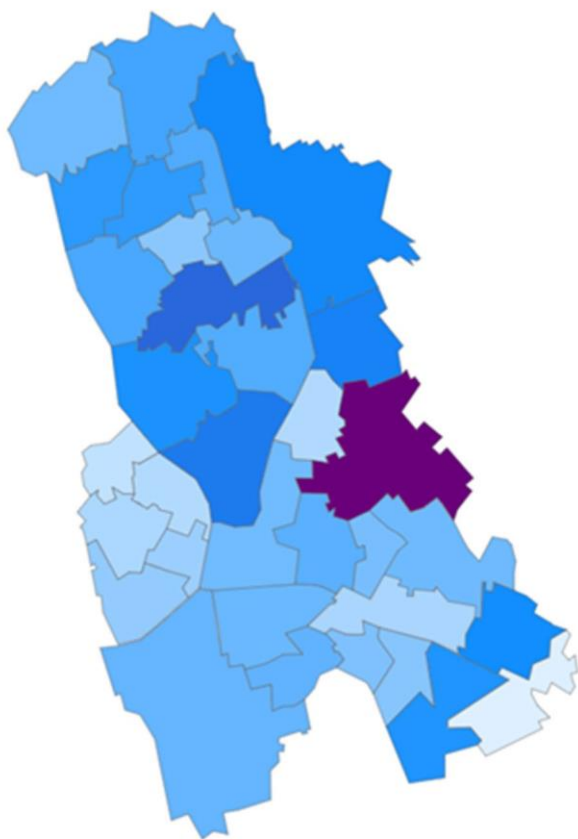
We are extremely proud of the extensive high quality HAF programme that has been delivered across the City over the last year. The unwavering commitment of The Hubb Foundation and dedicated support of delivery partners has been pivotal in ensuring that our eligible children, young people and families have access safe, fun and enriching holiday provision.



## What we know

In Stoke-on-Trent we have **14,530** children and young people who are on roll in Stoke schools and whose parents/caregivers claim free school meals. As the number of free school meal recipients continues to grow, the year on year demand for a HAF programme and provision similar to its kind also continues to increase.

FSM by Ward (May Census)



Ward	Number of children
Bentilee, Ubbberley and Townsend	1395
Moorcroft and Sneyd Green	890
Hanley Park, Joiners Square and Shelton	798
Abbey Hulton	755
Baddeley, Milton and Norton	723
Meir North	703
Etruria and Hanley	671
Meir South	653
Tunstall	619
Little Chell and Stanfield	607
Great Chell and Packmoor	540
Burslem	516
Bradeley and Chell Heath	495
Birches Head and Northwood	490
Fenton East	461
Blurton	439
Hanford, Newstead and Trentham	426
Hollybush	410
Ford Green and Smallthorne	408
Meir Hay North, Parkhall and Weston Coyney	394
Goldenhill and Sandyford	389
Fenton West and Mount Pleasant	386
Sandford Hill	364
Dresden and Florence	340
Lightwood North and Normacot	312
Burslem Park	304
Trent Vale and Oakhill	272
Boothen	242
Longton and Meir Hay South	200
Penkhill and Springfields	188
Bucknall and Eaton Park	172
Hartshill Park and Stoke	167
Basford and Hartshill	120
Meir Park	21

## 2023 Stoke-on-Trent HAF Programme:

- Provided a total of 1,212 sessions
- Delivered 4,248 hours of provision
- Created 44,673 opportunities
- Hosted in 29 of the 35 council wards within the city
- Reached 85.13%\* of children in receipt of benefits related FSM \*of overall attendance figures
- Engaged with 769 SEND children
- 60% of schools in the City hosted or delivered HAF activities
- Partnered with 161 delivery partners
- 75% of provision rated as Good or Excellent following robust quality assurance processes
- Total expenditure £1,561,663



# Easter

## Provision

**Dates: Monday 3<sup>rd</sup> April 2023 to Friday 14<sup>th</sup> April 2023** - 9 days of enriching activities and external trips.

**Number of delivery partners: 101**

**Number of venues: 71**

**Number of sessions: 247**

**Hours of provision: 902**

**External trips: 15**

**Opportunities created: 8,475**

## Unique Attendance

**2,431** unique children and young people accessed HAF provision during Easter 2023 of which:

**635** were primary school children

**402** were secondary school children

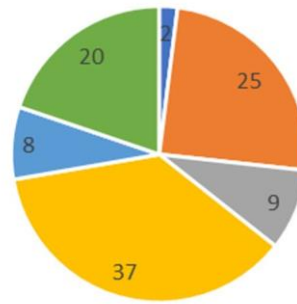
**267** SEND children

## Average Attendance:

Children and young people on average attended **5** sessions

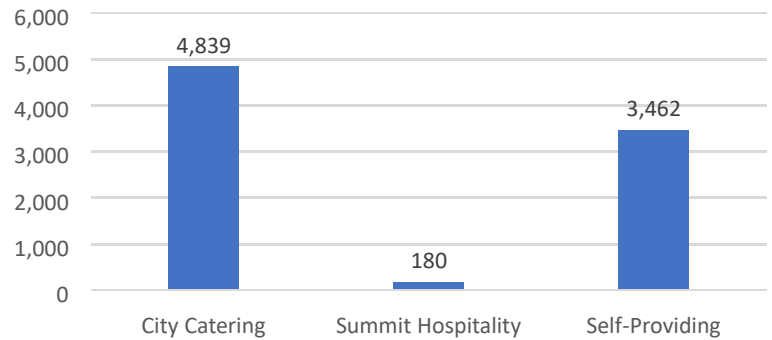
## Expenditure

**Total spent: £278,392.00**

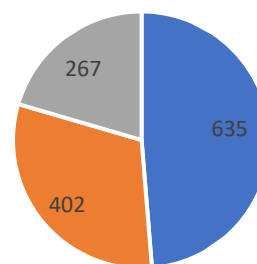


- Number of Catering Companies
- Number of Community Venues
- Number of Lead Providers
- Number of Venues
- Number of Schools
- Number of Enrichment Providers

## Meals Provided



## Unique Attendance Figures



- Primary
- Secondary
- SEND

## Highlights

- The number of primary aged pupils accessing the HAF provision was proportionately more than the number of secondary aged pupils accessing, which has been a reoccurring pattern since the programme began.
- The number of secondary aged pupils accessing the HAF programme in comparison to Easter 2022 increased by 15.5%.
- By streamlining the targeting of the programme there was a notable increase in the % of FSM attendance at sessions to 85%.
- External trips allowed children and young people to have the opportunity to take part in activities and create memorable experiences.
- Delivered over 300 Easter eggs to attendees, the eggs were donated by a number of local businesses.
- An increase in the number of schools chose to staff the entire HAF sessions themselves. A qualified Forest School Teacher took groups of children to the School Forest for innovative sessions.

## Feedback and Testimonials

- These activities make our school holidays so much better, without them we would be stuck at home as we can't afford to do lots of activities. These activities have given my children much needed time out of the house and me a much needed break to do the housework and other jobs around the house. Its such a relief to have somewhere that I know is safe to leave them where they learn, play, have fun and get fed! Thank you to everyone involved.
- We love attending the sessions... so inclusive and fun.
- The actives have boosted my daughter's confidence and self-esteem when it comes to socialising. Thank you!
- These extra sessions give my children so much confidence.... with extra time to practice skills and learn new ones too.... plus, they get to meet new friends and help each other.



# Summer

## Provision

**Dates: Monday 24<sup>th</sup> July 2023 to Friday 1<sup>st</sup> September 2023** - 30 days of enriching activities and external trips.

**Number of delivery partners: 131**

**Number of venues: 179**

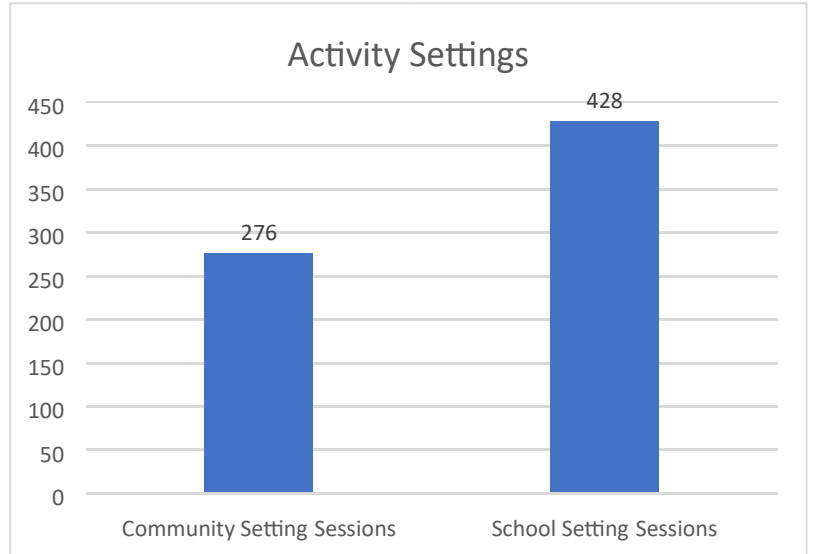
**Number of sessions: 798**

**Hours of provision: 2,764**

**External trips: 94**

**Opportunities created: 29,866**

**Meals provided: 30,313**



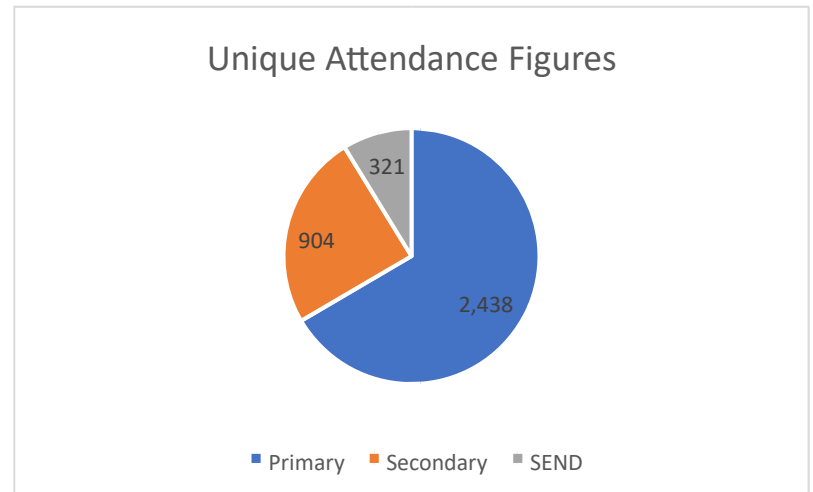
## Unique Attendance

**3,663** unique children and young people accessed HAF provision during Easter 2023 of which:

**2438** were primary school children

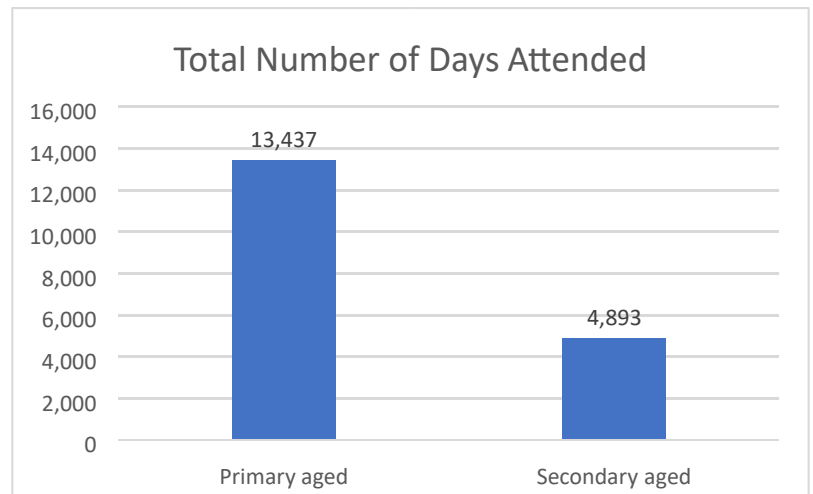
**904** were secondary school children

**321** SEND children



## Average Attendance:

Children and young people on average attended **5** sessions



## Expenditure

**Total spent: £1,007,697**



## Highlights

- Children and young people accessed over 18,300 in person opportunities.
- Sessions were delivered in 48 schools and 35 community settings.
- A particular focus on enrichment over the Summer ensured that the programme remained fresh and engaging, encouraging continuous attendance and access to a whole host of fun engaging activities. Local engineering firm, KMF delivered exciting STEM workshops for inquisitive minds.
- Family festivals were hosted throughout the City in local community spaces which proved to be successful to increase community engagement and support community integration for some families.
- A comprehensive training programme for delivery partners was created, before Summer began. The programme offered providers accredited workshops on topics such as MultiSkills, Managing Challenging Behaviour, Fit & Fed Activator and Boxing 4 Fitness Activator. The training programme was attended by 64 staff from 11 different delivery partners and helped to diversify the HAF offer.
- A local mental health provider, Changes, conducted two workshops focused on understanding the emotional wellbeing and mental health of Children and Young People. The sessions ensured that providers received a full understanding of mental health of children and young people and consolidated the link between HAF and mental health services in the Stoke area.

## Feedback and Testimonials

- I found HAF session to be refreshing. As a mum of 5, 3 with confirmed SEN needs it was amazing to see children of all abilities playing together, learning to understand each other and most of all enjoying their time.
- The HAF programme is amazing and is really good for my son to see his friends in the holidays and also loves all sport activities and it's a great help because it's at school so I can walk to it.
- Can it be open again for more sessions? My child enjoyed the sessions and wanted to come back. There is lots of activities and they enjoy seeing friends, due to some bad weather the children would have been sitting in the home where here, they have been able to do activities and meals were provided which is good for money at the moment.
- 'I enjoyed the climbing wall the most, I was scared because I don't like heights but the trainers were really supportive and I managed to get to the top'.



# Christmas

## Provision

**Dates:** Wednesday 27<sup>th</sup>  
December 2023 – Friday 5<sup>th</sup>  
January 2024 - 8 days of enriching activities and external trips.

**Number of delivery partners:** 104

**Number of venues:** 174

**Number of sessions:** 167

**Hours of provision:** 581.5

**External trips:** 32

**Opportunities created:** 6,332

**Meals provided:** 6,332

## Unique Attendance

**1,514** unique children and young people accessed HAF provision during Christmas 2023 of which:

**763** were primary school children

**571** were secondary school children

**180** SEND children

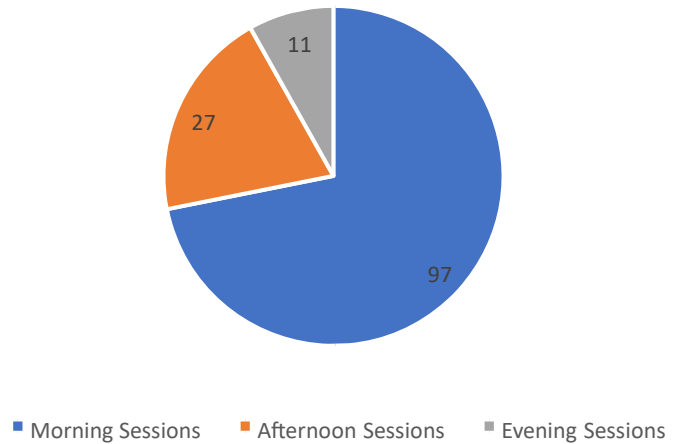
## Average Attendance:

Children and young people on average attended **2.4** sessions

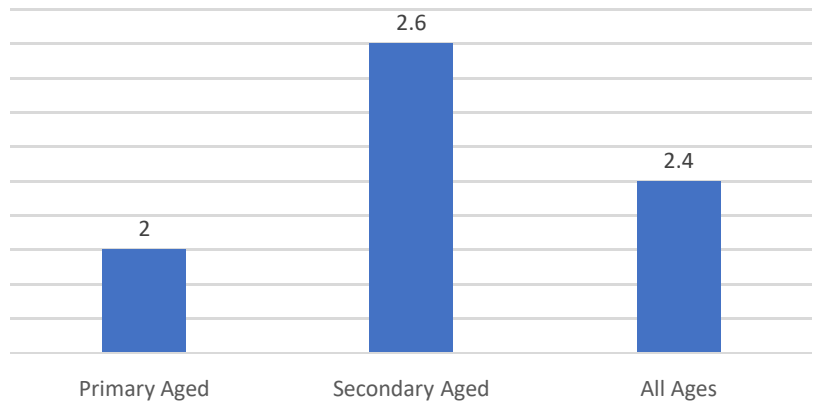
## Expenditure

**Total spent:** £278,574

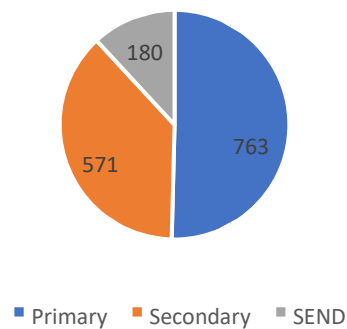
### Session Times



### Average Session Attendance



### Unique Attendance Figures



## Highlights

- A successful pilot programme was conducted in collaboration with Stoke-on-Trent City Council's leisure services. This saw a group of 30 14-16-year olds having access to leisure passes at three leisure centres across the city.
- 1000 food and activity parcels were distributed across the City to eligible families. Parcels gave families opportunities to engage in activities at home and enjoy time together cooking meals by following recipe cards.
- The Mitchell Arts Centre delivered performing arts workshops which ended with a very special Christmas performance of Home Alone. It was great to see local children performing on a local stage, in front of proud family members, Council staff and Hubb Foundation staff. It was a most successful evening. The children's performances were exceptional, leaving family and friends in awe of their outstanding talent. To view the performance visit:  
[https://www.tiktok.com/@hubb\\_foundation/video/7321644005052189984?is\\_from\\_webapp](https://www.tiktok.com/@hubb_foundation/video/7321644005052189984?is_from_webapp)
- The outstanding work of the Mitchell Arts Centre has been celebrated further with a nomination for a 2024 HAF Award.
- 1,200 Christmas presents, donated by JCB, were provided at sessions for children to take home and open on Christmas day.
- Affinity Staffordshire launched a Christmas appeal within the shopping outlet with 6 donation boxes throughout, where shoppers could donate items. A total of 303 presents were donated.
- Rebus training Ltd also launched a Christmas appeal within their company. From the staff and students, they collected around 30 presents and 169 selection boxes which were distributed throughout the HAF programme.
- First Buss donated 100 food bags which contained a Christmas lunch and were distributed to families that were booked onto HAF sessions.
- Christmas presents were donated from Valentine Clays and 100 selection boxes from the NHS and Coopers Croft Care home gave 100 individually wrapped Mince Pies.

## Feedback and Testimonials

- I cannot praise the activity craft boxes enough. Both girls and boys have been engaged and have been enthusiastic about the contents. All of the items are themed for Superheroes - which at first glance I thought would reduce the attraction for girls - but the activities, journals, games and exercise items have all be accepted with great appreciation. I loved the contents with pens and items such as the keyring, environmental impact is reduced and give plenty of options for entertaining the children away from screens and phones.
- My child has autism and ADHD, the Provider was absolutely brilliant with A. Nothing was too much for them. Highly recommend 5\*
- "Wow what can I say! To have the fun and friends' sessions to attend with our complex needs' son just after a stressful and overwhelming Christmas was like a breath of fresh air. Having the team at fun and friends completely accept my son and in fact adore him for who he is and provide activities that he actually engaged in was wonderful. This was just invaluable, and I could never put into words what it feels like to have that safe space, my son absolutely loves attending which is huge for him. Fun and Friends sessions are an absolute must for any parent in the city! No more feeling lonely and isolated."
- A young refugee family were rehoused in Bentilee in February 2023. In April mum brought two children onto the park where we are based. They popped in to our club to have a look at what we were doing, the children a boy aged 11 years and girl aged 7 were very shy but requested to join in. Mum stayed throughout the session to give some encouragement, this continued for

the following week until they had the confidence to attend on their own. It didn't take long for the pair to make new friends and both started to enjoy their new-found freedom. During the summer school holidays, we were lucky enough to be funded by the Hubb Foundation to take groups of children out for the day taking part in activities such as Outdoor Adventure Centres, Seaside and Theme Parks to name just a few. Both came along with many other members of the club, to see a child who has never been to a beach or experienced a funfair ride is really emotional but so satisfying. Everyone had a smile from ear to ear and so worn out after a fun filled day, slept all the way home. Coming forward to now January 2024 our shy two now walk into the club every evening greeting everyone with high fives and the biggest smile. Football is a main focus for our young man and his skills have been greatly developed with the encouragement of the HAF providers during the Christmas Holidays and our young lady absolutely loves arts and crafts, she is extremely artistic and thoroughly enjoyed the equipment and activities we were able to provide as part of the HAF funding.

- Really enjoyed it as we were struggling with money due to universal credit switch over. Meant we could have a few hours as a family to enjoy the activity without worry a lot meant they were provided with a dinner which was really helpful.



## Physical Activities

There was a vast range of physical activities on offer during the 2023 HAF programme for attendees to enjoy. All delivery partners provided a core offer which met and in the majority of time exceed HAF standards. Activities ranged from free play to structured and sports specific clubs.

Children and young people had the opportunity to access:

- Football
- Dodgeball
- Cricket
- Gymnastics
- Trampolining
- Canoeing
- Archery
- Climbing
- Skiing
- Tubing
- Boxing
- Cricket
- Basketball
- Colour Runs
- Swimming

Utilising core delivery partners who already deliver in our schools during term time helps us to provide a meaningful HAF programme. Partner staff already have an awareness of individual needs meaning that activities can be tailored around those who attend. Core providers quite often employ teaching staff from schools to support the sessions, this increases parents/caregivers' confidence and builds on the trusted relationships that children and young people already have, as staff already have relationships with the children and young people who attend.



## Enriching Activities

To ensure that our HAF programme is delivered within the HAF standards, enrichment activity providers are deployed to introduce a variety of activities alongside those that are already offered by lead core providers and schools. These providers bring new and engaging activities to the programme that keep it fresh and exciting allowing children and young people to take part in new experiences and obtain lifelong skills.

The range of activities is diverse and includes the following:

STEM Programmes – Engineering and Coding

Mindfulness – Yoga

Creative Programme – Arts, Illustrations, Performing Arts, Musical Theatre and Circus Skills

Trips and experiences such as outdoor education pursuits, theatre visits and theme park excursions have also been offered through our 2023 HAF Programme. This approach aims to ensure children and young people in Stoke-on-Trent have equal opportunities to engage in new experiences, develop skills and create memorable moments.

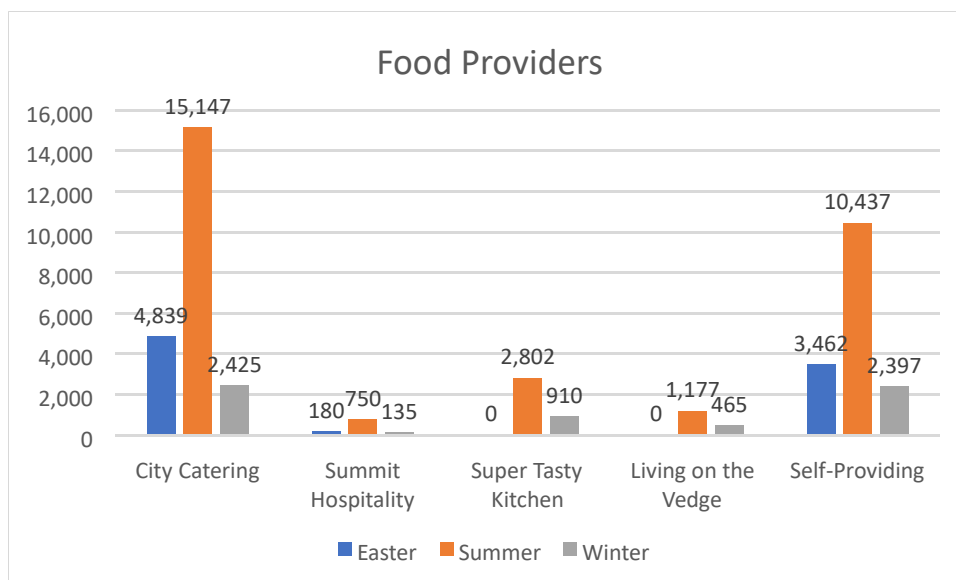


## Food Education

Over 45,000 healthy meals were provided to children and young people who attended a HAF session in 2023. Some meals were cooked and prepared on-site whilst the majority (63.9%) of food was prepared off-site by catering organisations who delivered to venues at specific times.

The Hubb Foundation, along with professionals from Stoke-on-Trent City Council's inhouse catering provider, completed quality assurance checks to assess the quality of food to ensure that it met school food standards. Dietary requirements including allergens for children and young people were catered for. Allergens were communicated between the lead provider and catering providers ahead of delivery and food was delivered with full ingredient lists with clear allergen labelling in line with Natasha's Law.

Lead provider staff, external enrichment providers and culinary chefs delivered and incorporated healthy eating and lifestyle workshops into their sessions. Sessions ranged from interactive discussions, games and activities around an Eatwell guide, sugar content of certain foods as well as more hands-on practical sessions including pizza making, smoothie making and fruit kebabs.



The below question was asked to parents/caregivers over the HAF programme.

*How would you rate the food your child(ren) received as part of the HAF programme?*

**72.5%** rated as 'very good' a further **14.8%** rating a 'good'.



## Nutritional Education and Promotion of Healthy Living/Lifestyles

Delivery partners were given the opportunity to take part in a training programme to support in their delivery of HAF provision. This included a workshop hosted by a local catering company which gave attendees the chance to develop and master their culinary skills and cultivate and interest in food. Providing these training sessions has supported the increase of self-providing delivery partners, reducing environmental impacts, as well as securing sustainability and embedding an everlasting impact of HAF throughout the City.

We have been fortunate to have “Keep Stoke Smiling” Founder and Orthodontist, Dr Karen Juggins, deliver two “training the trainer” workshops for the Keep Stoke Smiling campaign. These workshops have been designed to educate HAF delivery partners on the importance of dental hygiene and offered resources for activities and workshops in HAF sessions. Topics ranged from tooth brushing and checking food labels, to using fluoride toothpaste and warning about the dangers of sugary fizzy drinks. 300 toothbrushes and toothpastes were distributed during HAF sessions.

Having access to training programmes means that delivery partners now have the skillset and knowledge base to confidently share with families who attend their HAF sessions, promoting healthy lifestyles and nutritional education in a fun, engaging way!

1000 activity and food parcels were provided to families over the Christmas provision. These parcels contained several activities for children and young people to get engaged with as well as ingredients, along with recipe cards to support families to make healthy meals, whilst encouraging children and young people to gain cookery skills.





## Special Education Needs & Disabilities (SEND)

Collaborative partnerships with local parent/caregiver SEND networks helps us to ensure the delivery of high-quality engaging and accessible activities in suitable settings, supporting children and young people *to be the best they can be* in line with the City Council's SEND Strategy 2024 - 2028. Key partners, along with their respective networks that boast the trust and recognition of the families they serve, have been instrumental in co-producing and coordinating appropriate activities cementing the *nothing for us without us* priority of our SEND strategy.

There are around 2,500 children and young people between the ages of 4 to 16 who have an EHC Plan. Through engagement we have been successful in facilitating inclusive sessions tailored to children and young people with additional needs, 31% of those with an EHC Plan have accessed HAF provision in 2023. Our SEND delivery partners boast expertise in supporting young individuals with diverse needs and have established strong relationships with families, enabling them to participate in HAF activities and offerings beyond.

The sessions conducted during the 2023 HAF Programme have provided a platform for parents/caregivers and caregivers to share their perspectives on the programme's significance and its positive impact on their children.

Parents and caregivers were also given the opportunity to access a number of health and SEND professionals. These included local authority teams such as Children with Disabilities social care, Healthwatch and Education Psychologists to help signpost and support families to access other avenues of help as and when required.

One parent commented "We call this the fun and friends' sessions and what I have found beneficial personally is that my daughter just fits. She doesn't have to match a certain behaviour and doesn't have to pretend to fit into a box that doesn't fit her. All the other parents here are going through the exact same thing, we are all on the same page and nobody judges, nobody gives you those looks or whispers behind their hands. It happens in a lot of other places; in the holidays this was a real lifesaver".

A second parent commented "Having three children with conflicting needs makes holidays, in particular Summer, a tricky time. As parents we are stretched thin and isolated. Activities in the park has been a lifeline this year. It has been a chance to not feel alone, in fact if it wasn't for the parent network we would barely have spoken to anyone this Summer. Professionals attending has also been helpful. There was a good atmosphere, welcoming and inclusive. Nobody is left behind which is worth its weight in gold in the society we live in as so much is a battle, and so often not included. The bottom line: thank you for keeping us going - we are still standing against all odds."

We will continue to build on the energy generated throughout independent groups and charities that support children with SEND to ensure that our HAF provision is as inclusive as it can be.

### Key messages from our SEND provision

- Safe places for children, young people and their families to be themselves engage in activities and enjoy the company of others.
- Children, young people and their parents/caregivers are not judged.
- Supportive network where all parents/caregivers share the same common issues and can offer support to each other.
- An increase in parents/caregiver's mental health.

## The impact of HAF on Social Value

The immediate and effective impact of the HAF programme provides healthy and happy holiday experiences for children, young people and their families by helping remove economic and social household pressures during school holidays as well as signposting to appropriate agencies, increasing local employability and other social benefits.

A young refugee family were rehoused in the City in February 2023. In April mum brought two children onto the park where we are based. They popped into our club to have a look at what we were doing, the children a boy aged 11 years and girl aged 7 were very shy but requested to join in. Mum stayed throughout the session to give some encouragement, this continued for the following week until they had the confidence to attend on their own. It didn't take long for the pair to make new friends and both started to enjoy their new-found freedom. During the summer school holidays, we were lucky enough take groups of children out for the day taking part in activities such as Outdoor Adventure Centres, Seaside and Theme Parks to name just a few. Both children came along with many other members of the club. To see a child who has never been to a beach or experienced a funfair ride is really emotional but so satisfying. Everyone had a smile from ear to ear and so worn out after a fun filled day. Coming forward to now January 2024 our shy two, now walk into the term time club every evening greeting everyone with high fives and the biggest smile. Football is a main focus for our young man and his skills have been greatly developed with the encouragement of the HAF providers during the Christmas Holidays and our young lady absolutely loves arts and crafts, she is extremely artistic and thoroughly enjoyed the equipment and activities we were able to provide as part of the HAF funding.

The young person has found it difficult to engage with school for the past few months having experienced a traumatizing event. He has been withdrawn, fearful of leaving mum and not willing to engage with his regular timetable most days. Child has been displaying aggressive behaviour to staff and destructive when in school. Mum has found this deeply upsetting and child has been progressively getting more detached from adults. During HAF summer clubs the young person took part in team games such as football, tag rugby and particularly enjoyed games with the noodles. Child's engagement increased over the sessions. At the beginning the young person was still reluctant to leave mum but the upsetting time of being dropped off decreased and the response to adult support become effective. The young person showed leadership skills and enjoyed having the responsible roles. Child responded well to 1:1 support and the benefit of having an adult that was neither from home or school helped the child to open up and gave them an adult they could trust. Since engaging in the HAF programme the young person's parent/ caregiver has reported that the young person has started to sleep better and is less clingy at home, they still need persuading to attend sessions away from parent/caregiver, but they are confident that this will have a positive impact on willingness to engage in future provision.

*'I enjoyed laughing at the adults and love being outside to play'.*

95% of HAF delivery partners are based in the city or in neighbouring Staffordshire. They employ local people and also recruit for casual workforce during holidays to increase their capacity which supports local businesses, creates jobs, and contributing to the economic development of the community.

## The impact of HAF on School Attendance

Our schools have identified a pressing need to address persistent non-attendance amongst disadvantaged pupils. Through the implementation of the HAF programme, schools have been able to see a notable improvement in school attendance for a number of pupils who have engaged in enriching activities in 2023. By addressing barriers to attendance and providing continuity of support and familiarity over key holiday periods for children, young people and their families, we can confidently see the positive impact that our HAF programme delivers.

### Child 1

**Attendance Improvement:** Increased by 11% since attending holiday provision.

**Impact:** She is no longer a persistent non-attender, attending HAF sessions has allowed her to get emotional support from her peers and the holiday clubs staff.

**Testimonial:** "I like going to holiday club because I get to spend time with my friends that I wouldn't normally in the holidays and I have made new friends in school".

### Child 2

**Attendance Improvement:** Increased by 17.4% with current attendance at 99.4%.

**Impact:** He does display behaviour and integration issues, this has seen improvement recently.

When attending holiday clubs, he has the opportunity to build his social skills which has helped increase his attendance.

**Testimonial:** "I like seeing my friends in the holidays. I like the games activities and we get to do new things like the workshops. The food is always really good too!"

### Child 3

**Attendance Improvement:** Increased by 29.1%, with a reduction in unauthorised absence by 23.2%.

**Impact:** This pupil has a history of persistent non-attendance. Following her attendance at the holiday club provision, persistent non-attendance is no longer a concern. She reports that she has made new friends at holiday club, making it easier for her to attend school.

**Testimonial:** "I really like the craft activities, the climbing wall and all other activities that I don't have

### Child 4

**Attendance Improvement:** Increased by 32%

**Impact:** This pupil had historical persistent non-attendance. This pupil was able to develop strong friendships with the pupils that attended the holiday club.

**Testimonial:** "I really enjoyed the climbing wall and we get to go on trips that we wouldn't have been able to before".

## Conclusion

Stoke-on-Trent City Council and The Hubb Foundation are proud of the unique partnership formed in order to deliver another successful HAF Programme in 2023. The HAF programme has offered a huge amount of opportunities for our children and young people over the year which has included on site school delivery, on site community venue delivery, trips and even food and activity parcels during the Christmas delivery. Scores of children and families have had access to opportunities outside of their usual school holiday experience, they have; attended the theatre to watch productions, scaled the wall of True Ninja and bounced from pillar to post at Flipout amongst numerous other exciting trips.

Throughout the year, we have worked with amazing activity providers, schools, community venues and suppliers who are passionate about providing and delivering a fun filled programme of activities for the children and young people of the City. We look forward to what comes next on this journey, making it grow and building on from what we already have already achieved.

Through ongoing reflection and collaboration, we are confident that the delivery of the HAF programme over the last year has had an everlasting impact on the children, young people and their families who have engaged in provision – providing them with lots of amazing opportunities and equipping them with skills that they can build upon for themselves and share within their wider communities.

In 2024/25 we aim to build on from 2023 and increase reach for our HAF provision, whilst adapting to ever changing needs.

Therefore, based on learnings from 2023, we aim to:

- Enhance added value by collaborating with local businesses and focusing on high schools for long-term impact on future employment opportunities.
- Source further match funding to support those children that are not eligible for the programme but are vulnerable including those children who are in care or at risk of being taken in to care.
- Collect and analyse data from partner schools to better understand the correlation between participation in holiday provision and academic attendance and attainment.
- Develop a programme that encourages an increase in the number of participating girls, ensuring that any barriers to access for such cohort are identified and reduced.
- Provide more flexibility and variety in food offerings, by providing further training opportunities to support further self-catering providers to achieve standards.
- Continue to work with and strengthen collaborations with local parents/caregivers' networks for holiday SEND provision, engaging with more difficult to reach groups to co-produce a HAF programme that is inclusive.
- Explore opportunities to utilise Council services and facilities including Leisure services and Family Hubs, working with them to embed support directly within HAF sessions. This will facilitate easier access for families in need, removing barriers to participation and fostering a more inclusive environment.
- Minimise the number of no shows at sessions by; improving the functionality of the booking system to enable automatic cancellations, working with delivery partners to proactively reach out to families who have booked onto sessions and supporting parents/caregivers to confidently use the booking system.

- Look at embedding a multi-agency approach, working with social care, to ensure that vulnerable families are engaged and have access to the right support and advice at the right time.
- Invest in upskilling local organisations for sustainability beyond the lifespan of the HAF programme.
- Implement engagement and coproduction workshops with older young people aged 13-16 to ensure that the programme is reflective of the thoughts, feelings and wishes of children and young people in the City.

## Acknowledgements

We would like to take this opportunity to say a big thank you to all of our fantastic delivery partners and in particular our coordination partner, The Hubb foundation. Thousands of children have been able to make new friends, learn new skills and receive the extra support they need in the school holidays. Without them the programme would not happen!

Affordable Food Stoke  
Alexandra Junior School  
Alton Towers  
ASM Sports  
Ball Green Primary  
Barlaston Cricket Club  
Bee Active  
Belgrave St Bartholomew's Primary Academy  
Bentilee Volunteers  
Bewilderwood  
Birches Head Academy  
Breathe New Life Church  
CAF  
Carmountside Primary Academy  
Chatsworth House  
Chloe Breeze illustration  
Circus in a Box  
City Catering  
City Music Service  
Clip N' Climb  
CMB Sports  
Co-Op Academy Clarice Cliff  
Co-op Academy Glebe  
Co-op Academy Stoke-On-Trent  
Created Academy  
Diamond Families CIC  
Dimensions Leisure Centre  
Discovery Academy  
Dizzy Heights  
Eaton Park Academy  
England Athletics  
Etruscan Primary School  
Farm On The Hill  
Feasted CIC  
Fenton Manor Leisure Centre  
Flip Out  
Florence Sports & Social Club  
Forest Park Primary School  
Goldenhill Community Centre  
Grove Academy  
Guerilla Training  
Hanley Hustlers  
Hanley Park

Hanley St Luke's CofE Primary  
Haywood Academy  
Helping Angels  
Holden Lane Primary School  
In 2 Health and Wellbeing CIC  
Indian Fusion  
Jam Coding  
Jump 2 It Coaching  
Kilnworx  
Kingsland CofE Academy  
KMF Engineering  
Kreative Foundations  
Living on the Vedge  
LMA Academy  
Lodge Farm Equestrian Centre  
London Magic School  
Longton Rugby Club  
Maple Court Academy  
Meir Education Centre  
Mickey's Theatre School  
Middleport Matters Community Trust  
Mill Hill Primary Academy  
Milton Scout Hut  
Mini Me Mindfulness  
Mitchell Arts Centre  
Moss Green Community Centre  
New Ford Academy  
New Vic Borderlines  
Ninja Warrior  
Northwood Parish Hall  
Northwood Stadium  
Norton Cricket Club  
Nurtured Through Nature  
NV Events  
Oakwood Road Community Centre  
Old Meir Library  
One Bomb Boxing Gym  
Ormiston Horizon Academy  
Ormiston Sir Stanley Matthews Academy  
Our Lady and St Benedict Catholic  
Our Lady's Catholic Academy  
Packmoor Ormiston Academy  
Park Hall Academy

Peak District Survival School  
PEGiS  
Pixel Busters  
Port Vale Foundation Trust  
Port Vale Football Club  
Portland Inn Project CIC  
Portland School and Specialist College  
Priory CofE Primary  
Regent Theatre  
S.E.N.D Gin and Cheese  
Sammies Pool  
Sandford Hill Primary School  
Shobnall Leisure Complex  
Skills Supply  
Smallthorne Primary  
Spitfire Wheelchair Basketball  
Splat  
SPLAT Staffordshire CIC  
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 Paul's CofE Primary  
St Peter's Catholic Primary  
St Peter's CofE Academy  
St Thomas More Catholic Academy  
St Wilfrid's Catholic Primary School  
Staffordshire Wildlife Trust  
Staffs Lifting Club  
Stanley Head Outdoor Education Centre  
Stoke City Community Trust  
Stoke City Football Club  
Stoke Minster CofE Primary Academy  
Stoke Ski Centre  
Stoke-on-Trent Youth Offending Service  
Summit Hospitality  
Super Tasty Kitchen  
Sutherland Primary  
Synectics Solutions Ltd  
Teamsport Karting  
Temple Street Methodist  
The Angel of Austin  
The Bridge Centre (CAF)  
The Coaching Quarters  
The Crescent Academy  
The Excel Academy  
The Hub@ST6  
The Meadows Primary Academy  
The Wallace Centre  
The Willows Primary  
The Yard Community Centre  
Thistley Hough Academy  
Thor's Cave  
Time4Sport

Tittesworth Reservoir  
Together We Make a Difference  
Trentham Academy  
Trentham Gardens  
Trentham Monkey Forest  
Tunstall Methodist Church  
Waterside Primary School  
Waterworld Leisure Ltd  
Wesley Hall Methodist Church  
West End Centre  
Weston Infant Academy  
Weston Junior Academy  
YMCA  
Zoo2U

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**Holiday Activities and food - Stoke-on-Trent**