



Isle of Wight
**Holiday Activities and
Food Programme**
Annual Report

April 2022 to March 2023



“Fantastic opportunity for children who don’t always get these opportunities and wonderful to see what they have achieved at the end of week”



Contents

Welcome	4
Background	5
Mapping demand and provision	6
Headline achievements	7
How we delivered	8
Quality of provision	9
Partnerships	10
Case study:	
Brading Community Partnership	11
Case study: West Wight Nursery	12
Signposting	13
Communications and marketing	14
Budget and expenditure	16
Thank you	18



Welcome

While school holidays see thousands of holidaymakers pour onto the Isle of Wight, not all our children get to enjoy the best our beautiful Island has to offer. That is why the Holiday Activities and Food (HAF) Programme is an important, high-profile and much needed initiative.

Funded by the Department for Education and commissioned across the Isle of Wight by Hampshire County Council and Isle of Wight Council's Children's Services, it provides practical support to vulnerable school-age children and their families during the school holidays in a fun and positive way.

The programme is offered primarily to those eligible for benefit-related free school meals and offers a nutritious meal and a variety of fun activities delivered by a range of local providers across the three main holiday periods of Easter, summer and Christmas and in locations across the island.

Our 2022 to 2023 budget for HAF delivery has been used to great effect through bringing together businesses, charities, schools and local groups from over the Island to ensure the best possible outcomes from this programme. With funding now secured until 2025, we will continue to oversee HAF on the Isle of Wight, building on our already strong foundations.

This report puts some of our best providers in the spotlight, and deservedly so. Their partnership working and added value has been reflected in the feedback that this is a valuable initiative to help all Isle of Wight children achieve their potential, no matter what their background. I am proud of all our providers – evaluation has shown most of our provision has been assessed as either good or excellent. Thank you for all the work you've done and continue to deliver for the holiday activities and food programme here on the Isle of Wight.

Councillor Debbie Andre

Cabinet Member for Children's Services, Education and Lifelong Skills



Background

The HAF team for the Isle of Wight commissions bespoke and specialist holiday clubs for eligible children and their families. Since receiving confirmation of almost £1.3 million government grant for three years of funding in 2022, we have been able to appoint a dedicated team to deliver the programme and continue to develop and improve our offer.

While local clubs are run by our providers themselves, the HAF team plays a crucial role in ensuring the quality of provision meets exacting standards, including food provision, nutritional education, safeguarding and reporting. Our quality assurance methods ensure high quality provision for the Island's children, with none of our providers falling below an 'adequate' rating.

As the programme continues to evolve, the team's reach has grown to develop the offer to meet changing needs. They have linked with other Isle of Wight Council services, Citizen's Advice and other support organisations to signpost to support for the whole family as well as the child. Feedback shows that our holistic approach to wellbeing and support, while promoting an understanding of nutrition and food budgeting, is very positively received.

I am proud of the wholehearted support the Island's HAF providers deliver, whether they be large sports and arts organisations or local community groups. Tackling rural isolation has been key to the success of the programme on the Island and some of their stories are shared in this report. Communication with our providers is two-way and best practice is eagerly shared and adapted. Our provider training programme is crucial to the success of our provision and ensure standards are kept high.

Of particular note in this report is the outstanding partnership working taking place with businesses at both a community level and across the whole Island to support our clubs. These initiatives have ensured that core HAF funding goes further and enhances the children's experience at the clubs – with donated food benefitting the whole family and enrichment opportunities enabling children to try new adventures at little or no cost to the HAF budget.

As we approach delivery of our 2023 programme, we continue to build on our successes and experience while cementing relationships with both longstanding and new providers to provide the very best experience for our eligible children. It is fantastic to be part of such an important programme of work, benefitting the Isle of Wight's children, their families and the local economy.

Suzanne Smith

Assistant Director of Children's Services

Mapping demand and provision

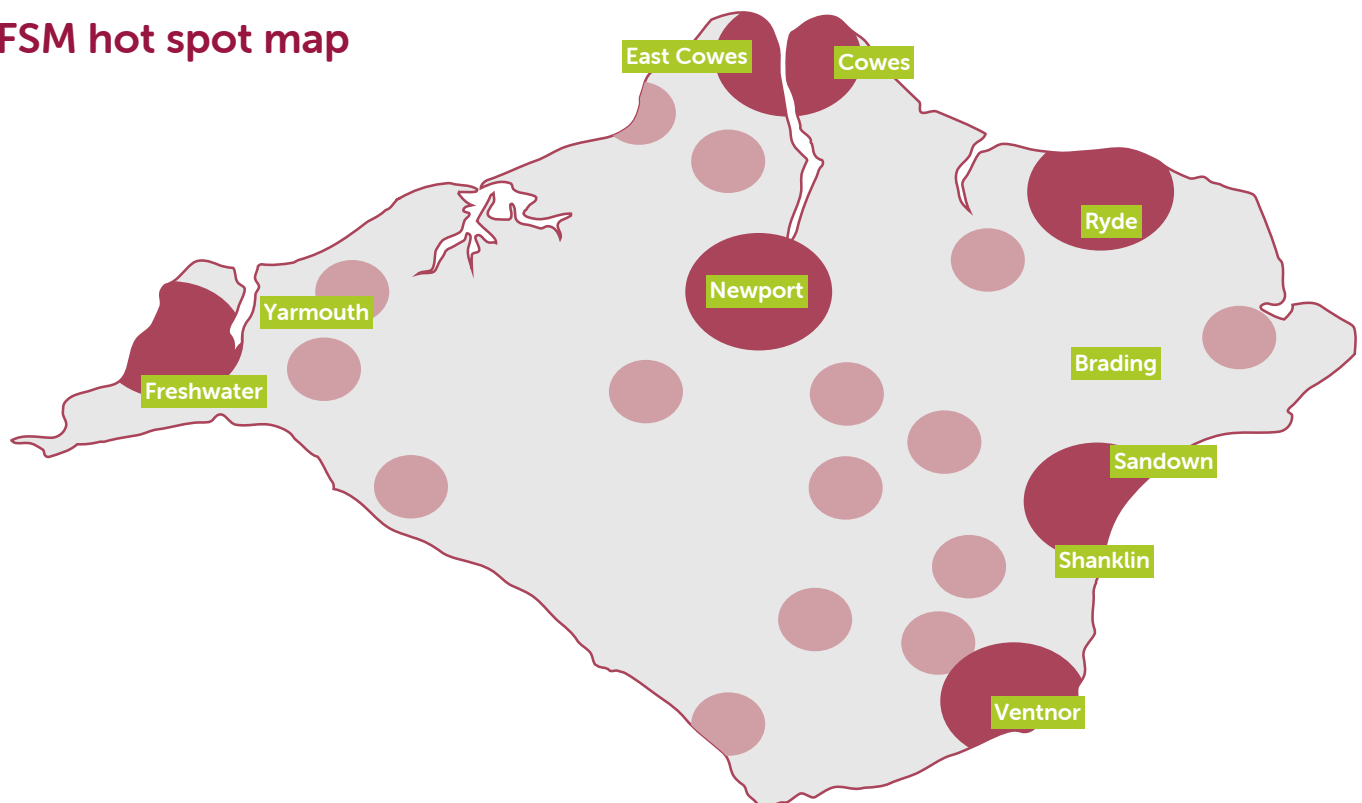
Both home and school postcodes of children eligible for free school meals (FSM) were mapped to inform and support effective commissioning of the Isle of Wight's HAF provision.

The details of applications to provide HAF activities were overlaid onto detailed FSM maps and evaluated based on location, price, target audience, and nature of activity.

This distinguishes between the different age ranges and types of provision available and helps to ensure that all needs are met across our area.

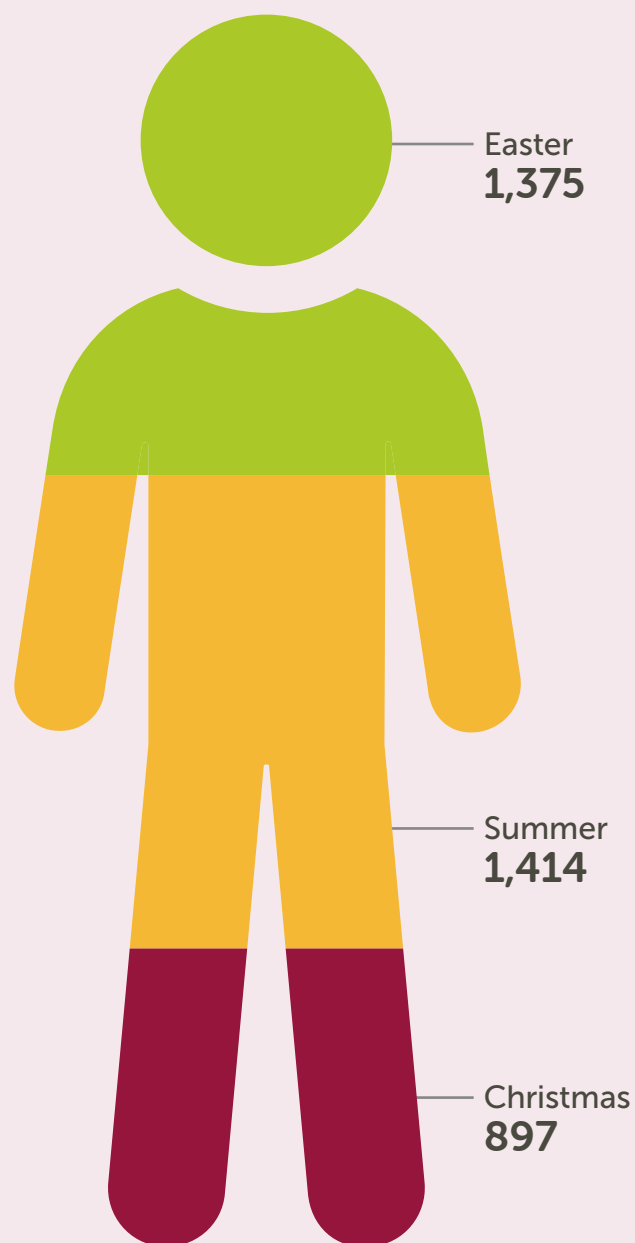
The darker areas on this simplified map show the highest density of children who are eligible for FSM on the Isle of Wight while taking into account provision for more rural areas.

FSM hot spot map



Headline achievements

Eligible children attending

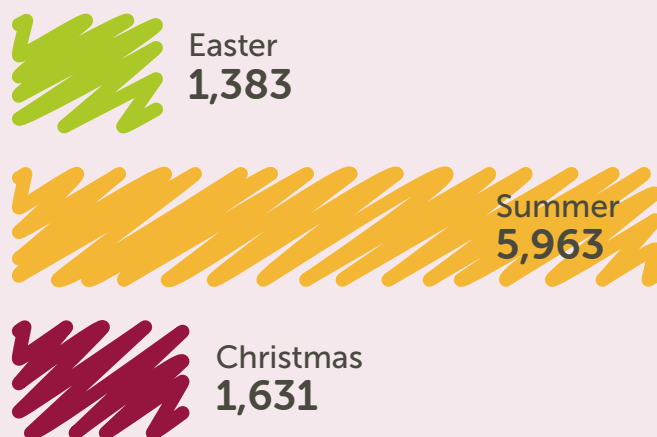


8,950

Hot meals provided annually



Holiday club places attended



Attendance

37%

of all eligible children

How we delivered

Average sessions attended

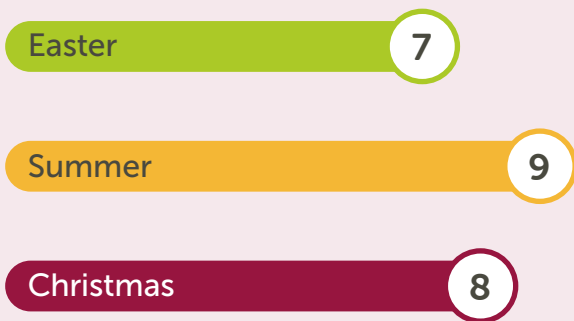


Total attendees*



* including paid-for and other free attendees

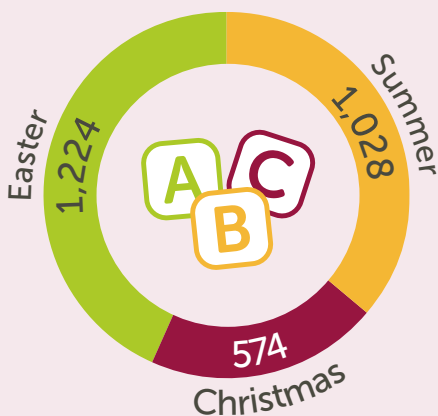
Activity providers



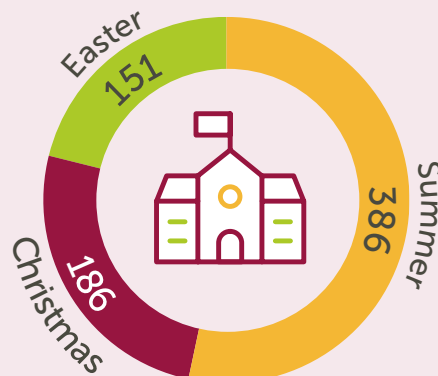
Holiday schemes



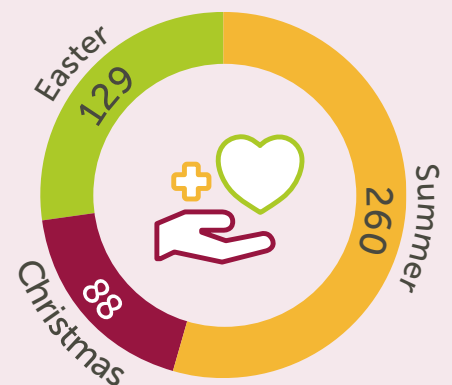
Primary age



Secondary age



Children with SEND







Quality of provision



A robust monitoring framework is used to ensure HAF provision on the Isle of Wight is of a high quality. The framework contains eight sections, each focusing on a HAF standard as defined by the DfE: food provision; nutritional education; food education for parents or carers; signposting and referrals; enriching activities; physical activities; policies and procedures; and safeguarding. The framework also contains five levels of provider performance, ranging from very poor to excellent

Through this framework we are able to ensure minimum standards are met, determine strengths and areas for development across the standards, and also determine whether we meet the minimum levels of acceptable performance.

Colour rating	DfE post-delivery reporting score	Outcome
	1 Very Poor	Immediate escalation
	2 Poor	Action plan triggered
	3 Acceptable	Support to improve
	4 Good	Practice is embedded
	5 Very Good	Celebrate and share as an example with others

40% rated 'acceptable'

20% rated 'very good'



As a combined rating across the standards, this is how Isle of Wight providers are rated.

40% rated 'good'

“My child has nothing but positive feedback. All the staff we’re friendly, helpful and enthusiastic”

None of our providers have been rated as grey (poor) or red (very poor)

Partnerships



HAF provision on the Island consists of Island-based and mainland providers that have travelled across to deliver activities. Partnerships are key to establishing a good relationship with the local community. Many providers have linked with the town and parish council in the area, who have been supportive to the needs of the families attending the schemes and provided some additional funding as well as face-to-face support at some schemes.

Supermarkets and local businesses have donated food to HAF schemes, which was then subsequently shared between the families to take home. This helped to extend the HAF offer and to support families beyond just the face-to-face provision. HAF providers also linked up with the food banks and pantries in their vicinity.

Local organisations supported the delivery of enrichment activities such as skateboarding, climbing and drumming. In addition, some visitor attractions, including Robin Hill Country Park, Blackgang Chine as well as farms and sports centres, allowed discounted entry for HAF providers to bring children for a day out. Sovereign Housing supported one scheme by hiring bikes to provide a unique opportunity for the children attending to learn to ride.

Support organisations also attended some of the provision, for example, The Footprint Trust was able to help families with energy bill advice and guidance.



Case study: Brading Community Partnership

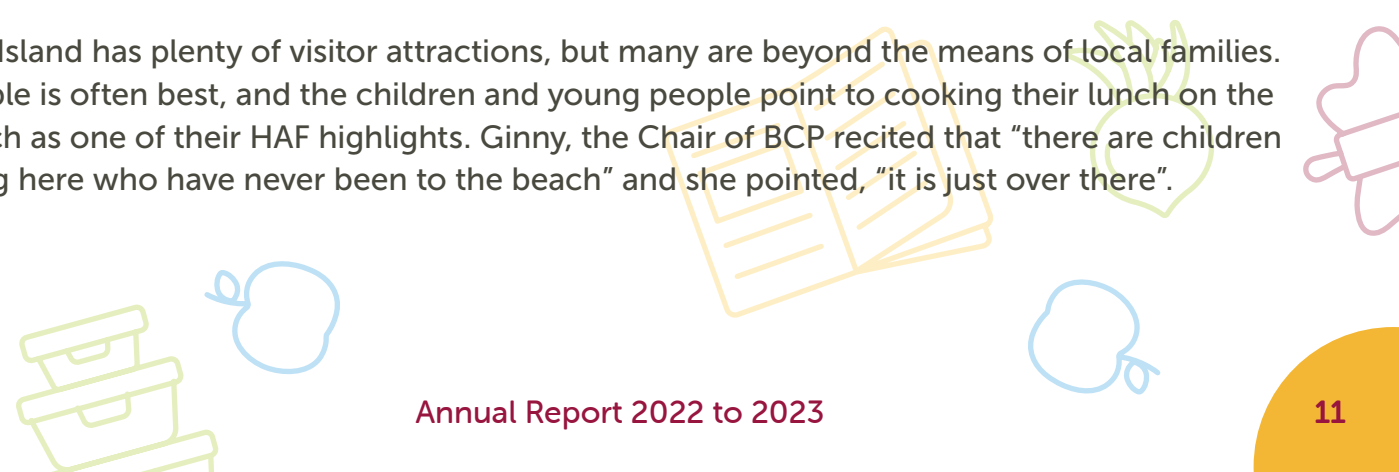
The Brading Community Partnership is a charity, run and managed by trustees and volunteers. Focused mainly at the Brading Youth and Community Centre, there is now a wide range of youth and community activities which bring the whole community together. These include a thriving community cafe, youth club evenings, the Duke of Edinburgh Award scheme and initiatives focused on Healthy Lives and Healthy Communities themes.

Brading sits outside of the Island's main conurbations and towns and therefore local young people can be isolated from accessing many of the services and opportunities available in other areas. BCP delivered HAF for the first time in 2022 and what an impact they made! The experiences for the participants are fun, engaging, memorable and personal. Leadership and inclusion come from the participants and is supported by the staff and volunteers. Parents don't just drop their children off, instead there is the opportunity to stay, talk and share in the community café.

Brading Community Partnership simply put their arms around their community and live and breathe the belief that it takes a community to bring up its children. The centre is a shining example of the benefits of intergenerational programmes. Children, young people and young parents benefit from the wisdom and guidance of their elders whilst retired members are rejuvenated by being amongst the young. Social isolation could be a real risk in towns like Brading and BCP is doing its utmost to prevent it. HAF has become another one of their preventative tools.

A HAF day starts in the sports hall where the children and young people collectively known as the Brading Bunch gather and play. If a child does not arrive it can only be because of a crisis at home. The team are immediately on the phone to check in with the family. Typically, they discover a parent who has been up all night with a sick infant. Arrangements are swiftly made and so is breakfast for the older sibling who is welcomed by their peers. The day can now begin in earnest and no doubt behind the scenes a volunteer is being sought to support Mum.

The Island has plenty of visitor attractions, but many are beyond the means of local families. Simple is often best, and the children and young people point to cooking their lunch on the beach as one of their HAF highlights. Ginny, the Chair of BCP recited that "there are children living here who have never been to the beach" and she pointed, "it is just over there".



Case study: West Wight Nursery

Located in the heart of beautiful Totland, West Wight Nursery is an 'outstanding' early years provider – as rated by Ofsted – and one of our highest-rated HAF providers. Like many rural communities, and particularly those by the sea, the area faces elements of deprivation exacerbated by the current cost-of-living crisis and a local jobs market that is mainly seasonal.

The 72-place nursery works hard, and succeeds, in providing wraparound care for local families, providing breakfast and afterschool clubs to enable hard-working parents to go out to work.

One advantage of being in a rural location, surrounded by rolling hills and sandy beaches, is having easy access to the great outdoors. Indeed, West Wight Nursery has a wonderful three-quarter-acre field – on which they keep chickens and tend allotments and green-houses – as well as a small area of woodland which is just perfect for forest school activities and summer picnics under the shade of the trees.

Kim Tyrell, from the nursery, explained: “The children embrace collecting eggs, growing their own food, and cooking it. That changes the game for them – they absolutely love putting together and being in charge of their choices. We make sure we share that information with parents – we’ll either make up a recipe book or an activity book from the week so they know what we’ve been doing and how to do it.

The key message here is that the more hands-on children can be in growing their own food and preparing meals, the more likely they are to eat it. The hope is that message then goes home to parents, leading to the whole family eating really good quality, low-cost food.

The nursery has also found that linkups with fellow HAF providers and other local organisations, including supermarkets and local businesses, are also a great way to support the children and their families. It was during their regular trips to the beach for a paddle that the nursery noticed some of their children lacked confidence in the water. Working collaboratively with another HAF provider, they were able to arrange afternoon swimming lessons.

Kim said: “This is an enormous benefit as these children wouldn’t otherwise have access; they wouldn’t have the disposable funds to be able to pay for swimming lessons. It means they get to do something that their peers are doing and not feel left out which is important for those children’s self-esteem.”

Signposting

As part of their delivery, HAF providers were required to provide information, signposting or referrals to other services and support that would benefit the children and families who access their provision.

In addition to the funding for providers, funding was set aside for the summer and Christmas holidays for other support agencies to engage with the HAF Programme and to develop resources. As an example, an e-booklet was distributed for the Isle of Wight that included contact information for support organisations, healthy recipes and fun activities for families to do at home.

Isle of Wight Citizen's Advice was also awarded funding. This allowed an advisor to attend each HAF scheme that was running during the Christmas holidays and to speak to parents and guardians about the cost-of-living crisis and how they can get support for themselves, friends, families and neighbours. During the visits, they were able to signpost people to debt advice, help with fuel and foodbank vouchers, general advice on the cost-of-living crisis and support with mental health. They also handed out postcards with useful information to those in attendance for distribution to the community to reach those not there on the day.



Communications and marketing

Communications activity this year included school communications, six news releases, all amplified on social media, many news articles appearing across all Island media, a marketing campaign aimed at teenagers and promotional videos, including one filmed during the summer featuring interviews with providers, parents, and children.

The programme has also been promoted on our new website, in our fortnightly residents' e-newsletter and in our regular stakeholder comms to town and parish councils. It is also regularly featured in our cost-of-living campaigns, including paid for advertising in local media.





Getting social



Nationally, take up of secondary school age provision in HAF activities is far lower than primary age, and this is also reflected in the Isle of Wight numbers.

Following filming during the Christmas provision, we launched a targeted social media campaign to raise awareness of the breadth of our HAF offer, aimed directly at older children and teens who are more independent in their decision to attend.

The impact of this campaign will be monitored throughout our 2023 programme.



“Thank you – my children had amazing time as always”

Budget and expenditure



The Isle of Wight Council received grant funding from the Department for Education (DfE) to deliver the holiday activities and food programme on the Island. This grant funding is calculated based on the numbers of children eligible for and in receipt of benefits-related free school meals on the Isle of Wight. The funding is provided to cover:

- provision of free holiday places;
- coordination of the programme locally.

The DfE recognises that there are administrative costs associated with setting up and running the holiday activities and food programme. As such, local authorities are able to use up to 10 per cent of their total allocation to cover such costs. In addition, funding can also be used to purchase equipment for the programme. The amount available to spend on equipment is limited to a maximum of two per cent of the overall programme expenditure. The Isle of Wight was awarded a Department for Education grant of **£428,170** for the 2022 to 2023 financial year.

Department for Education grant	£428,170
Face-to-face holiday club provision	£331,576.24
Remote holiday club provision	£2,500
Publicising the scheme to eligible families and other communications	£2,000
Capital expenditure (e.g. catering or sports equipment for clubs)	£5,726
Management and administration of the programme by the LA	£38,132.98
Other costs (e.g. translations, transport, provider staff training, booking systems etc)	£2,740.80
End of year position	£382,676.22

Governance

The programme has a structured governance arrangement that includes the following groups:

- Isle of Wight Children's Trust Board (steering group)
- HAF Programme Board (management group)
- HAF Project Board (operations group)

Programme steering group

Isle of Wight Children's Trust Board is the strategic group that 'owns' the programme. It includes the assistant director of children's services, as the senior responsible owner (SRO) of the HAF programme, and senior representatives of strategic partners.

Programme management

The programme is sited within children's services, building on the good work of the department in delivering services for young people.

The programme board is the management group and includes the assistant director of children's services as the SRO, HAF programme manager and other senior managers. The role of this board is to provide strategic guidance and direction, champion the project at a senior level, and acts as the main conduit to the management team of children's services and to Isle of Wight Children's Trust Board.

The programme board acts as the strategic decision-making body, providing direction and resolving issues escalated to it by the project board – with authority and budget to make empowered and timely decisions.

The programme board convenes monthly to assess 'business as usual' matters and include an extended session once each quarter to consider developmental and strategic priorities.

Programme operations

The project board manages the day-to-day operations of the programme and is a cross-functional team responsible for the delivery of projects to time, cost and quality criteria. This board comprises workstream leads and the programme manager.

Thank you

We'd like to say a big thank you to our activity providers for the period 2022 to 2023:

Aspire Ryde

Brading Community Partnership

CM Sports UK Ltd

Globefit Ltd

Island Riding Centre

Personal Best Education (Mountbatten School Services Ltd)

Scallywags Fun Club

Starling Songwriters

Theatre Educational

UK Sailing Academy

Ventnor Community Early Years

West Wight Nursery

YMCA Fairthorne Group





For more information, visit:

connect4communities.org

Get in touch

connect4communities@iow.gov.uk