



Stockton-on-Tees
BOROUGH COUNCIL



**HOLIDAYS
ARE FUN**

Holidays Are Fun – who is in the team?



HAF Programme Co-ordinator
Katie Newton

Community Projects Manager
Clare Besford

HAF Support Worker
Lily Gordon

HAF Projects Co-ordinator
Rebekah Jennings

Admin Support
Matthew Christie

Holidays Are Fun Programme – what is the programme

In Stockton-on-Tees we have two programmes:

- Holiday Activities and Food – DfE funded – covers Easter, Summer and Christmas and the provision must be 4 hours a day for at least 4 days a week
- Holiday Enrichment Programme – Public Health funded – covers May, October and February and the provision must be 2 hours a day for at least 4 days

We must ensure that the offer is available for all children in receipt of benefits related free school meals. This does not mean we expect all to attend, as the provision is voluntary and therefore, we have up to 15% of the funding available to offer other vulnerable children a place.

The target groups for the programme to reach in Stockton-on-Tees are:

- Children who are in Reception to Year 11 in school, and reside in Stockton-on-Tees
- Children eligible for benefit-related free school meals
- Children who live in our top 10 deprived wards
- Children whose parents/carers are working and in receipt of universal credit or in financial difficulty
- Children who are open to Children Services and vulnerable

Holidays Are Fun Programme – Target Groups

Who is participating and how can we maximise attendance by these groups?

Category	Easter 2023		Summer 2023		Christmas 2023	
	Primary	Secondary	Primary	Secondary	Primary	Secondary
FSM/Non-SEND	771	136	1248	276	523	133
FSM/SEND	148	32	239	43	129	20
Non-FSM/Non-SEND	69	29	191	91	99	14
Non-FSM/SEND	20	0	54	22	25	12
	1008	197	1732	432	776	179
Total SEND attendees %	16%	16%	17%	15%	20%	18%

Holidays Are Fun Programme – Target Groups

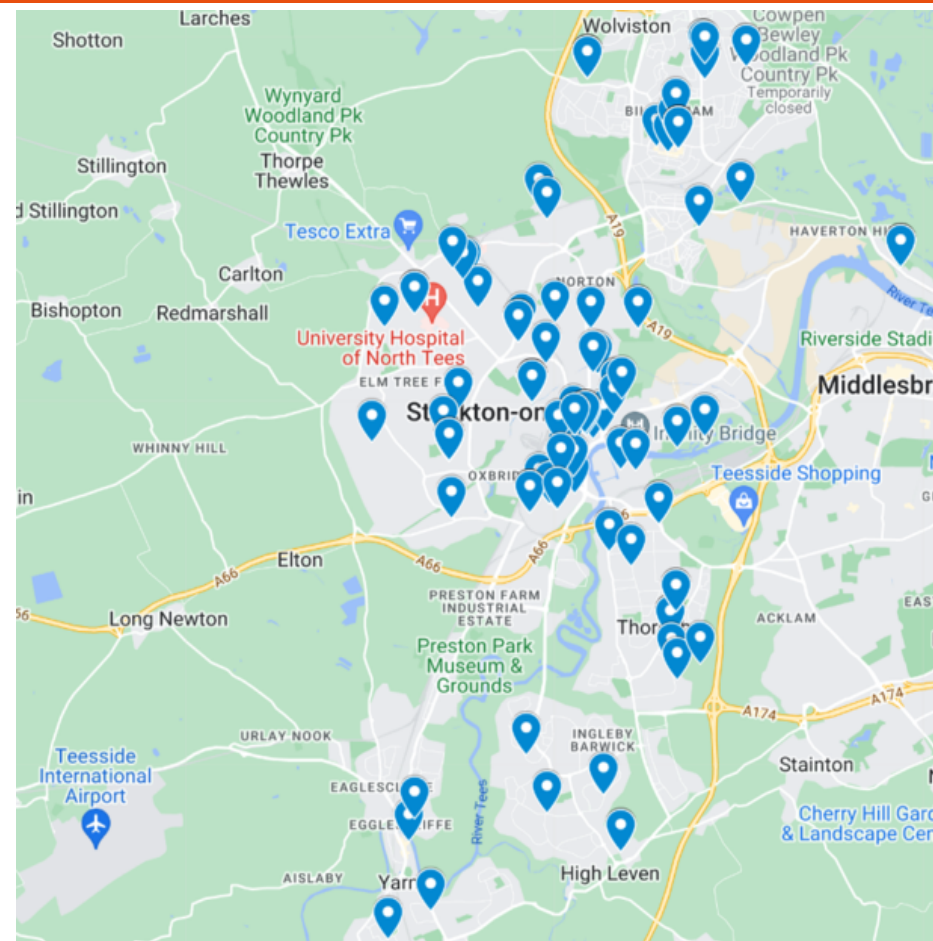
- Secondary aged young people take up was low both nationally and locally - using this information Catalyst worked with existing partners to identified provision that could provide activities for that older age range only (Billingham Boxing & Tees Active).
- Children and young people with SEND was another area with low take up and working with local providers Daisy Chain and Five Lamps we have now introduced SEND only sessions. This has more than doubled our offer for SEND children.
- Training sessions and online awareness for SEND with all providers and having worked with Stockton Parent Carer Forum to help educate on inclusivity.
- An additional 1-2-1 support fund has been made available for all providers to support children with complex needs

Holidays Are Fun Programme – Barriers

- Awareness of programme: professionals and residents still don't know about it, people unaware of eligibility
- SBC marketing: no dedicated social media channel, meaning all posts get lost within the SBC Facebook page.
- Providers marketing: not tailoring it to align with their own branding and targeting it at their families.
- Booking system – our booking system does require some basic IT skills and whilst it is simple to use, feedback tells us it is time consuming and not user friendly
- Language- both booking system and marketing are in English, booking system can be changed to multiple languages but booking confirmation email is in English.
- Household vulnerabilities – households can be chaotic, and parents forget they have booked or do not bring the child
- Pride/sense of shame accessing the program - some families don't want others to know they receive FSM/benefits/are struggling
- Physical/logistical barriers – transport, location of activity, choice of activities for whole family
- Practicalities - eg duration of activities. 2- 4 hours might not fit with parent's work/life balance and collecting midway through day could be difficult
- School attendance and emotional wellbeing – post covid some children have social emotional mental health concerns and not attending school refusers which also prevent them attending HAF

Holidays Are Fun Programme – how do we promote the programme

- Identify community groups within deprived areas/ groups who run well attended activities throughout the Borough
- Upon receipt of applications a panel is held where location and type of activity is considered
- Provision is assessed before approval based upon previous QA visits and utilisation of places
- Catalyst hold provider forums after each holiday where the opportunity is given to those involved to recognise not only gaps in their offer, but the programme as a whole, which guides us then look to pinpoint new organisations/ activities required
- Within the monitoring we ask for there is a section for families and young people to feedback what they would like to see



Holidays Are Fun Programme – Early Years/Schools and Education Settings

- The SBC HAF Team sits within the School Support Team, that means that the two teams work together to promote HAF within schools.
- We continue to remove barriers for schools being primary delivery partners in HAF, although we recognise the practical and logistical challenges of opening during holidays. We are working to build relationships with key staff members, and this remains a high priority.
- In the main Summer holiday period school often have maintenance or building work undertaken, plus staff are employed term time only.
- One suggestion made by a school was through the programme we employ a key holder to take responsibility for the premises, and some staff may choose to take extra hours to support the programme on their premises. Example: St John's the Baptist....

Holidays Are Fun Programme – Impact and Feedback

"I didn't think I could get a job that I liked when I'm older really. But I think if I do something like designing phones I might actually like working. Don't want to just do something boring. But it's good to know that like, I can be able to do something bigger!"

"I have noticed a visible improvement in my teenager's mental health, keeping active and being around other kids, their own age is so important. They had so much fun and would love to come back!"

"Holidays can be a struggle financially and mentally. It's hard to keep them entertained because everything costs money, especially when you have more than one child. It was so nice to know the kids were having fun with their friends, keeping fit and learning new skills, having a good meal and just enjoying their holidays. It was a huge weight off my shoulder. The provider made the whole family feel very welcome."



'I have LOVED every day of this week! I loved our movie, and I do hope that this continues. Thanks everyone! 'This HAF project is amazing! Usually experiences like this are rare and unaffordable so please continue to fund HAF!'

Hardwick in Partnership had high demand from the young people for cooking activities within their holiday activities and through support of Catalyst have secured funding to be able to run slow cooker classes for their service users who attend their clubs outside of the holidays.

Holidays Are Fun Programme – Booking system improvements

We recognise our booking system is not fit for purpose, and we have started the market engagement process. We continuously review and revise the customer journey, and a recent example was the wording around SEND and eligibility., including a dedicated space for SEND activities.

Through feedback we know:

- Parents/carers cannot book multiple activities at once. This is time consuming, and frustrating for those with multiple children booking multiple activities.
 - The layout of the booking system is not user friendly, and parents cannot see a list of providers easily, functionality is limited.
 - Parents/carers cannot make 'accounts' and receive multiple emails rather than within one place. This is a problem for parents/carers who have booked multiple provisions for different children.
 - Parents/carers and support workers would benefit from making family group booking for providers who are closed provisions – eg Harbour
- ✓ **We have actioned some feedback from parents and added search features to our booking system such as filter by age, nature of activity, provider name, location and date. This is working well and helps the families find the right activity for their child.**

Holidays Are Fun Programme – Links with the Council Plan

Partnership working between providers has proved successful to promote lifelong learning with subjects such as money management, cooking, costume design, first aid, managing mental health and many more. Great examples of this are:

- Groundwork Moneywise partnership
- Family Action link with Barclays Life Skills programme
- Simon Carson Sports Schools Game of Actual Life (GOAL) programme
- HIP slow cooking courses
- Emily Wratten Dance costume and set design

Warburtons have donated thousands of bread products

Matched funding opportunities via Catalyst VCS Support Officer

The Globe offer young people in year 9 and up a unique and hands-on experience in the world of theatre.

- ✓ **We are looking to develop a work experience programme within the Careers Team, to create opportunities for young people aged 13plus to participate in paid employment (within the law)**

Holidays Are Fun Programme – Creating opportunities for our future workforce

Schools Out Sports In (SOSI) run a Young Leaders programme with past attendees who have aged out of the activity offer who have expressed an interest in being involved with a level of responsibility

“We have really enjoyed being sports leaders again this summer, I like helping all the coaches set up new activities and joining in with all the other children in all the games. I enjoy helping the young children play games on a breaktimes and over lunch”

“Beatrice has come home full of confidence every day. Thank you for supporting her this summer, the change in her has been incredible.”



- ✓ **School Leavers/Post 16/Care experienced young people – offering opportunities to make the programme sustainable**

Holidays Are Fun Programme – Working with families outside the programme

- Eastern Ravens Trust through their work during HAF recognised a significant need to extend their work with families in Roseworth outside of the holidays. Catalyst linked them in with Roseworth Big Local who were able to fund a Family Link Worker position.
- Iron Guidance have continuously provided hampers to support families beyond the holidays with items such as winter warmers, food and household items. By working alongside Billingham Town Council they have identified families most in need and have been able to continue a strong relationship with them.
- Billingham Boxing Academy and Budo for Change are organisations who have recognised talented individuals both inside and outside their facility that wouldn't be able to normally afford sport and have offered reduced and free memberships to them.

Our providers understand the importance of linking and referring families into other agencies for support outside of HAF where necessary. We use the Providers Forums to give regular updates and information regarding services available in the area and encouraged to share with parents where appropriate.

- ✓ **We need to continue to respond to the needs of the families as circumstances change**

Holidays Are Fun Programme – The reach of the programme

- The programme is free to all eligible children, and we continue to identify children who would benefit from the funded places, this will be further supported by the roll out of auto-enrolment of free school meal programme
- If further funding is confirmed by the Department of Education the eligibility criteria may be changed, and we will adapt the programme accordingly
- Consideration will be made for paid places to make the programme sustainable and enable parents to move towards being work ready

Holidays Are Fun Programme

Any Questions?