



Title Holiday Activity and Food Programme delivery in Walsall

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Internal **External** **Confidential**

Prepared for Education and Skill Overview and Scrutiny Committee

Date 19/02/2021

1. Aim	
	Provide a update on the effective development and implementation of the Holiday Activity and Food programme in Walsall
2. Context	
	<p>National research tells us that</p> <ul style="list-style-type: none"> • School holidays can be pressure points for some families because of increased costs and reduced incomes. • Some children are more likely to experience ‘unhealthy holidays’ in terms of nutrition and physical health and • some children from lower-income families are less likely to access fun activities <p>Walsall will receive an investment of £ 1,799,290 from the Department for Education to develop and coordinate the Holiday Activity and Food programme. This programme is aiming to provide healthy food and enriching activities during key holidays to children who receive benefits-related free school meals.</p> <p>It will offer valuable support to families on lower incomes, giving them the opportunity to access rewarding and active activities alongside healthy meals over the school holidays and enhance the holiday provision that has already taken place over the last years.</p> <p>Walsall will be expected to deliver an activity programme over Easter, Summer and Christmas holidays in 2021:</p> <ul style="list-style-type: none"> • to all children (5 - 16 years) entitled to free school meals in the local authority • A programme that is inclusive and accessible provision (e.g. SEND, young carers, etc) • The offer will need to consist of least 4 hours for 4 days a week per child. For 4 weeks in the summer, and for one week at Easter and Christmas. <p>£180,940 – relates to the delivery of Easter programme and will be paid in the form of a grant to the LA in March. The rest will be in financial year 21/22 following submission of the monitoring reports.</p>
3. Governance	<p>The Local Authority is the lead organisation for this programme and is directly accountable to the DfE that sets the requirement for the delivery of the programme. Walsall is in a peer network with Cheshire East, Wolverhampton, Telford, Sandwell, Staffordshire, Shropshire and Stock-on-Trent (as allocated by DfE).</p> <p>In Walsall the programme is led through a collaboration between Children’s Services and Resilient Communities.</p> <p>A Holiday Activity and Food Steering group has been established (using the Summer working group as a base.) The steering group comprises Children Services (Early Help, Social Care, Access and Achievement), Voluntary Sector, WHG, One Walsall, Money Home Job, , Walsall for All, Police, Leisure facilities, Public Health, Resilient Communities and Economy and Environment.</p> <p>The role and responsibility of the steering group is to oversee the effective implementation of the programme, find solutions for any issues or barriers, identify resources, links and add value to the programme, monitor and report on impact.</p>

The impact of the HAF programme steering group reports through to Walsall Together and the Early Help Steering group to ensure that the learning influences future services and sustainability of key impactful components of the programme beyond DfE funding

4. Project Team

The project team will be driving forward operational actions in the delivery plan as agreed by the steering group. We have identified in kind resources across the partnership;

- Isabel Vanderheeren and Sarah Oakley – joint project leads on behalf of the Local Authority
- Mark Hannon – providing data analysis and advice on the evaluation framework to ensure we collate the right information using the right systems
- Keri Lister – communication/publishing lead
- Donna Ricketts – Early Help project lead ensuring alignment with the Early Help offer
- David Benge – communication with Vol and community sector
- Alice Bridgewater – finance lead

We are recruiting dedicated resources to aid the coordination of the programme

This programme is substantial in terms of coordination, communication and getting effective processes in place to ensure effective delivery starting Easter, so will not be able to be delivered on top of everyone’s current workload. To ensure we deliver a successful programme we propose to recruit to following dedicated project resources from the 10% funding allocated for administration and coordination:

- HAF project coordinator
- HAF business support apprentice
- HAF communication apprentice

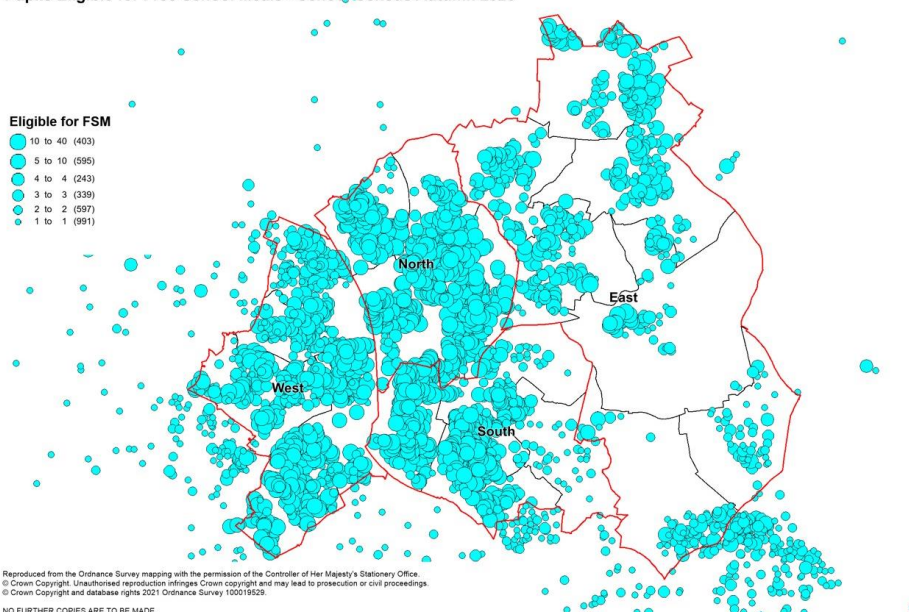
The project team will initially be meeting on a weekly basis to ensure planning for Easter delivery is on track

4 Mapping of need and delivery

In Walsall we have 14,197 children who are on role in Walsall schools , whose parents claim free school meals. Of these 13,592 live in Walsall.

We have undertaken a mapping exercise to understand where children entitled to FSM live as well as where potential provision in place currently to be part of the HAF programme

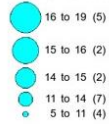
Pupils Eligible for Free School Meals - School Census Autumn 2020



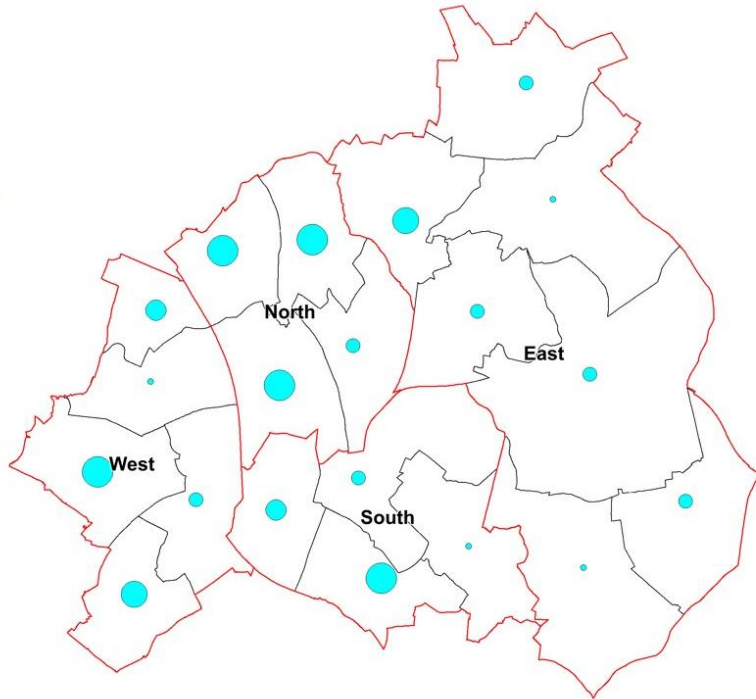
Provider map

45 providers submitted an EOI to become part of the HAF provision in Walsall. Below is a map showing the reach across these providers.

Number of Providers



Ward	Providers	Age 5_11	Age 12_16	Easter	Summer	Christmas
Aldridge Central and South	13	12	9	10	12	11
Aldridge North and Walsall Wood	10	9	8	7	9	9
Bentley and Darlaston North	13	11	9	9	12	9
Birchills Leamore	19	16	15	15	18	16
Blakenall	13	12	12	10	12	10
Bloxwich East	16	14	14	13	15	13
Bloxwich West	18	17	15	14	17	15
Brownhills	12	12	11	9	11	10
Darlaston South	15	13	11	11	14	12
Paddock	10	10	9	7	9	9
Palfrey	16	13	12	13	15	14
Pelsall	15	15	13	12	14	14
Pheasey Park Farm	5	5	5	4	4	4
Pleck	14	12	12	11	13	12
Rushall-Sheffield	12	12	11	9	11	11
Short Heath	8	8	7	6	7	7
St. Matthews	13	11	11	10	12	11
Streetly	11	10	7	9	10	10
Willenhall North	14	14	11	12	13	12
Willenhall South	16	14	11	14	14	13



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5 Delivery

Because of the context around COVID and the related restrictions, we will be delivering most of our activities virtual and providing a small element of face to face provision for those children who have not got access to the internet or are identified as most vulnerable (through communication with schools, early help and social care professionals).


We have identified 9 providers who have experience of delivering face-to-face activities across the localities following COVID guidelines. Across the two weeks this will give a capacity of delivering face to face provision to around 200 of our most vulnerable children.

The other 36 providers will be delivering online activities across the two weeks of Easter Holiday; this will consist of activity packs delivered to the home, complimented with online workshops. Workshops will offer a range of engaging, enriching and fun opportunities for children and young people including sports challenges, arts and crafts, creative writing workshops, dance, cooking, graphic designing, illustrating, etc.

We are working with 3 big food suppliers (Blakemores, Co-op and MKG Foods) in Walsall to develop and deliver to all children signing up for the programme a 'Healthy Meal Kit' box. This box will contain

- Ingredients to cook 4 healthy meals on a budget.
- Additional essential food items all families should have in their cupboard to create healthy easy meals on a budget
- Recipe cards on how to cook these meals (recipes used are designed by children in Walsall through a school project with the Co-op)
- Information on nutrition provided through Public Health
- Opportunity to attend online cooking sessions

All providers will be delivering added value through delivery of free food and online cooking sessions.

	<p>In addition families accessing the programme will, where appropriate, be provided with extra support through sign posting to key agencies (e.g. school health, CAB, parenting, emotional wellbeing support).</p>
5.	<p>Communication</p> <p>Communication about the programme and how to access it will be going out to all eligible children r during w/c 22nd February.</p>  <p>69815 Walsall Right 4 Children Holiday Ac</p> <p>At the same time we will be communicating with key professionals and community organisations about the offer to children and their families during Easter, the benefits of the programme and the how families can access The aim of this communication is to get key professionals and community members to promote the uptake of the programme. We are also organising an online information session for professionals on the 4th March 2021.</p> <p>We will also be communicating our offer using social media.</p>
6	<p>Measuring impact</p> <p>Our central registration and booking system will allow us to effectively monitor the uptake, engagement and feedback from children and young people.</p> <p>For children engaged in the programme, we will be measuring the following key impact measures as set as part the programme:</p> <ul style="list-style-type: none">- 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 well-being along with their wider education attainment;- To be safe and not to be socially isolated;- To have greater knowledge of health nutrition; and- To be more engaged with school and other local services <p>The evaluation of the Easer programme, including feedback from children and parents will help us to inform the Summer and Christmas Programmes.</p>