

HAF 2024-25 Local Authority Annual Report

Section 1 - LA details

Which local authority is this report about?

Herefordshire Council

Section 2 – Highlights

In this section, you might cover how much funding you received and how it was spent and how many children you've worked with across the year. You might also include how many sessions you've delivered and which organisations you've worked with and provide details about who forms your HAF steering group and what the key strategies and themes have been for 2024-2025.

Herefordshire Council received £461,990.00 of funding from the Department for Education to co-ordinate the delivery of the HAF programme. Here is a breakdown of how the money was spent.

Face to face HAF provision, including, staff costs, venue hire, food/meal costs, enriching activities and any other costs directly linked with the delivery of the HAF programme.

£374,176.25

Capital costs (kit / equipment)

£8063.00

Marketing

£3232.05

Booking system £8315.82

Training

£1194.00

Postage

£6343.78

Management and administration of the programme

(including payment to grants team of £5k, remainder £50k LA staff costs)

£55,000.00

Total

£447,008.88

Returned to DfE

£14,981.12

Our key focus areas have been:-

- Reduce the number of children who do not attend sessions.
- Increase the number of young people engaging in the programme.
- Expand provision for children with SEND, including specialist SEND sessions and greater inclusion within mainstream sessions.

Pilot female only 'boxing sessions' to see if this increase the number of girls accessing activities. Section 3 – Children and families feedback

Please provide links to social media activity/videos as well as testimonials or feedback that you have received about your 2024-25 HAF Programme

HAF 24/25

Social Media examples:

[Easter 2024 Book Now Facebook Video](#)

[Easter 2024 Activities Facebook video](#)

[Easter 2024 Family Day Facebook post](#)

[Easter 2024 Family Day Thank You Facebook video](#)

[Summer 2024 Announcement Facebook video](#)

[Summer 2024 Drop-In Sessions Facebook video](#)

[Summer 2024 Bookings Open Facebook video:](#)

[Summer 2024 Activities Facebook video](#)

[Summer 2024 Thank you Facebook video](#)

[Winter 2024 Providers Wanted Video Youtube video](#)

[Winter 2024 Grant Facebook post](#)

[Winter 2024 Bookings Open Facebook video](#)

[Winter 2024 Activities Facebook video](#)

[Winter 2024 Thank you Facebook post](#)

[HAF 2024 Film Youtube video](#)

Testimonials



Flip Out Hereford

It was simply FLIPTASTIC to be part of this initiative - thank you 🍷

6w Like Reply Hide



Marden Preschool

Thank you we had a lot of fun. It was amazing to be a part of this initiative.

6w Like Reply Hide



Pentre Farm CIC

We had some wonderful feedback from another great day. Can't wait for the next one

1y Love Reply Hide



GP Martial Fitness

Great to be involved again. Thanks guys you do so much for the families. 🙏

1y Love Reply Hide



Little Play World

We had a great time, thanks 😊

1y Love Reply Hide



St John Ambulance - Hereford & Worcester

Glad we could be there! Our team had a great time!

1y Like Reply Hide



Herefordshire Children's Centres

It was another lovely event and it was great to meet so many families. They were all having lots of fun. Well done **Talk Community Herefordshire**. 😊

1y Love Reply Hide



Dandy Lions

We loved taking part! Looking forward to Christmas!

42w Love Reply Hide



Margo Evans

Thank you, it's been lots of fun x

23w Love Reply Hide



Pentre Farm CIC

We love being a part of the HAF programme.

See you all at Easter 🐑🐎🐏🐓🐔🐕🐖🐗

23w Love Reply Hide



Prostars

It's an absolute pleasure being a provider and working with you 🍌

...

7w Like Reply Hide

2 👍❤️

Section 4 - Food

In this section you might cover: Did you provide children and young people with at least one nutritious meal a day? Did you work in any partnerships to provide food? What were the children and young people's attitudes to the food you provided?

Children and young people were provided with at least one nutritious meal a day, we also asked providers to provide at least one healthy snack as some children had not eaten when they arrived at the activity. Depending on the length of the activity session, some providers offered an afternoon snack as well.

We had a range of delivery of the meals, with some providers preparing and cooking the meals on site and others with limited facilities having food delivered by local companies, such as Edisons or Create and Bake.

For children and young people that booked session at HALO leisure services they were given the option of a food shop at a Community Larder.

Providers were encouraged to make their own connections with local supermarkets, food banks and farms.

One provider used surplus food from a local Co-op to make the meals the next day. They also got the parents and ran family cooking workshop involving the whole family in preparing the food.

An outdoor centre provided children with options for breakfast and then the children were supported in preparing themselves a packed lunch. A 2-course hot meal was included at the end of the day, the provider found that this worked much better for the children than at lunchtime as children could then enjoy a whole day of activities.

An outdoor provider they had cooked lunch over the campfires, home-made pizzas, toasted sandwiches and hot dogs. They also chopped and grated fruit and vegetables to go with this. The children did a great job preparing and cooking food. They enjoyed this part of the day. Comment from one provider *'All children prepared and cooked a healthy meal and most said initially they wouldn't eat pizza sauce with onions and garlic in but then loved it! We were asked for the recipe by one family!'*

One provider that works with young people works collaboratively with local businesses to get the young people involved and excited about making their own food. Here is one example *Sushi-making workshop where the young people were invited into the commercial kitchen, and provided ingredients to make their own California Roll Sushi lunch, experimenting with all of the different flavourings and preparation methods. Alongside this, other groups participated in Mocktail making; preparing their own alcohol-free cocktail to go alongside their lunch.* Having the young people involved in the preparation of the food helped overcome many barriers, it helped to them to try new foods and feel excited about food.

During the Christmas holiday one of farm providers did nativity walks at 2 locations, food was limited to soup which was cooked in a 'wonderbag' and rolls. For this session we provided a hamper bag, with items that could be used to make a meal and a recipe card.

At the Family Fun Day we received donations from ASDA of fruit and water. S and A produce donated punnets of strawberries that were utilised and distributed by the Healthy Lifestyle team at the Family fun day

Section 5 – Enriching Activities

In this section, you might cover: What enrichment activities did you provide? And why did you focus on those? How did your programme provide opportunities for children and young people to develop and consolidate their skills and knowledge and try out new experiences? What was the impact?

To launch the HAF 2024 programme we ran a Family Fun Day at a local high school. We had over 20 providers running activities, this enabled many children and young people to try activities that they hadn't experience before such as caving, pottery, cheerleading, pickle ball, drumming workshops. This helped improve their confidence in accessing new activities that they may not have been willing to try previously.

Herefordshire Libraries ran story time sessions at the family fun day. The museum and archive team brought the display of the Herefordshire Hoard and activities to the family fun day.

Providers run a whole range of enriching activities, for some this in incorporated into their core offer, such as den-building, hammock making, caving, paddle boarding, circus skills, outdoor cooking, etc. Others find it works better to have something additional at the end of the week, such as farm trips, beach trips, exotic animal visits, theatre trips. Some providers will get in a specialist instructor to enhance their offer, such as a breakdance instructor for the Parkour session and music making sessions.

Feedback from one Outdoor Centre One child was afraid of going into the artificial cave at Llangorse but they made a new friend and after lunch they went and explored the cave together. Another child who had come before said that the last time they would only go into the cave with a group and with lights on, but this time they were determined to go into the artificial cave on their own with their light off! Which they did.

Section 6 – Physical Activities

In this section, you might cover: What range of physical activities did you incorporate into your programme? And why did you focus on these? How did you ensure the physical activities you delivered were engaging and inclusive? Did you have any particular successes or highlights?

The programme in Herefordshire has a diverse range of physical activities, we hope that there is something that every child would be interested in trying. These include some more mainstream activities like football and tennis to more obscure activities like cheerleading, parkour and trampolining. There are lots of outdoor activity sessions that are a great way to keep children engaged and learning new physical skills such as den building, animal care and farm skills. Due to the rurality of the county the activities offered in some areas of the county are more limited. However we work in partnership with HALO leisure services, who have leisure centres in all of the market towns, to offer memberships to children and young people during the Easter, summer and Christmas holidays.

Our more traditional holiday camps, offer a range of exciting, fun physical activities to children including archery, pickleball, dance, skipping, dodge ball, parachute and team games.

During our Easter Programme Feedback from one of the boxing clubs that offered the female boxing workshop has now encouraged two young sisters to join our regular female only boxing class on a Monday evening which is great to see.

The provision delivering outdoor activities reported an increase in children confidence one child who on her first day said she 'was scared of everything' tried all the activities including the zip line and said, 'that it was her best day ever'.

Two sisters aged 9 and 12 have attended a few HAF dance sessions regularly have enjoyed learning dance routines and attending that much that they now also attend our dance school and a weekly class and have opportunities to perform at our annual dance show at The Courtyard Theatre as well as take official dance exams etc. The dance has given them a way to express herself as well as helped her become more social and has made some lovely friendships and bonds with other children especially

Section 7 – Nutritional Education and the promotion of healthy living/lifestyles

In this section, you might cover: Did your programme deliver activities to educate participants about nutrition? Did you involve parents, carers and other family members in training and advice sessions on nutrition and eating a balanced diet? If yes, how? Do the children and families you worked with now have a better understanding of nutrition and food budgeting? Did their attitudes change over the period of the programme?

At the Family Fun Day that launched the HAF in the Easter Holidays we had the Talk Community Healthy Lifestyle Team running food activities and distributing fruit pots from fruit that was donated from local farms.

We also had Nuffield Health Service offering free health checks for adults. This included checking blood pressure and measuring cholesterol levels. We were not anticipating that these would be particularly popular, however people were queuing for this service and the staff were busy for the whole of the session.

The providers are all trained on how to deliver a 'healthy HAF' by the public health team that lead on the 'healthy schools programme' the training covers the school food standards and tips on how to include nutritional information in the delivery of the programme including fun activities including what a 'healthy packed lunches' and the 'eatwell' plate.

We distributed 'pot gang' activity boxes to families at the Family fun day, so as children could grow their own vegetables at home, harvest them and eat them. They could also do activity packs linked to fruit and vegetables.

Lots of providers ran activities that involved children prepping, tasting and handling fruit and vegetables this gave opportunities to talk about what a healthy diet looked like and the importance including fruit and veg in your diet.

Section 8 – Special Educational Needs & Disabilities (SEND)

In this section, you might cover: What provision did you offer for children with Special Educational Needs & Disabilities? Did you offer bespoke provision for these children and young people? How did you ensure that all of the providers you worked with met the needs of children and families? Do you have strong examples that you could share?

We received feedback from families and providers that some of the mainstream sessions were too busy for children with SEND. In response, we asked providers to consider offering SEND-only sessions, and five providers agreed to run smaller groups to better accommodate these children. We also created a separate landing platform for parents of children with SEND and young people, so they can easily find activities specifically available to them.

The sessions were popular and most were fully booked. However, many were not well attended on the day. While we received positive feedback from those who did participate, the low attendance combined with high staffing costs meant that the sessions did not offer good value for money.

One farm provider delivered sessions specifically for children and young people with SEND and their families during the summer holidays. The provider was able to offer additional support and signposting to families that were not known to them.

Section 9 – Key challenges

In this section, you should provide details about what the key challenges have been for your programme in 2024-2025.

Some of the key challenges have been getting provision across the whole of Herefordshire, we have struggled to find a HAF provider for 2 of the market towns, Bromyard and Kington. We had noticed in previous years that attendance tails off towards the end of the summer holidays, therefore decided to run the first four weeks off the summer holidays, attendance was better, however some families felt there should have been activities the last two weeks of the summer.

The Christmas delivery was really challenging due to the timing of when Christmas fell this made it difficult to book 4 days of delivery in. Bookings were lower than we anticipated for the Christmas programme and we think that for future Christmas deliveries we will focus on the week after Christmas.

Section 10 – Marketing and Communication?

In this section, you should provide details about how you have communicated with families, schools, providers, and others about your HAF programme. You might include social media engagement, your advertising and marketing strategy, etc.

We send communication to all eligible families, informing them when the booking system is opening. Information and a video edit of previous HAF programmes is also shared on Social media platforms. .

There is a press release sent out and this has been picked up by 'Your Herefordshire'.

Information is sent to all schools, this includes a letter that can be emailed to eligible parents.

Information is sent to our Early Help Teams and Family Support teams and to our Third Party Organisations who are funded through the household support fund.

Contacts with local organisations (Young Carers, Support Agencies).

Article in education newsletter 'Spotlight' that is received by all schools.

Talk Community and Herefordshire Council Facebook page.

SEND local offer and children's centre Facebook page.

We work closely with our Talk Community Engagement to plan the communication that is required to go out and put a timetable in place, for each of the programmes.

Section 11 – Additional resources - This section should include any additional, match funding, partnership working, and aligning with other priorities

In this section, you should include information about whether you received any extra funding, support, resources, food, etc to support and enhance your programme. If you have received any additional match funding, please include a detailed breakdown of how much you have received stating which organisation/ government bodies. Please also include information about how you have aligned and joined up your HAF programme with other programmes and initiatives.

The local High School donated the use of their facilities for free for the Family Fun Day this is the equivalent monetary value of £1600.00.

We received donation of fruit from S and A produce and ASDA.

Morrisons gave vouchers to be providers that could be used to purchase snack for the children attending.

Section 12 – Any other information?

In this section, you should include any other information about your HAF programme that you want to share.

We are working closely with providers to reduce the number of children who do not attend activities. This remains an area we want to improve, as places cancelled at short notice still incur costs. By increasing attendance, we can demonstrate better value for money.