

2023/24

HOLIDAY ACTIVITIES & FOOD PROGRAMME

HAMMERSMITH & FULHAM





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HAF OVERVIEW

The Holiday Activities and Food (HAF) programme is a national programme that offers free holiday provision during the Easter, Summer and Christmas school holidays. It offers valuable support to families on lower incomes, giving them the opportunity to access rewarding activities alongside healthy meals over the school holidays.

National research shows that the school holidays can be pressure points for some families. For some children this can lead to a holiday experience gap, with children from low-income households being less likely to access organised out-of-school activities; more likely to experience 'unhealthy holidays' in terms of nutrition and physical health; and more likely to experience social isolation.

The HAF programme aims to respond to this issue and aims to:

1. Foster healthy eating habits among children and adolescents.
2. Promote physical exercise.
3. Engage participants in enriching activities that cultivate resilience, character growth, and overall well-being, contributing to academic success.
4. Ensure safety and alleviate social isolation.
5. Enhance understanding of health and nutrition.
6. Boost involvement with educational institutions and community resources.



2023 DELIVERY

LMP Action CIC has worked on behalf of the London Borough of Hammersmith and Fulham to coordinate the local implementation of the HAF programme since 2021. The programme is funded by the Department for Education (DfE) with additional funding from the council to support delivery to more children.

We continue to work hard each year to improve services and provide a better experience for children and their families. This year we aimed to increase the number of attendances and provision across the borough and to increase the number of SEND places. We were successful in reaching our targets and continue to aim to further our reach.

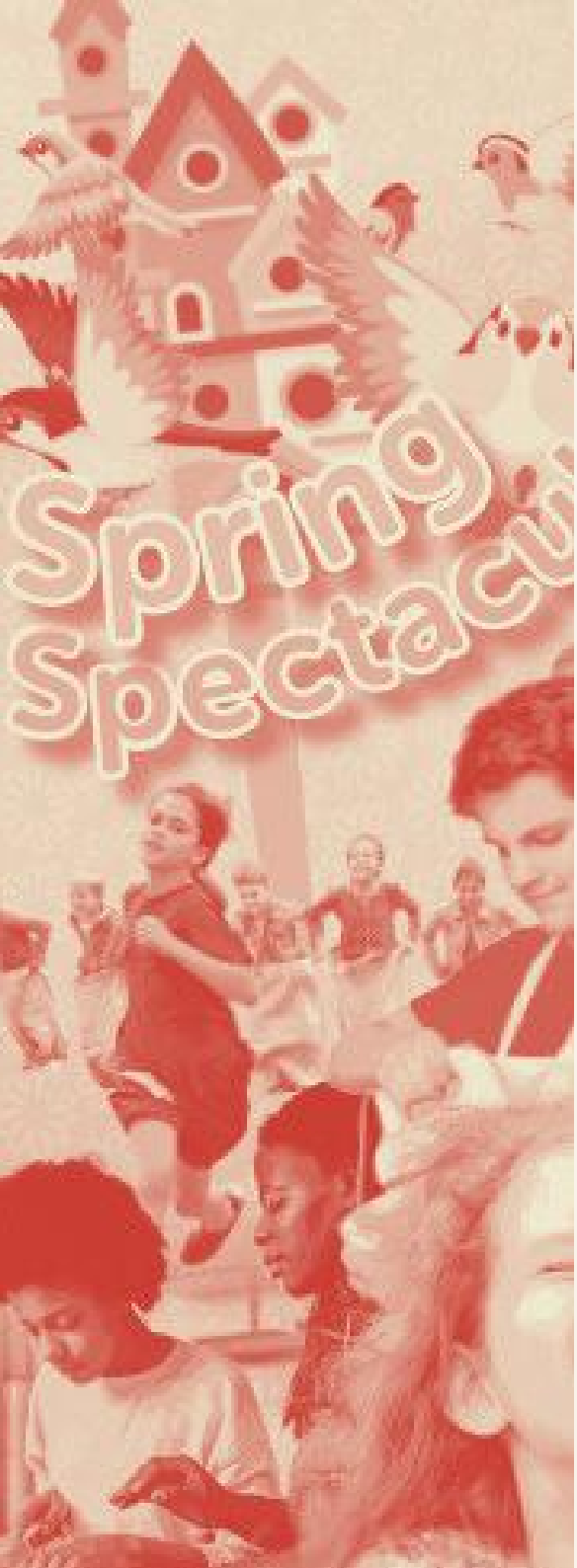
Our main programmes of delivery are:

- Easter Holidays 2023 'Spring Spectacular'
- Summer Holidays 2023 'Summer in the City'
- Winter Holidays 2023 'Winter Festive Fun';

Across these programmes, in 2023 we worked with 28 providers and had 28,064 attendances by children across the year.

Food is essential to the HAF programme – more than 31,500 meals were provided this year. Of our providers, 93% deliver hot meals and 7% cold meals. Providers also delivered 512 hours of nutritional education.





SPRING SPECTACULAR

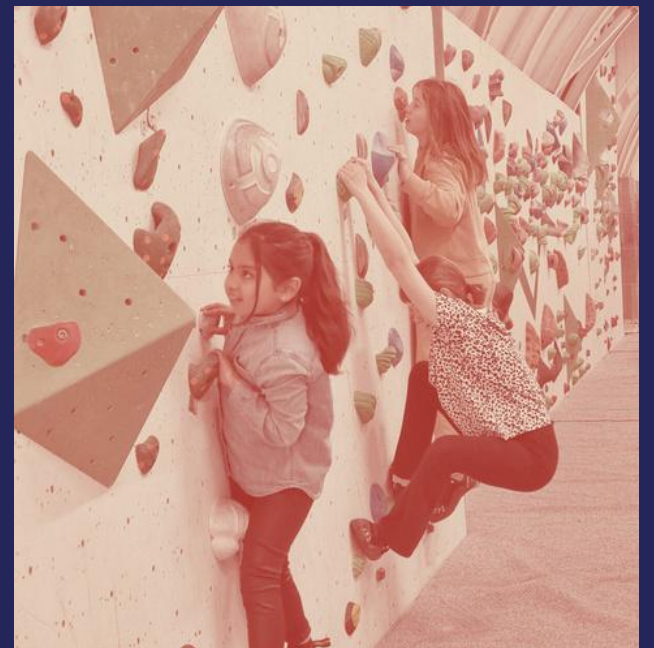
Our 'Spring Spectacular' initiative, which spanned over two weeks, included 20 provisions across the borough, starting the HAF programme with vibrant spring activities. This collaborative effort enriched the lives of families and young people with engaging activities and ensured they received essential nutritional support throughout the two-week spring period.

1198
**Unique Young
people**

5256
Attendances

6,151
**Hot Meals
Served**

714
**Hours of
delivery**





3425
Unique Young
people

18,998
Attendances

22,560
Hot Meals
Served

3586
Hours of
delivery

SUMMER IN THE CITY

We worked with 28 partners and hosted 7 events across the Summer. These providers offered activities to communities across the Borough ensuring that we were assisting all priority areas.

Over the five weeks of the Summer Holiday, we were able to meet a wide range of children and young people. An overview of the demographics can be seen below:



WINTER FESTIVE FUN

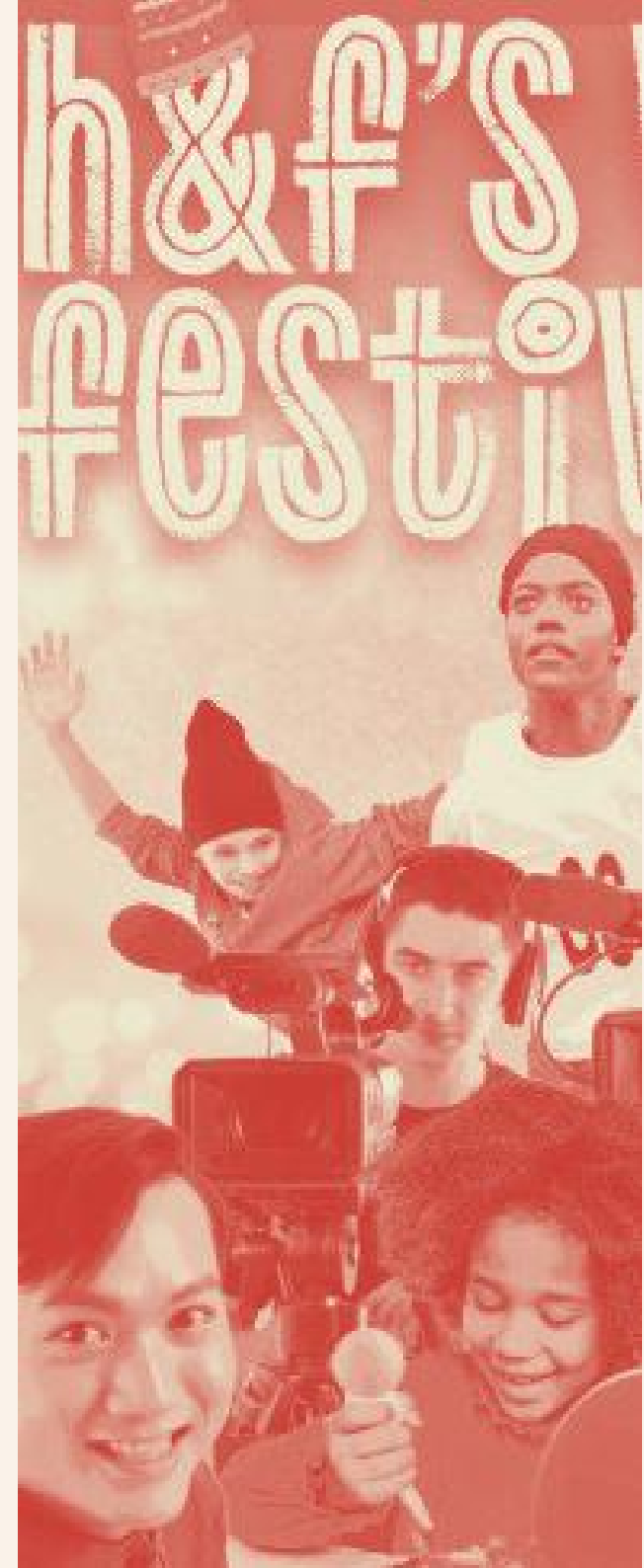
Our 'Winter Festive Fun' initiative which spanned over two weeks, included 19 provisions across the borough, 12 multi-generational events and the distribution of Christmas-themed activities and food hampers. This successful collaboration ensured that families and young people enjoyed enriching experiences and essential nutritional support during the holiday season.

3809
Attendances

1000
Christmas
Food Hampers

2814
Hot Meals
Served

328
Hours of
delivery







2719
SEND

Attendances

3

**Specialist
providers**

94%

**Providers offering
SEND places**

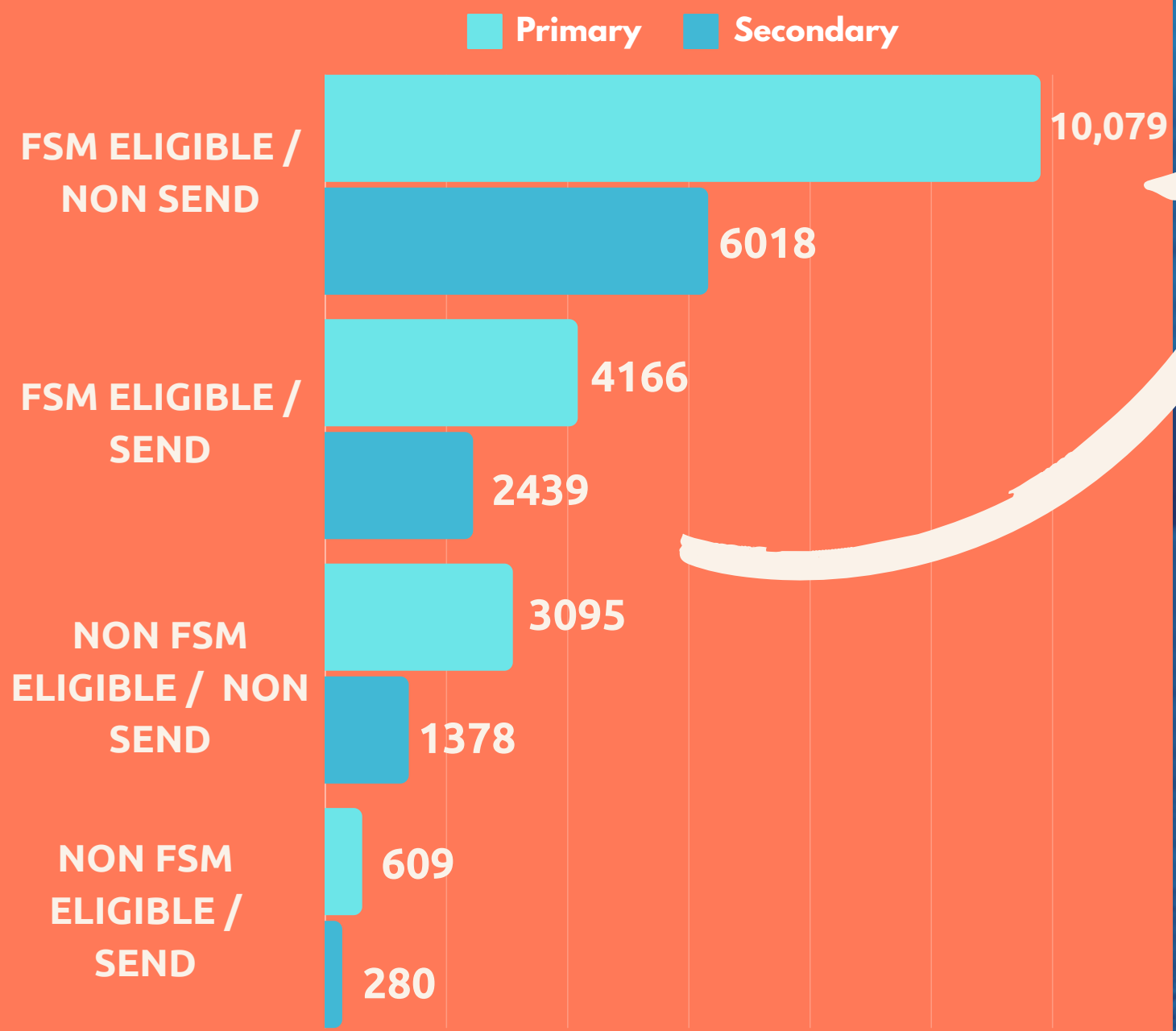
SEND SUPPORT

Hammersmith and Fulham's dedication to inclusivity and Special Educational Needs and Disabilities (SEND) provision within the Holiday Activities and Food programme ensures that every child can access enriching activities and nutritious meals during school holidays.

The borough emphasises a supportive and accessible environment where all children, regardless of their abilities or backgrounds, can thrive. This commitment is evidenced by the fact that 94% of HAF providers offer places to young people with SEND, complemented by three specialist services designed to support those with more complex needs.

In a testament to the programme's impact, there were 2,719 attendances from young people with SEND, underscoring the borough's success in fostering an inclusive and supportive community for all its residents.

OVERALL IMPACT



28,788

Attendances

31,525

Hot meals served

4,628

Hours of delivery





PROVIDERS

When planning our HAF programmes, we prioritise ensuring a diverse range of high-quality provisions across the borough. This year, our planning for all initiatives saw an overwhelming number of proposals from local providers, eager to contribute to our mission.

In our selection process, we rigorously assess and fund provisions that cater to a broad spectrum of needs, including those of children with specialist requirements. We aim to ensure there is an even spread of provision across the borough too, allowing all young people across the borough to easily access services.

Our commitment to safety and welfare is underscored by regular quality assurance checks. We are proud to report that all our providers achieved ratings of great or outstanding in their assessments.

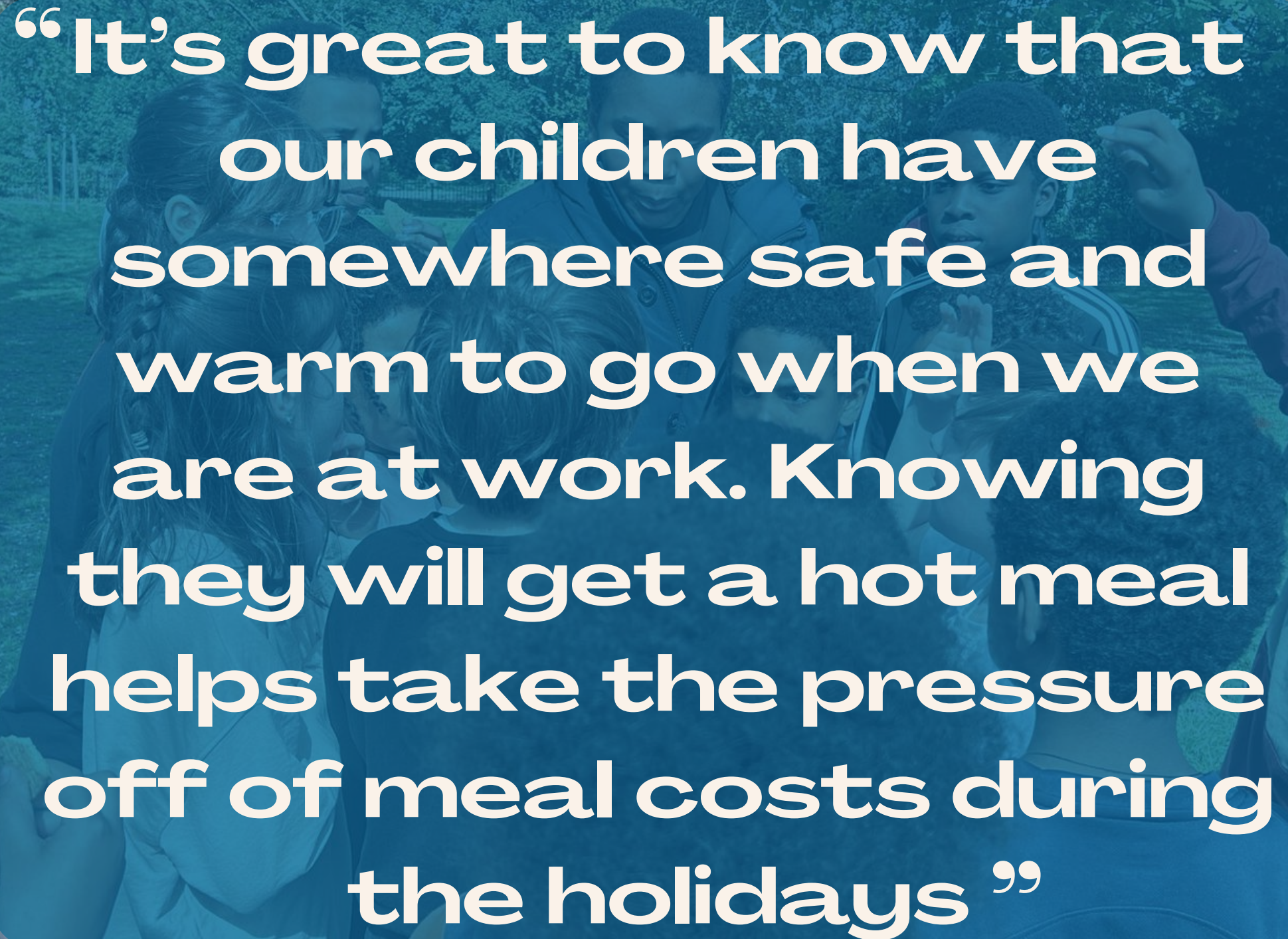
Key features of our programme include:

- **Free Access:** All programmes are provided at no cost.
- **Daily Sessions:** Activities run for at least 4 hours a day and are available for week-long bookings.
- **Nutritious Meals:** Each session includes a free meal, predominantly hot.
- **Comprehensive Support:** Each programme integrates elements of nutritional education and physical activity.

Through these efforts, we continue to foster enriching experiences and essential support for our community's young people and families.



ACTION ON DISABILITY
BUBBLE & SQUEAK
CHELSEA FOOTBALL CLUB
DANCEWEST
EALING TRAIL FINDERS
FILM SKOOL
FIVE STAR BASKETBALL
FULHAM BOAT REACH
HARROW CLUB
HF MENCAP
JOLOF SPORTS
KULAN FOUNDATION
LET'S LEAP HOLIDAY CAMP
LONDON SPORTS TRUST
MACWO
MASRBO
MINARET
NOURISH HUB
OMINIRA LEARNING
SEAPIA
SHEPHERD'S BUSH FAMILIES PROJECTS
SOLIDARITY SPORTS
THAMES VALLEY HARRIERS
THE SULGRAVE CLUB
QPR
URBAN FLYERS
URBANWISE
WHITE CITY THEATRE PROJECT



“It’s great to know that our children have somewhere safe and warm to go when we are at work. Knowing they will get a hot meal helps take the pressure off of meal costs during the holidays”

“You feel really safe here. You feel like the staff really know you. It makes you feel safe, seeing other people having fun. A lot of children have had bad times. It’s great to see them smile.” Young person’s feedback from Sulgrave Club.



95% of young people enjoyed their holiday provisions and would like to return for future holiday activities.



100% of young people surveyed said they learnt a new activity which they rated as ‘great’ or ‘excellent’.

“I was excited to get up in the morning because I knew I was going to have a fun day!”

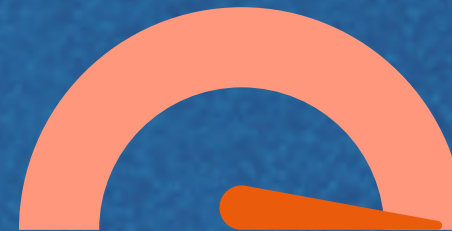
Young person’s feedback from LMP Action

“I love coming here and seeing my friends and really enjoyed the food sessions.”

Young person’s feedback from Harrow Club



89% of young people surveyed felt more confident since attending their holiday provision.



100% of young people surveyed said the holiday programmes helped to improve their mental wellbeing.

A young girl with braided hair, wearing a red hoodie, is seen from the back, holding a string. She is in a crowd of people, likely at an outdoor event. The background is slightly blurred, showing other people and what appears to be a building or structure. The overall scene is bright and outdoors.

**“ I felt my daughter
was extremely well
cared for and
enjoyed the sessions.
It’s a great
opportunity for her
to build on her social
skills ”**

PARENTAL FEEDBACK

“ The camp really helped me to support my family. Finding activities which are free is rare. It has allowed me to continue working and not be hit with the financial costs which impact the rest of the month’s budget. ”

“For my son very useful service he also improved communication and interaction with other people. This gives me a chance to have time with my other children when my son is Mencap” parent of H & F Mencap



100% of parents surveyed felt their provision was useful or extremely useful.



100% of parents surveyed said their children rated the experience and activities as either 'good' or 'excellent'.

“To see her come back from the camp happy and excited has been such a huge relief. For me as a single working parent with a tight budget this has helped with the Mum guilt” parent of LMP Action camp



100% of parents surveyed feel the HAF programme has helped their children develop their social skills.



95% of parents surveyed felt that the programme has helped their children with developing their confidence and self-esteem.



MARKETING



SUMMER IN THE CITY



WINTER FESTIVE FUN



SPRING SPECTACULAR

All providers offer their own registration and sign-up process, whether that's through an online booking system, council referrals or walk-in sign-ups. Providers have built long-standing relationships with their families and are therefore able to support those from low-income households more effectively.

We distributed information via School Zone one month before each programme's delivery, giving families ample notice of upcoming activities. Recognising that not all families have web access, we printed and distributed brochures to children's centres and other key organizations within the borough.

Additionally, to promote the Programmes, we placed banners in parks throughout the borough. These banners included QR codes, providing quick access to our programme website and facilitating broader community outreach.

SUMMER CASE STUDY

MENCAP

We are very proud of the Fitness motivation and wellbeing course that we provided during the summer for our young people. This is a course designed by Richard who is a professional personal trainer and fitness instructor (BRAND INC FITNESS). Richard is very experienced in providing inclusive fitness programmes to suit all abilities. Everyone who has participated has seen improvements in both their physical fitness and mental wellbeing (young people and staff included!). It's often hard work but Richard always makes fitness challenges fun and he is a great motivator! We have all learnt a lot about our own health and how important it is to look after it during our whole life. We were also very proud to help the Police with their community project. They asked us to be involved as they are keen to improve their understanding of living with a learning disability or autism. They had a very positive interaction with our young people and thanked them for their feedback which will be used to shape their policies and educate others within the local police force. Topics that were discussed included stories of experiences with the Police, how people feel when they see the Police, what the Police need to know when interacting with a person with a learning disability and how they can change to make things safer for them. The Policemen also explained individually about their jobs and their motivation. Everyone learnt a lot and we all had fun in the process!





SUMMER CASE STUDIES

SOLIDARITY SPORTS

Over the summer, we were delighted to deliver nutritional education to our children once again. During previous projects, this has been done through conversations with our children about healthy eating, learning how to read food labels and learning how to build a 'healthy plate'. This Summer, with the aim of making our nutritional learning more exciting and interactive, we introduced the concept of 'urban gardening'. Unfortunately, many of our children live in overcrowded small flats, and very few have access to a garden. To tackle this, we took on the group project of growing our own fruits, vegetables and herbs. Children were taught about different herbs, which foods they can be used in, and how they can continue to garden at home. By the end of Summer, children had their own tomato plants to take home. The feedback we received was overwhelmingly positive, and many children took an interest in learning how to grow their own fruits. Some children even expressed a new appreciation for the fruits they eat after learning how difficult they are to grow! We definitely plan to continue our urban gardening project and would like to grow more seasonal fruits over the upcoming months







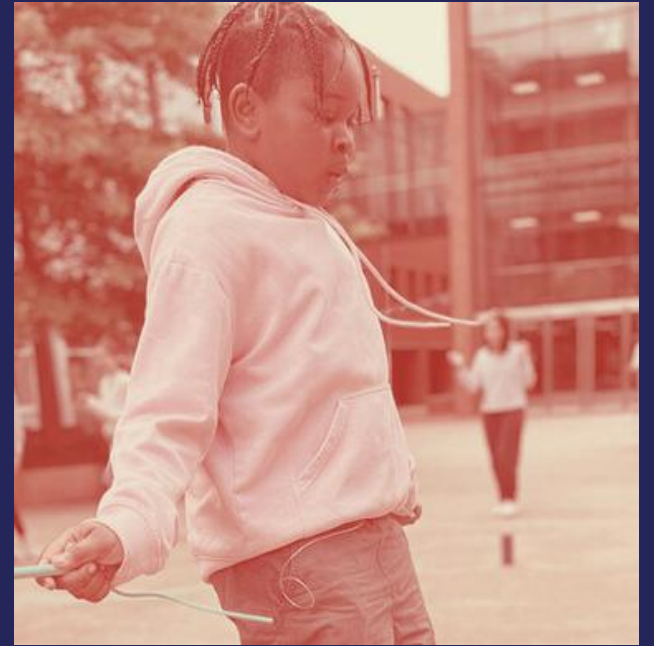
WINTER CASE STUDIES MOTHER AND CHILD

Hassan, a 12-year-old student, faced challenges having an autistic older brother, which negatively impacted on his emotional and behavioural health. Despite his intelligence, Hassan struggled to focus on school. His attendance issues and unfinished coursework resulted in his permanent exclusion.

Recognising the need for help, Hassan's mother enrolled him in our winter program. We provided tailored youth counselling and structured activities aimed at transforming his situation. Dedicated mentors patiently built Hassan's confidence while teaching essential emotional regulation techniques.

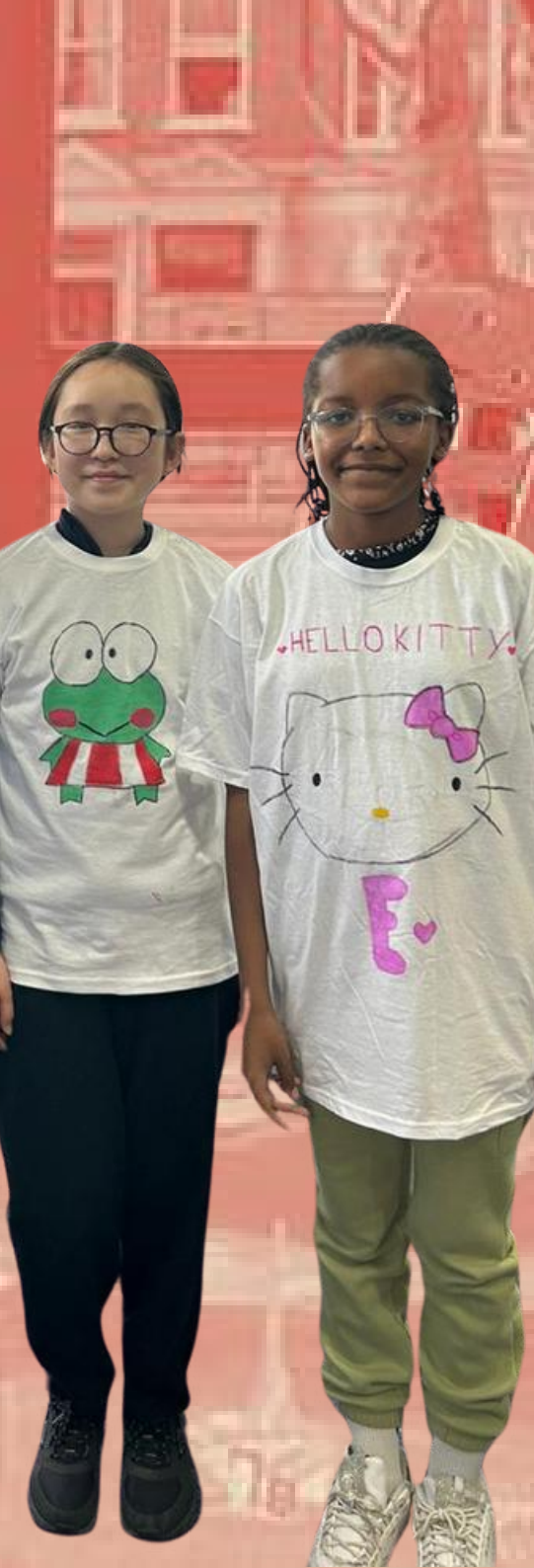
Over the winter, Hassan thrived, blossoming socially with peers and mentors. His mother arranged alternative home-schooling so he could catch up academically—a major win.

Our holistic approach, incorporating personalised support and academic advancement, has yielded a tangible impact. Hassan demonstrates clear academic and behavioural progress. His overall well-being has noticeably improved. He now copes with his brother's autism with greater resilience and maturity.



SPRING CASE STUDIES

LMP ACTION



Child S and her siblings have been attending LMP Action camps for the last three years. When she started at 13, she was withdrawn from the group and would often disengage and not participate in activities.

She has always shown a caring side to the younger age groups, particularly as two of her siblings were in those classes. As she is close to turning 17 and will no longer be able to attend camp, we thought it would be an excellent opportunity for her to gain some work experience and become a volunteer support worker for the other groups.

Child S was incredibly excited by the opportunity and showed an outstanding commitment to the role. She would arrive and leave with the other staff members each day, completing tasks without the need to be asked and taking charge when handling friendship fallouts. She did such a remarkable job; we have offered her a paid position at future camps and will be moving on to complete an apprenticeship with us in the summer.

To see a young person with such talent find her passion was inspirational.

REFLECTIONS

The 2023-2024 Holiday Activities and Food programme made significant strides in combating food insecurity and enhancing the well-being of children in the borough. Reflecting on its successes, the programme saw over 28,000 engagements, a notable increase from previous years, facilitated by partnerships with schools, community centers, and volunteers.

Diverse activities ranging from sports and creative arts to food educational workshops ensured inclusivity, fostering community and belonging.

Addressing food insecurity was central, with over 34,000 nutritious meals provided, ensuring no child went hungry during the holidays. Educational sessions on healthy eating and cooking empowered families with long-term healthy food choices.

Feedback from families was overwhelmingly positive, highlighting the programme's role in providing a safe, engaging environment and alleviating financial pressures, while children reported increased happiness, confidence, and lasting social and emotional benefits.

PLANS FOR 2024

2024 PROGRAMMES

We are aiming for this to be our biggest and best yet!

We are planning a whole host of activities programmed around themed weeks to unite the key principles of the HAF programme.

We aim to increase our links across the council to ensure we are meeting as many young people and their families as possible. Allowing for a more accessible and inclusive provision.

BOOKING SYSTEM

In Easter 2024 we will launch our new online booking system, Plinth.

With the accessibility of the new Plinth platform, we have already seen an increase in the number of families we are reaching.

This year we are aiming to increase our numbers further through earlier and expansive promotion of activities, increased number of events across the borough and increased engagement in schools.

FOOD AND NUTRITION

This year we are looking to commission resources for providers to use during the summer period. We have recognised the variety of food education activities being delivered across the borough and believe standardised resources will help to ensure all young people are receiving the same level of food education.

SEND

We are continually looking to increase the SEND provision we have available for families in Hammersmith and Fulham. We are working with several of our existing providers who are going to be increasing their number of SEND places, as well as differentiating provision to support families.

SAFEGUARDING

Keeping young people safe is at the forefront of any provision. We're asking all providers to complete a safeguarding self assessment and audit to ensure high quality standards.

Alongside the audit, providers will be given access to LMP Action's safeguarding platform 'My Concern'. This will allow us to have clear oversight of all safeguarding incidents across the borough and support accordingly.

LMP ACTION

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LMP Action CIC



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