



SUMMER

H&F

REPORT

2024



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HOLIDAY, ACTIVITY AND FOOD OVERVIEW

The HAF (Holiday Activities and Food) programme provides free holiday services, including nutritious meals and engaging activities, during the Easter, Summer, and Christmas school holidays. It is available to school-aged children from Reception to Year 11 who are eligible for benefits-related free school meals.

In 2021, the government committed to funding the HAF programme through March 2025, expanding its reach across England as part of its national rollout. Research highlights that school holidays can place significant pressure on some families, leading to gaps in holiday experiences. Children from low-income households often have less access to organised activities, may face poor nutrition and health, and are more likely to experience social isolation.

The HAF programme seeks to address these challenges by offering support and opportunities during school holidays.

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

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



Summer in the City

HAF 2024

This summer, Hammersmith and Fulham's 2024 Summer in the City Holiday Activity and Food Programme, in collaboration with LMP Action CIC, offered an exceptional summer of fun, food, and enriching activities for our community's children and young people. Our commitment to supporting families was evident throughout the borough, with a diverse range of free events and meals available.

The programme was a borough-wide celebration of enrichment, learning, and wellbeing. We partnered with 22 local providers to deliver a comprehensive array of activities for ages 4 to 18, and up to 25 for those with additional needs. There was something for everyone, from sports and music to arts and crafts, drama, and dance. Each venue provided a welcoming and supportive environment, offering unique opportunities for children and young people to thrive and enjoy their summer.

Our summer programme featured five distinct themed weeks, each packed with exciting activities and special events:

- **Eco Explorers Week (Monday 22nd – Friday 26th July):** Young people embarked on an environmental journey, engaging in crafts, exploring local green spaces, and learning about sustainability.
- **Wellbeing Warriors Week (Monday 29th July – Friday 2nd August):** This week focused on health and happiness, including yoga, mindfulness workshops, and initiatives promoting physical and mental wellness.
- **Olympic Champions Week (Monday 5th – Friday 9th August):** We celebrated athleticism and teamwork with sports, fitness challenges, and team games designed to get everyone moving.
- **Masterpiece Makers Week (Monday 12th – Friday 16th August):** Creativity took centre stage as children explored painting, drawing, sculpture, and digital art, discovering their artistic potential.
- **Future Inventors Week (Monday 19th – Friday 23rd August):** This week sparked curiosity with STEM activities, hands-on experiments, and workshops encouraging innovation and creative thinking.



SUMMER IN THE CITY OVERALL IMPACT

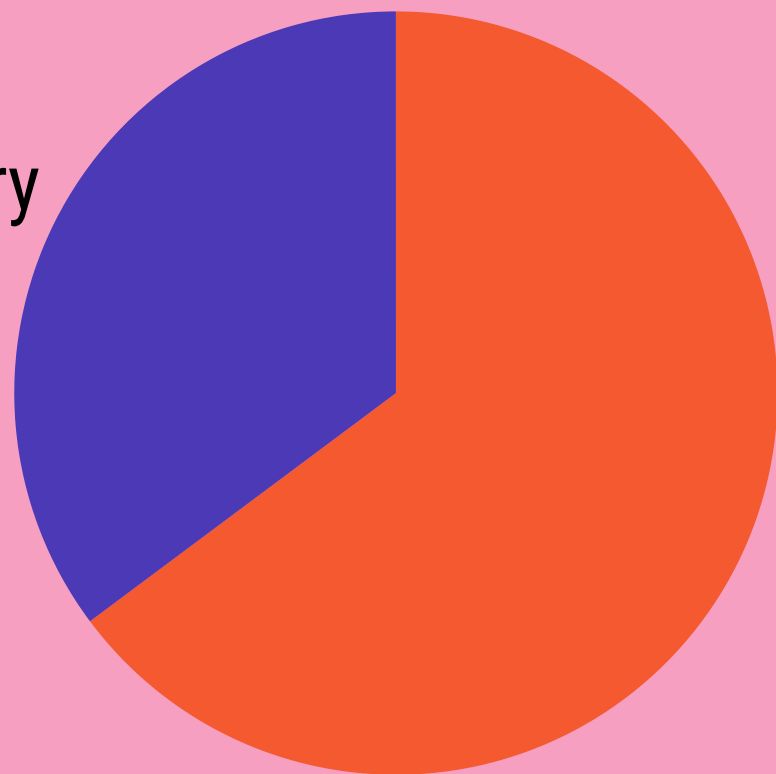
40.3%

Increase in unique young people from 2023 to 2024

94%

of young people in attendances were in receipt of benefit related free school meals

Secondary School
35.2%



Primary School
64.8%



2398

Unique young people

17,855

Total attendances

16,139

Meals served

WEEKLY BREAKDOWN

	PROVIDERS	EVENTS	ATTENDANCES	MEALS SERVED
WEEK ONE - ECO EXPLORERS	8	14	1581	1170
WEEK TWO - WELLBEING WARRIORS	21	9	4024	3709
WEEK THREE - OLYPMICS CHAMPIONS	22	9	4117	3809
WEEK FOUR - MASTERPIECE MAKERS	22	13	3784	3554
WEEK FIVE - FUTURE INVENTORS	13	7	2941	2889
WEEK SIX	7		958	958

SUMMER IN THE CITY LAUNCH COMMUNITY DAY

To boost community engagement and raise awareness for the Hammersmith & Fulham Holiday Activities and Food (HAF) Programme, we partnered with H&F's Community Day to launch the Summer in the City programme on Saturday, 20th July at Ravenscourt Park.

The event drew around 450 young people and their families to our designated area, with seven local providers offering creative and interactive activities, including inflatables and live performances by the London Social Orchestra.

We ensured accessibility by offering free food and activities and supporting families from low-income households—one of the key objectives of the HAF programme. Throughout the day, we promoted the Summer in the City programme, answering questions and guiding families to sign-ups and summer opportunities across the borough.

This collaboration highlighted the importance of community outreach, significantly amplifying the programme's impact and engaging a broad audience.



FULHAM REACH BOAT CLUB CASE STUDY

Child A is 14 and first attended our provision a few years ago. Their Mum was desperate to find somewhere for them to attend.

Child A has a visual impairment. They attended for a couple of mornings over the summer. This was successful and we allowed them to build up to a whole day and then a week.

Since then, they have attended every HAF Easter and Summer programme and are now a fully-fledged junior bursary member at FRBC, attending FRBC several times a week.

They recently acted as a FRBC Ambassador, showing great maturity and rowing ability at our first ever 'visual impaired adaptive' rowing taster session. We're so proud of them and everything they have achieved through our HAF programme.



“I HOPE I CAN COME AGAIN
NEXT YEAR”

Young person who attended Fulham Reach Boat Club

ECO EXPLORERS WEEK ONE

Eco Explorers Week, held from Monday 22nd to Friday 26th July, kicked off our Summer in the City 2024 Holiday Activity and Food (HAF) Programme with an exciting focus on nature, sustainability, and environmental awareness. This week was all about inspiring children and young people to connect with their environment while engaging in fun, hands-on activities that promoted both learning and creativity.

8

Providers delivery holiday activities

Three providers delivered in the North

Three providers delivered Centrally

Two providers delivered in the South

14

Events

5 one-off events were hosted across the borough

6 Play Street events

3 Library events

485

Unique young people

1563

Total Bookings

1170

Meals served





“I LEARNT HOW TO BE MORE CONFIDENT!”

Young person, aged 11 who attended Sulgrave Youth Club



SULGRAVE YOUTH CLUB

WELLBEING WARRIORS WEEK TWO

Wellbeing Warriors Week, held from Monday 29th July to Friday 2nd August, focused on promoting physical and mental wellness. This week aimed to help children and young people prioritise their health through a range of activities designed to enhance both body and mind.



1034

Unique young people

3841

Total Bookings

3490

Meals served

21

Providers delivery holiday activities

Seven providers delivered in the North

Seven providers delivered Centrally

Seven providers delivered in the South

9

Events

2 one off events were hosted across the borough

6 Play Street events

1 Library events

“I MADE SOOO MANY FRIENDS!”

Young person who attended SEAPIA



SEAPIA

OLYMPIC CHAMPIONS WEEK THREE

Olympic Champions Week, held from Monday 5th to Friday 9th August, brought the spirit of athleticism, teamwork, and competition to Hammersmith and Fulham's Summer in the City 2024. This week was all about encouraging children and young people to stay active, challenge themselves, and celebrate the joy of sports.

22

Providers delivery holiday activities

Six providers delivered in the North

Eight providers delivered Centrally

Eight providers delivered in the South

9

Events

4 one off events were hosted across the borough

4 Play Street events

1 Library events

1152

Unique young people

3950

Total Bookings

3636

Meals served



“I HAD THE BEST TIME AT CAMP!”

Young person who attended Harrow Club



HARROW CLUB

MASTERPIECE MAKERS WEEK FOUR

Masterpiece Makers Week, held from Monday 12th to Friday 16th August, unleashed the creativity of children and young people. This week focused on artistic expression, allowing participants to explore their imagination through a variety of visual and creative arts activities.



1137

Unique young people

3644

Total Bookings

3386

Meals served

22

Providers delivery holiday activities

Eight providers delivered in the North

Seven providers delivered Centrally

Seven providers delivered in the South

13

Events

4 one off events were hosted across the borough

10 Play Street events

3 Library events

One young man learned to control his frustration/ aggression because it was pointed out to him (in a professional manner) that unless he could interact with everyone positively, he might have to stay at home and miss out on the trips.

No one is expected to be happy all the time but his behaviour was deteriorating and becoming detrimental to the group's enjoyment.

After he had a couple of days to think about this, he realised how much Summer in the City meant to him and he has been a pleasure to work with ever since! He told us: "It's boring and lonely sitting on my own at my care home with nothing to do and no friends. That's why I want to come out with everyone and be included. I don't want to be rude anymore, it's no fun. Also, I like the food and the snacks! "

"I'M HAPPY!"

Young person who attended H&F Mencap



FUTURE INVENTORS WEEK FIVE

Future Inventors Week, held from Monday 19th to Friday 23rd August, sparked innovation and curiosity. This week was dedicated to Science, Technology, Engineering, and Maths (STEM), encouraging children and young people to think critically and explore the world of invention.



821

Unique young
people

2787

Total Bookings

2735

Meals served

13

Providers delivery holiday activities

Five providers delivered in the North

Four providers delivered Centrally

Four providers delivered in the South

7

Events

6 one off events were hosted across
the borough

1 Library event

“I FEEL HEALTHIER AND STRONGER”

Young person who attended Brainspark Games



BRAINSPARK GAMES

SEND SUPPORT

Hammersmith and Fulham are committed to ensuring inclusivity within their Summer in the City programme, particularly for children and young people with Special Educational Needs and Disabilities (SEND).

Through the Holiday Activities and Food (HAF) initiative, the borough provides enriching activities and nutritious meals during school holidays, making sure all children can participate, regardless of their abilities or backgrounds.

The programme creates a welcoming and accessible environment, with 94% of HAF providers offering spaces for young people with SEND. In addition, three specialist services are available to cater to those with more complex needs, demonstrating the borough's dedication to comprehensive support.

The success of this inclusive approach is reflected in the 1,497 attendances from young people with SEND, highlighting the positive impact the programme has on fostering a supportive and thriving community.



177

Unique young people

1,497

Total attendances

520

Sessions attended



“I WISH WE COULD GO EVERYDAY”

Young person who attended Solidarity Sports

SOLIDARITY SPORTS

HAF PROVIDER FEEDBACK

“We have children we know have challenging behaviour in school and are reluctant school attenders but at holiday club they are happy and engaged and have developed strong friendship groups.

The children have been cooking throughout the sessions and we have noticed that they are better at recognising a wider range of healthy produce compared to when they began attending”
Bubble and Squeak

“Young people who may have previously lacked regular access to structured activities often show greater enthusiasm for sports and outdoor games. This increased physical activity has led to improved fitness, better motor skills, and greater energy levels. With access to nutritious meals during the programme, many young people better understand the importance of healthy eating.

Having the chance to have a free hot meal has also supported families financially. Participating in new activities, learning new skills, and simply being part of a group have increased young people’s self-esteem. We have observed young people who are quite shy become more outgoing, take initiative, and engage confidently in group activities.”

Action on Disability



100% of providers felt they were well informed about the delivery processes and expectations of the HAF programme prior to delivery.



100% of providers rated the management of the programme as ‘good’ or ‘excellent’.

INCREASED
CONFIDENCE

IMPROVED
NUTRITION

IMPROVED
PHYSICAL HEALTH



“I’VE TRIED SO MANY NEW THINGS THAT, I
WOULDN’T HAVE BEEN ABLE TO BEFORE”

Young person who attended LMP Action



LMP ACTION

PARENT AND CARER FEEDBACK

“This programme was fantastic and we truly are grateful to H&F for putting on these events and making them accessible to all. The pressures of having children over the 6 week holiday and finding things for them to do is challenging. However, the summer in the city programme helped us tremendously by giving the children opportunities to learn new skills, build confidence, and make friends”.

Parent from Hammersmith Events

“The recipes my son made were great! He brought them home and I was able to feed my youngest who is a fussy eater and even they loved it”.

Parent from Nourish Hub

“It has helped me during the six-week holidays and also has helped my son gain confidence and to make new friends”.

Parent from Let's Leap

“I am impressed that they have so many activities to keep kids of different ages engaged and happy. Thank you to everything you do!”

Parent from SEAPIA



97.1% of those surveyed said they would book their children onto the programme again.



92% of those surveyed said the quality of the programme was good or excellent.



87% of those surveyed said the programme ensured their children ate a healthy nutritious meal each day.

INCREASED
CONFIDENCE

IMPROVED
MENTAL HEALTH

DEVELOPED
SOCIAL SKILLS

Child A is 12 years old and has been attending our youth theatre for two years. However, she only recently moved into our senior group, where she is one of the youngest members. Coming from a large family, Child A, as the oldest sibling, often finds it hard to be heard and get attention. She shoulders a lot of responsibility and has frequently shared with us the challenges she faces at home.

Participating in the performance week at WCYT was a real highlight for Child A, offering her the chance to enjoy a fun week without the responsibilities of caring for her siblings. She loved making new friends, working toward the show, and discovering her voice and confidence as the week progressed.

She especially enjoyed performing in front of a live audience with her family present. Additionally, she was very proud that her design was chosen to be used for our programmes.

Taking part in this project has greatly boosted her confidence, and she is excited to continue attending the youth theatre.

“I FELT NOTICED”

Young person who attended White City Theatre Project



WHITE CITY THEATRE PROJECT CASE STUDY

YOUNG PERSON FEEDBACK

"I enjoyed all the classes provided, especially the self-defence classes as I feel more comfortable walking 2 alone as a woman as I now know what to do in that situation to protect myself. I enjoyed this experience, as the volunteers, coaches and managers are so kind and you can tell they genuinely care".

Young person, Fulham Reach Boat Club



"I can't believe I'm actually on a beach. I've never been to the beach before. There are rocks everywhere, and it's so beautiful."

Young person, Solidarity Sports

"The holiday club definitely improved my wellbeing. Playing football every day kept me active, which made me feel good. It also helped me make new friends and gave me something fun to do during the summer, which made me happier overall.."

Young person, QPR

"I loved learning new choreography every day and finishing the day playing games with my friends"

Young person, Dancewest

MADE NEW
FRIENDS

NEW
OPPORTUNITIES

ATE GREAT
FOOD

“IT’S A FAMILY AND I FEEL HAPPY WHEN I’M HERE”

Young person who attended MASBRO Youth Club



MASBRO YOUTH CLUB

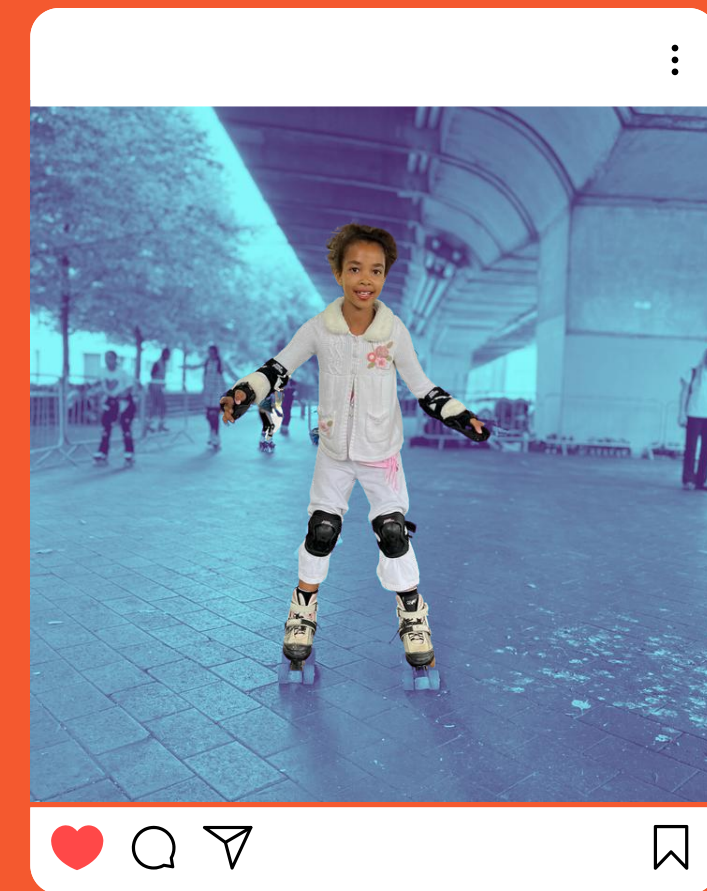
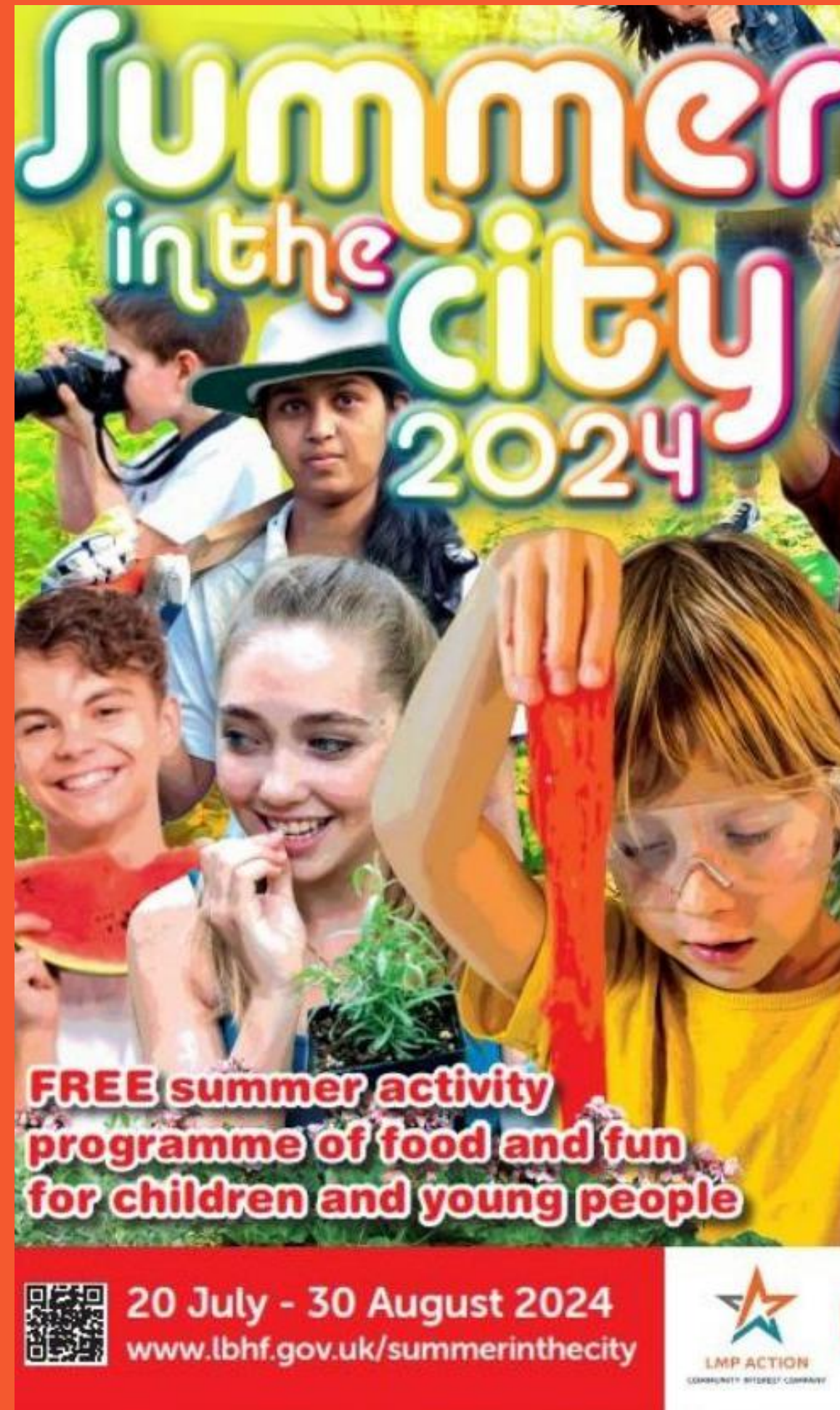
SUMMER IN THE CITY MARKETING

The Summer in the City programme is designed to offer accessible activities for all families in the borough. Providers offer flexible registration options, including online bookings, council referrals, and walk-in sign-ups. Many have long-standing relationships with families, particularly those from low-income households, allowing them to provide tailored support.

Information was shared a month in advance via the School Zone to promote the programme. For families without web access, printed brochures were distributed to children's centres, Family hubs and at the SITC launch event. Additionally, banners with QR codes were placed in parks across the borough, offering quick access to our website and further outreach.

In April we introduced our new booking system, Plinth, making it easier for families to register and allowing us to monitor bookings and data more effectively.

During the programme's delivery, council communication teams attended several events and providers, generating social media content and newsletter updates that promoted the programmes across the borough, further increasing community engagement.



ACKNOWLEDGEMENTS

Action on Disability

Brainspark Games

Bubble and Squeak

Dancewest London Limited

Fulham Boat Reach

Harrow Club

Jolof Sports Club

Let's Leap Sports Academy

LMP Action C.I.C

Minaret Community Centre

QPR in the Community Trust

Sands End Associated Projects in Action

Shepherds Bush Families Project and Children Centre

Solidarity Sports

Sulgrave Youth Club

The Ealing Trailfinders Foundation

The London Sports Trust

UK Harvest Limited - Nourish Hub

Urban Partnership Group - MASBRO Centre

Urbanwise.London Limited

White City Theatre Project

YDP Hammersmith and Fulham Mencap

PARTNERSHIPS

Baseball Knights

Brand Inc Fitness

Bush Theatre

Chelsea Football Club

City Harvest

Doody Educational Workshops

Eat Club

Embrace Mondo Fitness

Felix Project

Fighting Fit Fencing

Go Live Theatre Projects

Hammersmith Community

Gardens

Hindleap Warren

Holland Park School

Home Instead

HS2

Imperial College London

Immediate Media

Janet Adegoke Swimming Pool

JKArts CIC

Jordan Campbell

Kew Gardens

Kindred Studios

Kitchen Social

La Modista

Latymer School Foundation

LBHF Libraries

LBHF Youth Council

Lyric Theatre

Molana Persian Restaurant

Moco Museum

Multi Sports Coach

Natural History Museum

NHS

Noise Academy

Oaker Wood

Octavia Foundation

Papatango Theatre

Painting Division

Petite Miracles

PARTNERSHIPS

Pop Up Arcade LTD

Queens Club Foundation

Rich T Manga Academy

RNLI

Roll Wid Us

Saatchi Gallery

Sam's Riverside Restaurant

SASH

School Nosh

Stage Coach

St John's Ambulance

St Paul's School

Stubbers

Switch Sports

Tate Modern

Tennis Coach

Tesco

The Money Charity

Tiger Sonic Music Studio

Tideway Sailability

Turtle Key Arts

Tye Dye Drama

Victoria and Albert Museum

Veolia

West Zone



LMP ACTION CIC



LMP ACTION

COMMUNITY INTEREST COMPANY

Natalie Glasby
Head of Programmes
Natalie@lmp-action.co.uk

Louise Lear
Programme Manager
Louise.lear@lmp-action.co.uk

