



The free holiday activity
and food programme

Annual Report

2021



Department
for Education

Wiltshire Council

Contents page



Project background

Our journey so far

Programme
components

Project areas and vision

Promotion and
marketing

Key statistics: 2021

Outcomes: 2021

Additional outcomes:
2021

Beyond 2021

Project Background

In November 2020, the Government announced its intention to expand the Holiday Activity and Food programme across the whole of England during 2021. The programme had previously provided healthy food and enriching activities to disadvantaged children in pilot locations since 2018.

School holidays can be pressure points for some families because of increased costs, such as food and childcare, and reduced incomes. For some children that can lead to a holiday experience gap, with children from disadvantaged families less likely to access organised out-of-school activities; more likely to experience 'unhealthy holidays' in terms of nutrition and physical health and are more likely to experience social isolation.

These inequalities have shown to have a negative impact on school attainment once children return to the classroom. This is significant as educational performance is key to social mobility and enabling people to move out of poverty.

Funding was made available to Wiltshire Council by the Department of Education (DofE) to deliver the Holiday Activity and Food (HAF) programme during 2021. As part of the offer, holiday club places were to be made available for the equivalent of at least 4 hours a day, 4 days a week, 6 weeks a year. This covered four weeks in the summer, plus a week's worth of provision in each of the Easter and Christmas holidays.

Places were made available to all children in the local authority area who are eligible for and receive benefits-related Free School Meals (FSM). As of April 2021, there were a total of 9,445 students eligible for FSM in Wiltshire.

The programme was open to both primary and secondary school pupils, including those within the SEND cohort.

In Wiltshire the HAF programme has been delivered using the brand FUEL.



”

In April 2021, there were a total of 9,445 students eligible for FSM in Wiltshire.

Our journey so far

Since the launch of FUEL in Easter 2021, the programme has engaged over 4,000 young people and provided over 31,000 meals across Wiltshire.

HAF Preparation 2021

- Wiltshire Council was awarded funding from DofE to deliver the HAF programme across the county
- A mapping exercise was completed to better understand the spread and location of pupils eligible for FSM in Wiltshire
- The FUEL brand, concept and logo was created



Easter 2021

- The Easter offer consisted of delivering food boxes, activity packs and online content due to Coronavirus pandemic restrictions
- Food boxes provided meals to cover a 4 day period and included breakfast and dinner
- Food providers, Real Wrap Co, delivered meals and ingredient cards to registered families across the county
- Farm Cookery School ran interactive cook-alongs
- Activities were provided in house via the activity pack and online activity sessions.



Our journey so far

Summer 2021

- Face-to-face delivery: 4 days for 4 weeks
- Over the summer 10 mainstream FUEL camps were delivered by three commissioned suppliers, each with different areas of responsibility (food, activity, nutrition)
- 2 dedicated camps were delivered specifically for eligible children with SEND
- During the summer, a FUEL grant was given to 8 community groups to deliver summer camps to eligible participants to extend the reach and capacity of the programme.



Winter 2021

- Face-to-face delivery: 4 days for 1 week
- 10 mainstream camps were delivered using the summer model
- 2 dedicated camps were delivered specifically for eligible children with SEND
- FUEL camps provided structured activity and food for afghan refugees



In total, 4,714 individual participants took part in the HAF programme across all three delivery periods, with beneficiaries ranging in age from 4-17 years old. 40% of registered participants were from the most deprived areas in Wiltshire (Quintile 1: Index of Multiple Deprivation). The programme provided 31,263 meals during 2021.

Programme components

Mainstream FUEL Camps



The mainstream offer saw the delivery of ten core activity camps during both the summer and winter delivery periods, in priority areas of the county where there is the greatest number of children eligible for FSM. These camps were delivered by three commissioned suppliers, Learn By Design, Occasional Kitchen and Phunky Foods, each with different areas of responsibility.

SEND FUEL Camps

Four FUEL camps for young people with special educational needs and/or a disability were provided during the summer and winter periods. These camps were delivered by Wiltshire Council staff and appointed coaches who have expertise in delivering and implementing successful provision to the target demographic. The booking process also allowed participants who applied to the mainstream camps to transfer over to the SEND camps if needed.



Community FUEL Camps



Wiltshire Council also provided HAF funding to 8 existing community organisations so they could develop additional HAF provision. Funding was available to support summer delivery only and extended the reach and capacity of the programme as a whole. Funded organisations also received nutritional training and resources to better enable them to deliver this aspect of the programme

Priority areas and vision

-  Mainstream camp
-  Disability camp
-  Community camp



The above map shows the delivery locations of face-to-face FUEL activity camps as part of the summer and winter offer. This includes mainstream, disability and community camps. Locations were selected using registration data from the Easter delivery of the FUEL programme.

In line with the HAF delivery objectives by the DofE, the FUEL programme vision is to:



Provide meals and snacks to ensure participants can eat healthily over the school holidays.



Provide a range of sport and physical activities to ensure participants can be more active over the school holidays.



Support the development of resilience, character and wellbeing of participants along with wider education attainment. Also give participants a greater knowledge of health and nutrition.



Create a safe environment, combatting social isolation over the school holidays. Use FUEL as a platform to connect schools and other local services.



A mapping exercise was completed to better understand the spread and location of pupils eligible for FSM in Wiltshire, to identify areas of greatest need and to inform priority delivery locations

Promotion and marketing



Food

F is for Food! You will receive a nutritious lunch each day and you'll also have fun and keep fit!



Unity

Unity means making new friends in your community, while friendly staff are supportive and understanding.



Energy

Take part in a range of activities that will keep you energised, exercised and educated.



Laughter

There will be plenty of opportunities for fun and laughter throughout the programme and opportunities to learn new life-skills.

FUEL Promotional letters and flyers:







FUEL social media gifs:









Wiltshire is delivering the programme under the brand FUEL (Food, Unity, Energy, Laughter), which has been created to implement the programmes priorities and to help reduce any stigma associated with the programme.

To promote the project, a specific marketing pack, including letters and flyers were sent directly to schools to be shared with the pupils eligible for FSM.

For the registration process, Wiltshire Council developed a bespoke application form and database to collate applications, manage food orders/allergies, access needs of participants and collect KPIs. Training and step by step guides were created for external providers to ensure efficient use.

The success of the programme has subsequently been shared via social media posts and promotional videos.

95%

Reported the booking process to be 'easy'

Promotion and marketing

Please click below to watch videos showcasing the delivery of the summer and winter Holiday Activity and Food offer in Wiltshire and to hear what participants thought about their experience. This video was created by our activity providers, Learn By Design and includes pictures, videos and key data from the face to face delivery.

[To watch the summer FUEL video click here](#)



[To watch the winter FUEL video click here](#)



Key statistics: 2021

Easter participants	2,365
Summer participants	1,837
Winter participants	512

Primary School	77%
Secondary School	20%
Special School	3%

Female	47%
Male	48%
Prefer not to say	5%

Quintile 1	40%
Quintile 2	20%
Quintile 3	18%
Quintile 4	15%
Quintile 5	7%

4,714
individual
participants

31,263
meals
provided

40%
of participants
from
Quintile 1

49,322
contact
hours



93%

participants of recent FUEL
camps wanted to attend
future programmes

”

The Fuel camp had a really positive impact on my children. They loved all the activities and the meals. It is a very beneficial programme and we hope that it will be continued in the future. Thank you

Thank you so much for providing these sessions, it has made a huge difference to us. My daughter had a great time, she loved all the activities, made lots of friends and said the staff were really nice. Such a great idea and we are both very grateful

Outcomes: 2021

31,263

Meals provided on FUEL camps in 2021



Due to the pandemic the Easter FUEL programme was offered remotely, providing food boxes to registered families eligible to FSM. These contained ingredients and recipes to make healthy meals. 80% reported having more satisfying meal times over Easter as a result of being part of the FUEL programme.

"Thankyou for the amazing food box, my son and I were really impressed with the box contents and is happily planning out his cooking schedule."

Easter FUEL feedback

In partnership with Occasional Kitchen, Wiltshire Council provided a hot nutritious meal and healthy snacks to each participant at the summer and winter FUEL camps.

"Really pleased my son had free and healthy meals, what a godsend."

Winter FUEL feedback

Menus were specifically developed to ensure a varied and enticing lunch was offered on each day of the camp. As well as reducing holiday hunger, the meals also gave participants an opportunity to try new foods and take additional food boxes home to their families.

"I really appreciated not having to worry about the financial costs and know they had healthy meals. Also they came home with food and this saved money that I could use on other essentials. I'm so grateful!"

Summer FUEL feedback

Data collected from 471 families who completed the FUEL feedback surveys



Provide meals and snacks to ensure participants can eat healthily over the school holidays.

Meals provided breakdown:

18,920 **10,339** **2,004**
Easter Summer Winter

Had 'happy and full tummies after attending a FUEL camp:



Easter 78%



Summer 68%



Winter 72%

Found the provided meals from FUEL beneficial over the holidays:



Easter 81%



Summer 70%



Winter 86%

68%

Saw an improvement in their child/ren's food choices after attending a FUEL camp



Outcomes: 2021

Activity providers, Learn by Design, ensured young people attending the mainstream summer and winter FUEL camps were provided with a range of sport and physical activities to keep them active over both holiday periods. These activities included 'high ticket sessions' such as a climbing wall and zorbing. The SEND provision included activities such as boccia, new age kurling and adapted cycling.

As part of the Easter programme, activity packs were provided alongside online physical activity sessions.



"Really good service for providing accessible play opportunities. Our child enjoyed a range of activities and was happy to return everyday"

Summer FUEL feedback

53%

saw an improvement in their child/ren's behaviour at school as a result of attending FUEL camps and having structured activity during the holiday period

"My children really enjoyed all the activities in fact it's the first time they came back from an activity day saying how much they loved it! They couldn't wait for the following day."

Winter FUEL feedback

Data collected from 471 families who completed the FUEL feedback surveys



Provide a range of sport and physical activities to ensure participants can be more active over the school holidays.

Were more physically active, as a result of attending a FUEL programme:



Easter 55%



Summer 77%



Winter 60%

Enjoyed the range of activities on offer at FUEL camps:



Summer 94%



Winter 92%

Tried a new activity, that they hadn't tried before, as a result of attending a FUEL camp:



Summer 75%



Winter 60%

76%

Rated the activities on offer at FUEL camps as high quality



Outcomes: 2021



63%

saw an improvement in their child/ren's attitude towards food after attending the nutritional workshops at FUEL camps

Healthy eating providers, Phunky Foods, delivered hands on nutritional workshops during the summer and winter FUEL camps to educate the young people on the importance of eating healthily. Cook-alongs and workshops were also provided remotely during the Easter programme.

"My children are incredibly proud of themselves for cooking dinner for the whole family after following the FUEL cook-along."

"My son has food aversions and he tried tuna couscous (with grated carrots, peas and lemon juice) for the first time last week, and he's made it 3 times since!"

Easter FUEL feedback

As well as providing structured activities and educational sessions the FUEL camps also provided the participants with an opportunity to grow in confidence and develop social skills.

79%

saw an improvement in their child/ren confidence levels since attending FUEL camps in the holiday period.

"She really enjoyed her time at camp, she really struggles being apart from me and going into a new place with all the new people really worried me, but she smashed it because your team was so lovely and friendly and helped her every step of the way!"

Data collected from 471 families who completed the FUEL feedback surveys



Support the development of resilience, character and wellbeing of participants along with wider education attainment. Also give participants a greater knowledge of health and nutrition.

Ate more fruit or vegetables as a result of attending FUEL:



Summer 57%



Winter 35%

Enjoyed taking part in the nutritional workshop when attending FUEL:



Summer 76%



Winter 84%

83%

Learnt a new skill when attending the online nutritional workshop



Outcomes: 2021



49,322

face to face
delivery hours
provided at
FUEL camps in
2021

The face to face FUEL camps over the summer and winter period gave young people the opportunity to meet new people in their local community, developing their friendships and social circles.

"An excellent experience, my son thoroughly enjoyed himself and it was great to see him making new friends and gaining confidence in new situations."

Summer FUEL feedback

Wiltshire Council worked collaboratively with the Education team, children's services and social workers to ensure those most in need of the project were offered the opportunity to attend.

The FUEL programme also brought a secondary benefits to parents/carers allowing them to work, focus on studies and have less financial worries over the three delivery periods.

"This was an incredible thing . A single mum of 5 with no family or friends as I had to restart in a new area I was so worried about how I was going to cope, I'm so grateful to this programme."

Summer FUEL programme

Data collected from 471 families who completed the FUEL feedback surveys



Create a safe environment, combatting social isolation over the school holidays. Use FUEL as a platform to connect schools and other local services.

Made new friends as a result of attending a FUEL camp:



Summer 73%



Winter 70%

32

Year 6 pupils reported over the summer, attending FUEL camps allowed them to meet other students starting the same secondary school as them.

Found the FUEL camps beneficial to their family :



Easter 81%



Summer 87%



Winter 98%



Additional Outcomes: 2021



£1,633

was donated to the FUEL programme by **Waitrose**, as well as 150 lunchboxes, and water bottles over the summer.

This provided participants with food bags and ingredients to take home to their families.



Food bags were provided to FUEL participants attending the Royal Wootton Bassett winter camp by **Swindon Food Collective**. The young people and their families received non perishable goods and toiletries, as well as a Christmas chocolate treats! **Salisbury Food Bank** also provided Christmas chocolate to the participants of Salisbury and Amesbury FUEL camps.

Wiltshire Council teams worked collaboratively together to ensure **30 afghan refugees** were given the opportunity to attend the FUEL winter camps. Passenger Transport provided buses to get the young people to and from the camps. Additional signage and staff were also put in place to make sure these participants were supported and barriers were minimised.

Seeds4Success in Mere, who received HAF grant funding in the summer, continued to run their programme during the winter delivery period. Provision followed the same format and structure with Seeds4Success providing a healthy meal and structured activity for **20 young people** eligible for FSM.



”

30 Afghan Refugees attended the winter FUEL programme

Food and nutrition providers for the mainstream camps, have also secured additional contracts in Wiltshire after gaining exposure from the FUEL programme. Occasional Kitchen, will be providing the three course meal at the Wiltshire Business and Sports Gala Dinner in 2022. Phunky Foods are working in partnership with Public Health to deliver a healthy lifestyles intervention programme in 10 Wiltshire schools.

Beyond 2021

In December 2021, the Government confirmed funding available to local authorities to continue HAF delivery in 2022.



”

As of October 2021, there were a total of 9,753 pupils eligible for FSM in Wiltshire.

It is Wiltshire Council's ambition to continue the delivery of the FUEL programme, due to the success and positive impact it has had on young people and their families in the holiday periods throughout the county. During 2021, Wiltshire Council successfully delivered a Holiday Activity and Food offer which met all of DoE's key requirements. In 2022, the FUEL programme will continue to build on the success of the previous year as well as exploring ways to expand the reach of the programme to older pupils and more students that are eligible for FSM.



ALWAYS COOKING

SCHOOL FOOD. LIKE NO OTHER



LEARN
bydesign 

Inspiring learners since 1995

We thank you for your continued support and efforts to contribute to Wiltshire HAF programme.



FUEL

**The free holiday activity
and food programme**

www.wiltshire.gov.uk/leisure/fuel-programme 

fuelprogramme@wiltshire.gov.uk 

Wiltshire Council 