



The free holiday activity
and food programme

Easter Impact Report

2022



Department
for Education

Wiltshire Council

Wiltshire Council Business Plan (2022-2032): Mission and Themes

Empowered People: We get the best start in life, We stay active, We are safe.

Thriving Economy: We have vibrant, well-connected communities, We have the right skills to prosper.

Resilient Communities: We ensure decisions are evidence-based, We live well together.

The Holiday Activity and Food programme (HAF) has the potential to meet all four of the council's guiding themes; '**Prevention and early intervention**', '**improving social mobility and tackling inequalities**', '**understanding communities**' and '**working together**'.

Background on HAF

HAF is funded across England by the Department of Education (DofE) and aims to provide children who are eligible for benefits related free school meals (FSM) with free access to enriching activities, nutritious meals and healthy eating information during the Easter, summer and Christmas holidays. The latest school census states we have **9,753** pupils eligible for FSM in Wiltshire.

The HAF programme is delivered in Wiltshire using the brand FUEL (Food, Unity, Energy, Laughter) and the programme is a direct response to the growing issue of holiday hunger which is having a significant impact on low-income families.

During 2021, Wiltshire Council delivered a core, disability and a funded community offer. In total, **4,714 individual participants** took part in the HAF programme across all three settings with beneficiaries ranging in age from **4-17 years old**.

Nearly **40%** of registered participants were from the **most deprived** areas in Wiltshire (Quintile 1: Index of Multiple Deprivation). The programme totalled 20 face to face delivery days, 49,322 contact hours and provided 31,263 meals.

Objectives

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.

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.



Easter FUEL Programme Components

The Easter delivery in Wiltshire is made up of three main components:

Core FUEL Camps

The core offer is responsible for the delivery of ten activity camps, in priority areas of the county where there is the greatest number of children eligible for FSM shown on the map below. These camps are delivered by three major commissioned suppliers, specialising in food, nutrition and activity provision.

Disability FUEL Camps

Additional FUEL camps for young people with special educational needs and/or a disability are also provided. These camps are delivered by Wiltshire Council staff and appointed coaches who have expertise in delivering and implementing successful provision.




Additional Outcomes

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

Seeds4Success, a youth work charity in Mere, who have been previously awarded a FUEL community grant fund independently ran their own Easter FUEL camp for eligible participants living in the rural areas surrounding Mere and Tisbury.



 Mainstream camp

 Disability camp

FUEL key statistics

Our first delivery period of 2022 included the provision of ten core activity camps to over **700 unique participants** during the Easter holidays in Wiltshire towns with the greatest number of eligible FSM recipients and two SEND specific camps. Over the four days the FUEL camps reached **2,130 total visits** and **provided 3,720 meals**.



Overall FUEL figures for 2021/2022 below:

5,438
individual
participants

34,983
meals
provided

40%
of participants
from
Quintile 1

51,422
contact
hours

Easter breakdown

Primary School	90%
Secondary School	10%
Female	49%
Male	51%
Prefer not to say	<1%

Quintile 1	41%
Quintile 2	23%
Quintile 3	20%
Quintile 4	13%
Quintile 5	3%

20 participants were in foster care, **52 participants** were referred into the programme by social services and **21 participants** were refugees.



Food

Food providers, Occasional Kitchen supplied a **hot nutritious meal and healthy snacks** to each participant at the Easter FUEL camps. 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.

"Amazing food cooked fresh on the day for the children, plenty of fruit snacks. Well done chef!"

Easter FUEL feedback

The lunches included spaghetti bolognese with peas, chicken pie with new potatoes and mixed vegetables, beef fajitas with roasted peppers and potato wedges and Italian chicken in a tomato and basil sauce with pasta and broccoli. A gluten free and vegan option were also available for each meal choice.



91%

of participants found lunch provided over the Easter holidays beneficial

Nutritional providers, Phunky Foods, delivered **hands on nutritional workshops** to educate participants on the importance of healthy eating. This included making chickpea burgers and marshmallow Easter bunnies.

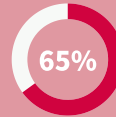
"My daughter loved the food too the point where she made me make homemade burgers which is good as we usually buy them. But homemade are much better for you and she loves them now!"

Easter FUEL feedback

3,720

 Meals provided at Easter FUEL camps

Had 'happy and full tummies' after attending an Easter FUEL camp

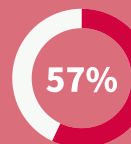


Rated the contents of the hot meals provided at Easter FUEL camps as **good**

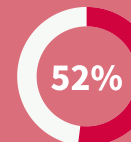


Reported their children **really enjoyed** taking part in the nutritional workshops at Easter FUEL camps

Returning Participants from FUEL 2021



Have seen an improvement in their **child's attitude towards food** since attending FUEL camps



Have seen an improvement in their **child's food choices** after attending FUEL camps

1/3

of participants **tried a new meal** and had **more fruit and vegetables** as a result of being part of Easter FUEL





The FUEL programme supports Wiltshire Council's priority to ensure that all young people get the best start in life.

The camps not only provide hot food, healthy eating advice and a range of activities but also support in the development of character and wellbeing of participants along with wider educational attainment.

I visited one of the Easter FUEL camps and was delighted to see the participants having fun, enjoying a tasty meal as well as being creative and active.

*Cllr Laura Mayes, Cabinet Member for Children's Services,
Education and Skills*

Unity

Both the core and disability FUEL camps create a safe, fun and friendly environment for participants to develop social skills and make new friends in their local communities. Over **67% of participants were excited to attend camps** each day.

"Thank you SO much to everyone at fuel. My son is only 6 and was very nervous about attending. He made lots of new friends and has come out of his shell. I have had trouble with my son socially but this has REALLY helped her so I can't thank you enough."

Easter FUEL feedback

"As a parent on benefits, it was great for her to be able to meet other children, rather than being stuck at home because we have no spare money to go out. We only moved here last November & it's given me and my daughter chance to meet new friends."

Easter FUEL feedback



74%

of participants made new friends when attending Easter FUEL camps

The FUEL programme doesn't just directly impact those participants attending a camp, it also brings **wider positive outcomes** to the families and community.

This includes creating a platform for schools and other local services to connect, benefit local families and provide employment opportunities; **extending the social mobility** in targeted areas and **improving community cohesion**.

Services took on a joined up approach to ensure those young people who would benefit from the programme were given an opportunity to apply. During Easter registration **20 participants** were in **foster care**, **52 participants** were referred into the programme by **social services** and **21 participants** were **refugees**.

Data collected from 133 families who completed the FUEL Easter feedback survey

80

Wiltshire residents had paid employment over Easter due to the FUEL programme



“

'I grew up attending school in Trowbridge, my mum was a single-parent and we qualified for free school meals.'

The only vegetable I had at home was baked beans, pretty much, that's no reflection on my mum it's just that she hadn't been taught to cook. I started to get interested in food when I was 16, subsequently I trained at catering college. When I learnt to cook, I taught my mum to cook. She's pretty good now.'

If I had been able to take part in a camp like this, my love of food would have been ignited so much earlier.'

I can't tell you how much I get out of being involved with HAF. I genuinely feel privileged'

'What this project is does is nothing short of phenomenal. I've worked as a chef, professionally, for 15 years, and nothing has ever made me more proud than working on this project.'

I am one of these kids. I would have absolutely loved it'

Feedback from local residents employed by commissioned food provider Occasional Kitchen



I first learnt about the FUEL programme when I signed up my son to attend the camp last Summer. He loved attending and was upset when it was time to go back to school at the end of the holidays because he was enjoying it so much, he was so excited to go back at Christmas.



I am a single parent and have been looking for a job since last July. I applied for a job to work on the Easter FUEL camps, the interview went really well and was excited to start. My son loved having his mum on camp and kept saying how lucky he was!

With the new skills and experience from working on the FUEL programme I since have updated my C.V and have been successful in getting a part time job as an SEN Youth Worker.

FUEL is a great programme and helps families who don't have extra money to take their children out over the holidays. The programme provides food, nutrition workshops with fresh vegetables and activities which all are new experiences for the children.

My son and I will be returning to attend and work on the FUEL programme this Summer!

Silvia, FUEL parent and staff member

Energy

Activity providers, Learn by Design, ensured participants attending the ten core FUEL camps were provided with a range of sport and enriching activities. This included 'high ticket sessions' such as laser tag, Olympic kit and an interactive digital quiz. The SEND provision included activities such as boccia, new age kurling and dance.

"There were many new activities for my son to try. Veg burger and marshmallow bunnies making, dance, playing instruments, coordination activities, sport games, informative quiz etc. The kids were kept busy and all the activities where positive experiences for them to talk about when they returned home!"

Easter FUEL feedback



65%

of participants did more physical activity as a result of attending Easter FUEL camps

Participant feedback showed that **88% of participants** that had attended FUEL camps in 2021 as well as the most recent Easter FUEL camps were **more confident** to try new activities in their day to day lives.

"Fuel made my child a lot more energetic too the point where she slept better at night"

Easter FUEL feedback

"The children were so excited every day going to the Fuel camp. It really helped them keep their minds flowing. All the different things they did. Would certainly send them again. It's a stop fun gap when not at school. Thankyou"

Easter FUEL feedback

Data collected from 133 families who completed the FUEL Easter feedback survey

78%

Stated they **really enjoyed** the overall experience of the FUEL camps



Enjoyed **taking part** in the activities on offer at the Easter FUEL camps



Liked the **range of activities** on offer at the Easter FUEL camps



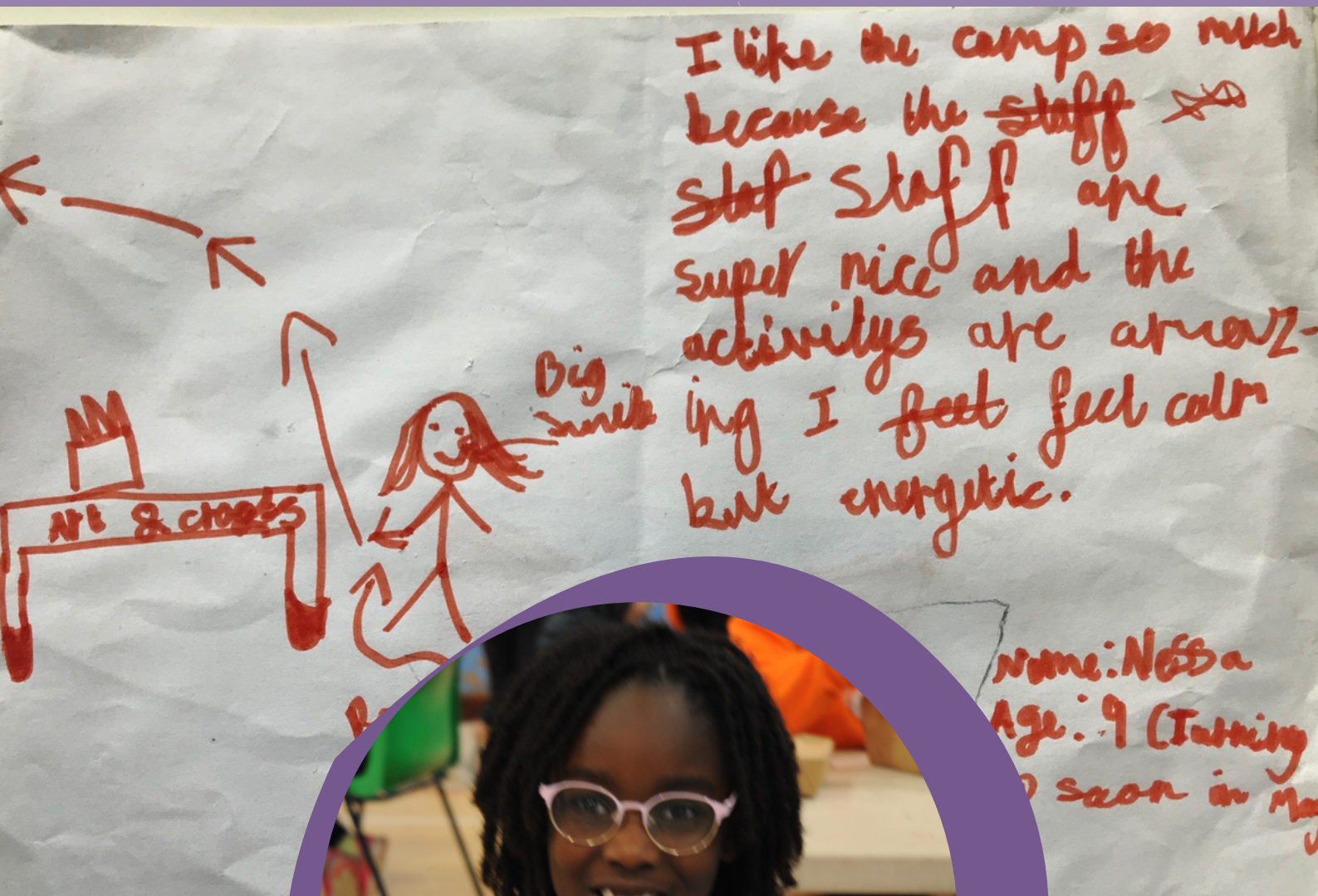
Tried a **new activity** as a result of attending Easter FUEL camps, including:

- Laser tag
- Rowing
- Badminton
- Badge making
- Drumming
- Basketball



1/2

Rated the activities on offer at Easter FUEL camps **10 out of 10**



I like the camp so much because the ~~staff~~ staff are super nice and the activities are amazing. I feel calm but energetic.

name: Nessa
Age: 9 (Turning 10 soon in May)



“

I like the camp so much because the staff are super nice and the activities are amazing. I feel calm but energetic.

Nessa, Easter FUEL participant

Laughter

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

"This programme has been amazing for my son! Everyone was helpful and so understanding about my son additional needs! He did amazing and loved everyday of it! I couldn't say thank you enough to FUEL for giving me son an amazing time and being able to make new friends! Thank you."

Easter FUEL feedback



63%

Found FUEL beneficial to their family over the Easter holidays

"Excellent service which helped us massively over Easter thank you"

Easter FUEL feedback

FUEL gives the participants an opportunity to **have fun** in a **safe and structured environment** without any financial cost to the families.

With providers ensuring all on the ground staff are **engaged, informative and enthusiastic** with the participants, this allows **friendships, enjoyment** and **laughter** to take place.

"This is definitely the best club my son has attended, the staff are lovely and helpful and I feel that my son will be looked after and safe."

Easter FUEL feedback

1/3

of participants became **more confident** and had **improved self-esteem** after attending Easter FUEL camps



Rated the **overall experience** of the Easter FUEL camp as **high**



Are interested in **attending future FUEL camps** in Summer 2022





This helped me as a single mother working over holidays so much knowing my child is having fun and making new friends when I'm at work, gave me a very good peace of mind so thank you so much for fantastic work

Parent, Easter FUEL feedback

FUEL summer camps 2022

Applications will open for participants to sign up for summer FUEL 2022 on the week commencing **20 June** and will be open until **15 July**. Delivery dates will take place Monday- Thursday, over the **4 weeks of August** (w/c 1 August- w/c 22 August)



FUEL summer camps will be made up of four components:

Core camps

The core offer will provide the delivery of ten activity camps, in priority areas of the county where there is the greatest number of children eligible for FSM. These camps will be delivered by three major commissioned suppliers, specialising in food, nutrition and activity provision

SEND specific camps

Additional FUEL camps for young people with special educational needs and/or a disability are will also be provided. These camps are delivered by Wiltshire Council staff and appointed coaches who have expertise in delivering and implementing successful provision.

Community grant funded camps

During the summer there is funding available to existing community organisations to develop additional HAF provision. This funding aims to extend 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.

Pilot 'bolt on' adult activity

After consulting with parents at Easter, this summer we are piloting some adult sessions in two locations. These sessions will include working in partnership with services to provide physical activity and family learning opportunities.



Summer activities will look to include high value sessions such as:

- Climbing wall
- Circus skills
- Badge and magnet making
- Olympic kit
- Team building
- Nutritional workshops
- Invention workshops
- Football
- Basketball
- Badminton
- County wide art project



ALWAYS COOKING

SCHOOL FOOD. LIKE NO OTHER



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



FUEL

The free holiday activity and food programme

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