



TRAFFORD  
COUNCIL

# Trafford

# Holiday Activities and Food

# 2023/24 Annual Report

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# Trafford - Holiday Activities and Food

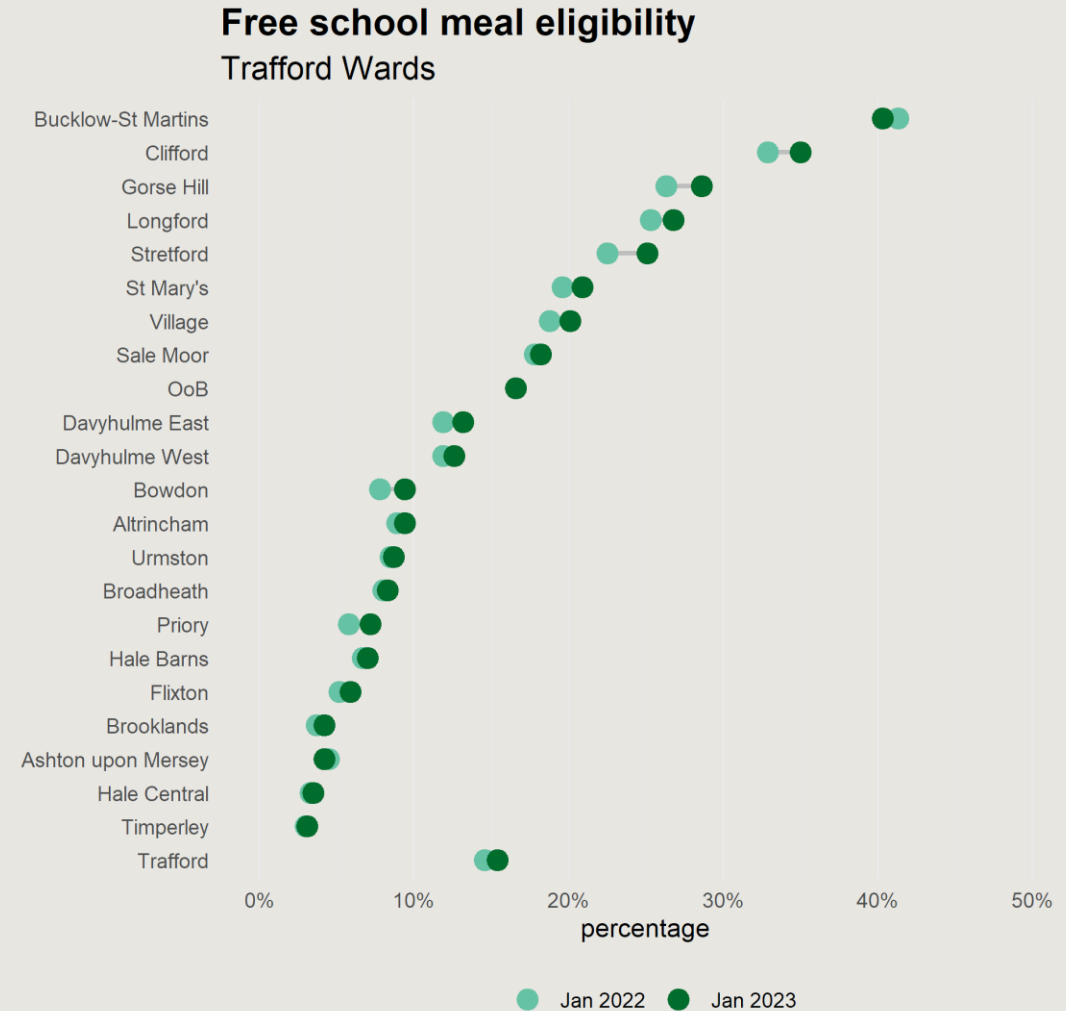
## Highlights

- The Holiday Activities and Food Programme (HAF) is funded by the government and requires all Local Authorities to deliver a programme of inclusive activities including a hot meal over the school holidays for children aged 5 – 16 years.
- It is free and focused on those who receive benefit related school meals.
- Trafford in 2023 had an allocation of £694,550.
- These activities take place over three school holidays, Easter, Summer and Christmas.
- In total, we provide up to 6 weeks of activities with local partners.
- This is based on the 4 days, for 4 hours (4 weeks during summer) model.
- In 2023 Trafford had 6701 children who were in receipt of benefit related school meals

# Trafford Holiday Activities and Food

Our approach is data informed and insight led

- Trafford Free School Meal eligibility has increased 0.8% from 14.6% in January 2022 to 15.4% in January 2023.
- The ward with the largest % in January 2023 was Bucklow-St Martins with 41.3%
- The ward with the largest increase is Stretford with a difference of 2.6% from 22.5% in January 2022 to 25.1% in January 2023



Source: Trafford Council

# Trafford Holiday Activities and Food

## Aligning to Trafford Corporate Priorities

### Culture, sport and heritage for everyone

- HAF sessions provide a variety of sport, physical activity, arts, drama and enrichment activities for attendees.

### The best start for our children and young people

- HAF targets young people between the ages of 5 and 16 and ensures the most vulnerable have a place eat healthily, be active and learn new skills.

### Healthy and independent lives for everyone

- HAF promotes healthy eating and nutrition and developing new and improved skills in how to cook and prepare good food.

### Address the climate crisis

- Many HAF sessions provide activities which promote nature, protecting the environment and addressing the climate crisis.



# Trafford - Holiday Activities and Food

## Trafford Moving Priority Areas

- The Holiday Activity and Food Programme also aligns to Trafford Moving, the boroughs physical activity and sport strategy.
- Trafford Moving's priority areas of Old Trafford, Gorse Hill, Stretford, Sale Moor, Sale West, Broomwood and Partington also align to the areas of greatest need for FSM.
- FSM need is particularly high in Old Trafford, Stretford/Gorse Hill and Partington and HAF pays Particular attention to these areas.
- HAF deliverers are also part of Moving Partnerships in Trafford Moving priority areas as their work supports the outcomes of the strategy.

# Trafford Holiday Activities and Food

## Deliverers of HAF by Neighbourhoods

### North

- Progressive Sports
- Friends of Victoria Park
- Galacticos Kids
- Lancashire CF
- TuFC
- Old Trafford AFC
- Next Steps Football
- Man Utd Foundation
- Gorse Hill Studios
- St Johns Centre

### Central

- Grip Adventure
- Trafford Carers Centre
- Foundation 92
- Our Sale West
- Brentwood School
- The Ash Company

### West

- Trafford Handball Club
- Kids Mix
- Broadoak High
- The Hideaway
- GM Youth Fed

### South

- Altrincham ITC
- Timperley ABC
- Broadheath Primary

# Trafford Holiday Activities and Food

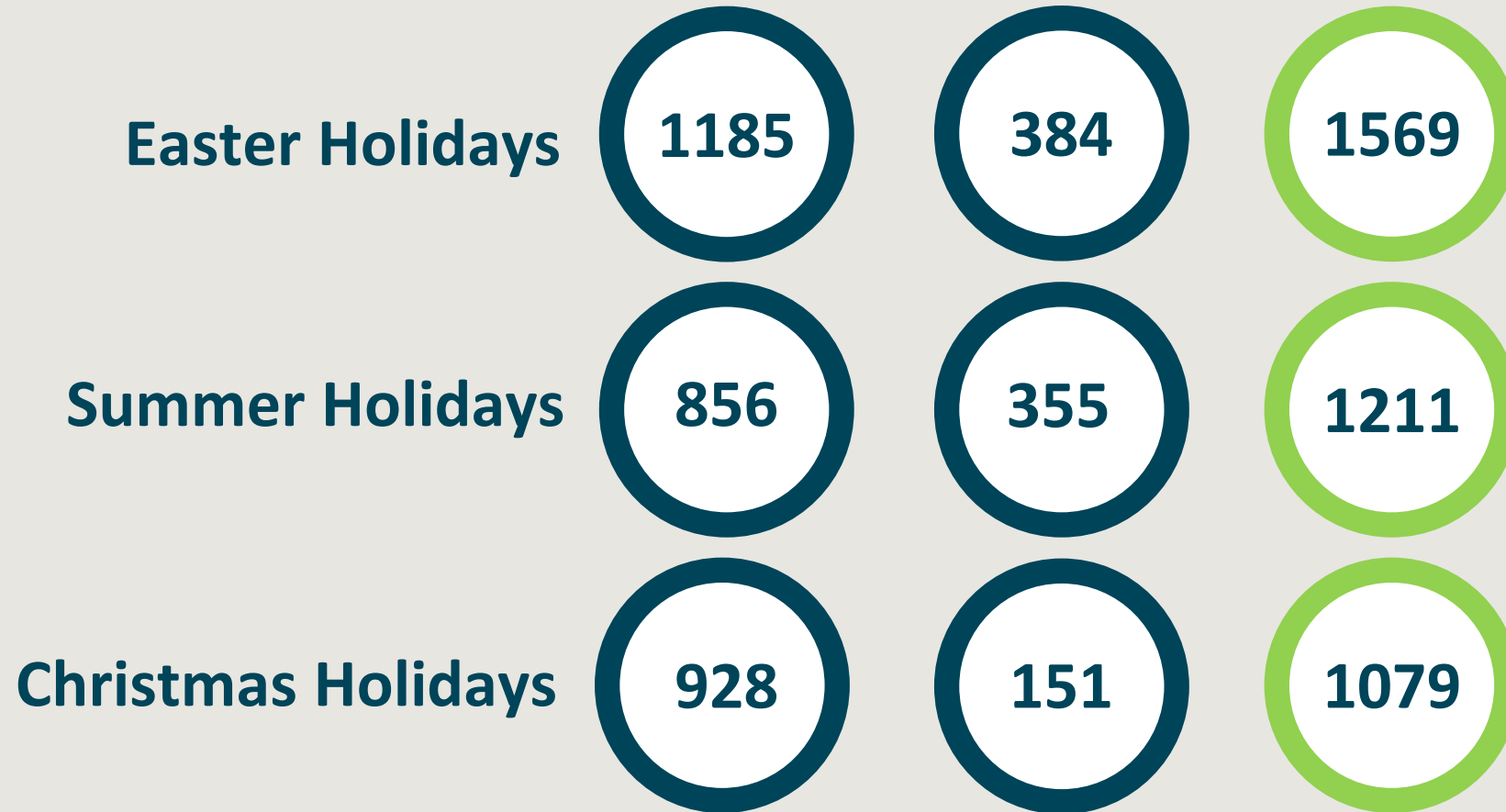
Individual Attendances in 2023



Individual attendances in 2023

# Trafford Holiday Activities and Food

Attendance by school holiday



Individual attendances by school holiday in 2023



# Trafford Holiday Activities and Food

## Budget

<b>Administrative Expenditure</b> Management of the programme from Trafford Council	£59,627.00
<b>Capital Expenditure</b> Resources for HAF participants to take place in the Trafford Summer Reading Challenge	£1,615.00
<b>Programme Expenditure</b> The delivery of HAF via partners during the year	£630,069.88
<b>TOTAL EXPENDITURE (for 1 April 2023 to 31 March 2024)</b>	£691,311.88
<b>PAYMENTS FROM DFE</b>	
Total of the payments from DfE for the HAF 2023-24 programme received by the LA between 1 April 2023 to 31 March 2024	£694,550.00
<b>TOTAL</b>	£694,550.00
<b>UNDERSPEND</b>	
Under spend on Grant (if applicable)	£3,238.12

# Trafford Holiday Activities and Food

## Food & Nutrition Education

- All providers were asked to provide school standard meals to all participants
- To support this, we worked with Judith Williams from Manchester University NHS Foundation Trust who leads the specialist weight management service to provide deliverers with a mandatory workshop on food nutrition and standards.
- In addition to this deliverers also received another workshop prior to delivery at Easter from Access Sport on nutrition and health plate ideas.
- These sessions helped providers understand what was required from the food they were delivering. In some cases, deliverers bought ingredients for the young people to prepare their own food, such as healthy pizza, fruits and salads.
- There has been an improvement in the food and education provided and this has been seen in monitoring checks we have conducted.
- There has been feedback from delivers working with 11 – 16 year olds that they would like a wider range of food options. Some of which may not be as healthy

# Trafford Holiday Activities and Food

## Enriching Activities

- We have tried to diversify our activities further to make our offer more appealing.
- We have built on our activities from 2022, where the addition of water sports and activities along with bushcraft skills proved to be one of our most popular HAF sessions.
- We have added more sessions based around culture and the arts, this has seen more activities for dance, drama, art and music, along with sporting and physical activity sessions.
- Our goal is to provide activities for young people in our priority areas which may be new to them or not accessible in their areas normally.
- We also ask our providers to take direction for the young people involved in their sessions, asking what they would like to see and take part in. This has seen the addition of cooking sessions, boxing clubs and trips to venues across Trafford and Manchester.

# Trafford Holiday Activities and Food

## Physical Activities

- Our Holiday Activity and Food Programme has provided Football, Cricket, Rugby, Handball, Boxing, Dance and Multi-Sports sessions.
- These are delivered by community organisations, sports clubs and our sports foundations such as Manchester United, Lancashire Cricket Club, Sale Sharks and Foundation 92.
- Our two most popular sessions are with Grip Adventures who provide outdoor activities and Trafford Handball Club. These are well run sessions and prove to be very well attended time after time.
- During a workshop in February with our deliverers we worked with Street Games to understand delivering engaging sessions for young people and this also included a section from inclusive sports specialists Access Sport.

# Trafford Holiday Activities and Food

## Special Educational Needs & Disabilities (SEND)

- We have continued to work with our SEND Commissioning team and Family Information Service to .
- Trafford Moving's priority areas of Old Trafford, Gorse Hill, Stretford, Sale Moor, Sale West, Broomwood and Partington also align to the areas of greatest need for FSM.
- FSM need is particularly high in Old Trafford, Stretford/Gorse Hill and Partington and HAF pays Particular attention to these areas.
- HAF deliverers are also part of Moving Partnerships in Trafford Moving priority areas as their work supports the outcomes of the strategy.

# Trafford Holiday Activities and Food

## Key Challenges

- Our main challenge is ensuring that our providers are working with the right young people.
- As our quality assessments and monitoring checks become more robust, we have found that some providers are using HAF as a way fund other residents living in hardship above the 15% flexibility.
- During 2023 we have worked hard to find the right providers. Some organisations and private coaching companies are now actively targeting HAF to fund their sports and activity camps. This is adding another layer of vetting and administration.
- However, the vast majority of providers are VCFSE organisations, enabling greater investment and support into the sector within Trafford.

# Trafford Holiday Activities and Food

## Marketing and Communications

- All Trafford Council marketing is done via the [Trafford Directory](#)
- Providers of HAF sessions will do all their own marketing and communications. This is done via websites, newsletters, emails and social media.

# Trafford Holiday Activities and Food

## Additional resources, partnerships and aligning with other priorities

- Trafford Moving is the boroughs, physical activity and sport strategy and aligns to seven key priority areas of Old Trafford, Stretford, Gorse Hill, Sale Moor, Sale West, Broomwood and Partington. These areas are where we also find the greatest need for the HAF programme in Trafford.
- Each priority area has a Move More Partnership made up of local sport, activity, community, health and service providers who know and understand their communities and helps identify HAF providers in these areas.
- Trafford now also has four Neighbourhood Plans, led by the Local Care Organisation in the North, Central, West and South which also aligns to Trafford Moving and increases the size of our promotional network of the HAF programme.
- Internally at the council we also have our Poverty Action Group and Cost of Living Group which helps to connect workstreams and programmes to help support the promotion of the HAF programme.



# Trafford Holiday Activities and Food

## Children and Families Feedback- Case Study One

This case study focuses on fourteen year old A, at risk of criminal exploitation, who was encouraged to attend our winter culture club HAF provision by a youth worker. This provision was designed to provide a positive and supportive environment as well as hot healthy meals to those eligible for free school meals. The program included cooking sessions, physical activities (silent disco and Total Ninja), and music sessions aimed at fostering personal growth, skill development, and reducing the risk of negative influences. Through engaging in these diverse activities and a youth worker he has built a rapport with, A experienced increased confidence, an increased sense of belonging within a supportive community, and the acquisition of practical skills. The holiday club not only provided a constructive alternative to potential negative influences but also empowered him to develop a positive self-image and explore new interests, mitigating the risk of criminal exploitation.

In conclusion, the winter HAF holiday club successfully served as a protective factor against criminal exploitation by offering a structured environment for A to thrive. The combination of cooking, physical activities, and music not only equipped A with valuable skills but also helped to form a foundation for future educational and career pursuits. This case study underscores the significance of targeted programs in empowering at-risk youth and redirecting them toward a path of positive development and fulfilment.

Gorse Hill Studios – HAF Culture Club

# Trafford Holiday Activities and Food

## Children and Families Feedback - Case Study Two

**“You can make a lot of friendships at the camp through the variety of games and activities. I’ve loved every second. If we didn’t have camps over the holidays, we would have nothing to do, there aren’t enough activities in the area to do. Because of the cost-of-living crisis, not many people can afford food, so its really important that organisations like Foundation 92 offer free school meal places to those that need it. I’ve particularly enjoyed playing football with everyone and doing arts & crafts. I’ve also learnt about nutrition whilst on camp and how important it is to keep fit and active!”**

**“The camp has been brilliant for my son; he really enjoyed it. With it being free, it helps a lot of families out during the holidays. These camps are so important to encourage interaction between children, increase physical health, making new friends and it also helps me with being at work during the day. I think a lot of families struggle during the holidays especially with how things are with the cost-of-living crisis, so these camps are so important. My son came home happy every day, he really loved the camp.”**

**Foundation 92 – Sale High School**