

#HAF2021

Summer activity programme



**South
Ribble**
Borough Council

#HAF2021 Summer Activity Programme



Delivering for families in South Ribble...

This year's **Holiday Activities and Food programme - #HAF2021** - was delivered by district councils across the county, with funding from the Department for Education.

Over the course of five weeks, South Ribble Borough Council teams including leisure, communities and our external delivery partners were able to engage **hundreds of children aged 4-16** in fun and enriching pursuits at a variety of venues across the borough.



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No child turned away - making it fun for all

A whole range of activities was available – from sports such as football, rugby, tennis, swimming, basketball, climbing, boxing and martial arts to fitness and dance sessions, nature trails, arts and crafts, and pizza making.

As well as providing a safe and secure environment in which the children could enjoy themselves, make friends and stay active, **#HAF2021 provided tasty and nutritious food for those children entitled to benefits-related Free School Meals**. Parents were able to guarantee places by booking in advance via the Council website, or could simply turn up on the day and fill out a paper booking form.

Although the guidelines from the Department for Education and Lancashire County Council dictate that provision is limited to children who are entitled to Free School Meals, we're pleased to say that **no child was turned away from taking part in our activities** – whether or not they also qualified for the food and refreshments provided.

All told, over the course of the five weeks, **we provided more than 5,200 places at some 350+ camps** at a variety of venues all around the borough. Our Active Health coaches and delivery partners were delighted to see smiles on so many faces and can take real satisfaction from knowing they have made a genuine difference for children and parents across South Ribble.



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"I'm a single parent that works from home and was really dreading finding the time to keep my son entertained while still working. The guilt of working while your children are off is immense, but thanks to these camps I could work while my son still did activities and had lots of fun!"

"Entertainment during the holidays can be very expensive to low income families and these clubs meant the children didn't miss out."

"I have two special needs children and school holidays are very hard to manage at times, especially as I'm on a very low income. I can honestly say the camps have made a massive difference. The team have all been absolutely amazing with my children and accept my children as they are unlike some places."

Parent feedback

"It was so nice that they were able to enjoy the outdoors - not wanting to rush home to their iPads - and enjoy sports for free."

"Our 8-year-old daughter attended the Tennis Summer Camp and loved every minute of it. She made new friends and loved the tennis games the coaches put together. As soon as we picked her up she was asking when can she go again. 10/10 from us."

"My son loved the camps he attended at Withy Grove Park, he really enjoyed the climbing wall, archery, and he even ended up being able to ride a bike now without his stabilisers on."

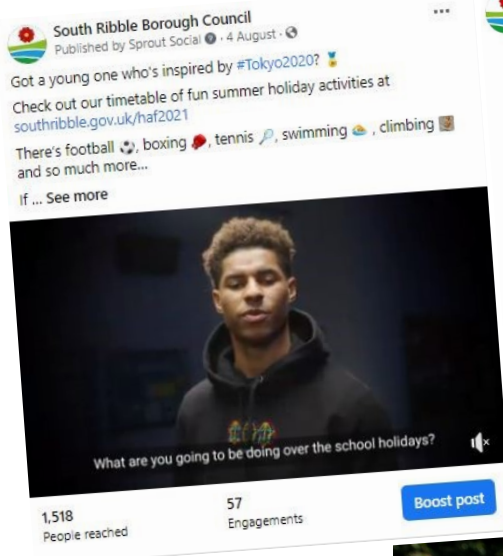
"My children absolutely loved the camps and it made them more confident to meet new people and to try new things that I wouldn't be able to afford to normally."

"My son got some much-needed exercise, met new friends and had something to look forward to every week of the summer holidays."

"The activities provided were very well organised and lots of fun, all the staff were really friendly! The lunch boxes provided were better than I ever would have imagined!"

"The team were so friendly and enthusiastic and made sure that all the children were included, which was lovely to see. Not to mention the amazing food you provided!"

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A splash on social

Our social media channels were a great way to publicise #HAF2021, encourage sign-ups to our camps and generally share news of the great work being done by our Active Health coaches and external partners.

Promotional material included a special launch video featuring England and Manchester United football star Marcus Rashford, whose passion for helping disadvantaged children has garnered national recognition.

Our social media posts made some **70,000 impressions** and more than **3,100 engagements** for a pretty impressive engagement rate of 4.4%. Our Facebook and Twitter channels will continue to be used to promote our future activity camps.



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An eye-opener for passionate providers...

Our #HAF2021 Summer Activity Programme was delivered thanks to a combination of the Council's own communities and leisure staff alongside a host of excellent external providers who share our passion about making a real difference to the lives of young people across the borough - especially those from less privileged backgrounds who may otherwise be denied access to sporting activities or even a hot meal. Together, they saw first hand the positive impact of #HAF2021 had on local children...

"We were asked to take part in the HAF programme during this summer holidays for four weeks. This was a great experience that we enjoyed every minute of. We got to meet children that would never have been given the opportunity to learn martial arts without the programme.

The kids loved the courses so much that some who were only supposed to be coming as a one-off ended up booking on and attending the majority of the course.

The programme was definitely an eye-opener to us of how local these children are to us who, without the programme, wouldn't have had a full meal that day.

I hope the HAF program continues in the future as I think it would be a massive let down to children in all areas of the country if this opportunity was to stop.

Thanks for asking us to be involved. It was a pleasure and we look forward to continuing to provide these sessions."

- BoxClever



"The summer camps meant that children who came from families with financial constraints were able to access a daily meal, but most importantly gain the social interactions to be able to play, exercise, be creative, be outdoors and make friendships within their own communities that many have missed out on - especially over the past 18 months.

It also allowed parents to re-connect socially and, with our service in particular, build up small, local networks to enable them to have support locally and improve general mental health and wellbeing of families.

The services were inclusive and meant that local children were not missing out on activities or sessions that their families would have not been able to afford on a private basis.

These kind of support services and activity camps are absolutely invaluable to so many families and offer a lifeline to many and a positive experience to children to be able to enjoy and interact with each other as well as building creative skills and confidence."

- Sophie Wilding, Chair/
Director at CNOS

"The opportunity for children to attend these sessions was brilliant, the variety of options with different sessions and locations on the huge timetable was amazing and something we should be proud to have been able to assist in offering. Our most popular sessions were the morning swims. It's brought more regular faces to the centres with mums also joining in and having a swim with their children."

- Sarah Hunter, Duty Manager,
Bamber Bridge Leisure Centre

DELIVERY PARTNERS & ACTIVITIES

Alice Smith (Muay Thai & multi-Sports)

Andrea Andrews (Arts, crafts, dance, drama, sports games)

Boxclever (Kickboxing, fitness & games)

Lancashire Youth Challenge (Fitness bootcamp & film making workshop)

Dean Coady (Street safety)

Paul Morris (Boxing, nature trails, arts & crafts, games)

Sale Sharks (rugby)

SRBC Active Health (Athletics, badminton, basketball, cricket, climbing, football, handball, rounders, rugby, table tennis, tennis, tri-golf, Xplorer, yoga, active travel, crafts, dance, mindfulness, inflatables & other games)

SRBC Leisure Centres (Group fitness, football, swimming, tennis, multi-sports)

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An opportunity to develop skills and experience

#HAF2021 saw a number of casual staff employed to deliver our camps and activities alongside our Active Health team and external providers, meaning the programme was also a major opportunity for students and other young people to develop skills and gain valuable experience that can help them in their future careers.

Here are testimonials from three such young people, who all enjoyed playing their part in the delivery of this summer's schedule...

"I worked as an assistant coach on the health and fitness sessions during the summer holiday. I enjoyed helping to run the sessions with the children and young people, especially the cricket and football sessions.

I have now begun a college course studying for a BTEC in football coaching and development and am grateful for the opportunity I had over the summer to develop my coaching skills. The training opportunity and induction which we had was great also. Thank you.

- Ethan Hunter



"During my time with HAF I supported sports sessions such as cricket, dodgeball, basketball and archery and also free play sessions and craft sessions. I enjoyed working in the different settings, of parks and schools, and experiencing how delivery differed in each of them.

I noticed many of the younger children needed support to eat their lunch, such as explaining what the food was, and how they would often only eat very small amounts but would eat some more with encouragement. I did notice how many of them were keen to eat the fruit.

I enjoyed all aspects of the sessions. Colleagues were all supportive and welcoming to work with. The activities were fun to take part in and simply talking to the children was enjoyable. The most challenging part could be the noise in inside school sessions!

Working at HAF in South Ribble has reminded me that I like working with children in active environments."

- Jacque Evans

"I worked at parks in Bamber Bridge, Lostock Hall and Leyland. I helped out with various sports including archery, the climbing wall, football, cycling and cricket, and worked with all age groups. I thoroughly enjoyed my time with the HAF programme and found all the coaches to be friendly and supportive.

I really enjoyed working with the 9-10 year olds the best as they fully interacted with us and got the most out of all the sports. Although I think I had the most impact with the smallest of children and made a 'best friend' whilst entertaining them in the rain at Lostock Hall with a cone and a tennis ball.

As I am doing A Level PE, the scheme has given me experience of a role that is available working with sports. Thanks for giving me chance to work with you all this summer, would love to return to next year."

- Harry Battersby

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Kicking on...

#HAF2021 will return with more camps in the run-up to Christmas. From 20-23 December, our Active Health team will be delivering a range of activities including: Christmas parties, winter inflatable fun days at South Ribble Tennis Centre, swimming sessions, gymnastics, boxing and kickboxing camps, tennis, football, group fitness & gym workouts plus arts, crafts, dance & drama.

We once again look forward to the chance to make a real difference to families across South Ribble.



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Leaving a lasting legacy

While the **#HAF2021 summer activity programme** may have only taken place over the course of five weeks, the legacy it has left behind will be felt for much longer. Here are just some of the lasting benefits of our engagement with families and providers across South Ribble:

Increased levels of fitness and activity among local children, resulting in better physical health.

Improved confidence levels in parents. New families engaging in community group activity.

New volunteers joining community groups and taking an interest in helping our community.

Increased levels of interest in wider activities (for instance: adult learn to bike ride programmes, leisure centres, boxing clubs).

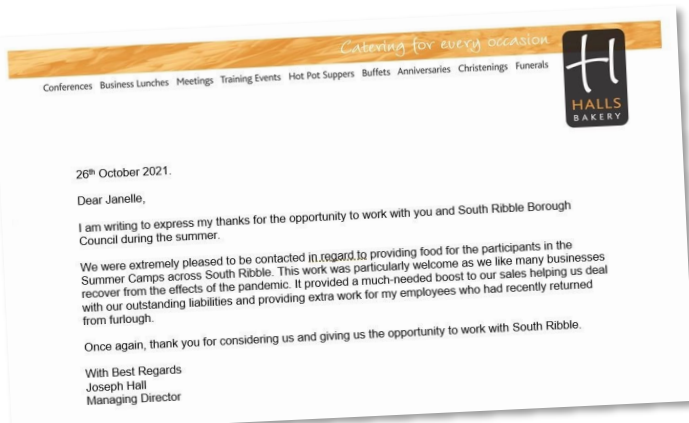
Experience and employability skills of casual coaching staff developed.

#HAF2021 supported the charitable status bid of at least one local voluntary group.

Important income generated for local community groups.

Provided networking opportunities with StreetGames – groups benefitted from training.

Local supplier used for catering provision, resulting in additional staff being recruited to deliver #HAF2021.



'It has been my absolute privilege to be involved in such an exciting and enriching community project. Summer 2021 was our first rollout of the Holiday Activities and Food camps and they were a huge success. This is due to such a great team behind the scenes and the brilliant links we have with local providers and communities. Everyone within South Ribble have been really supportive and welcoming and I'm excited to continue working on this fantastic project after it was recently announced that it is set to continue in 2022.'

- Janelle Brooks, HAF Co-ordinator for South Ribble.

