



Milton Keynes
City Council

Holiday Activities and Food Programme Summary.

2023-24 Annual Report



Content

- Standards of the HAF programme
- 2023-24 funding and expenditure
- Promotion and marketing
- Programme attendance
- Representation on the steering group
- 2023-24 delivery in images
- HAF delivery providers
- Feedback
- Highlights of 2023-24 programme
- Our plan and objectives 2024-25



Standards of the HAF programme

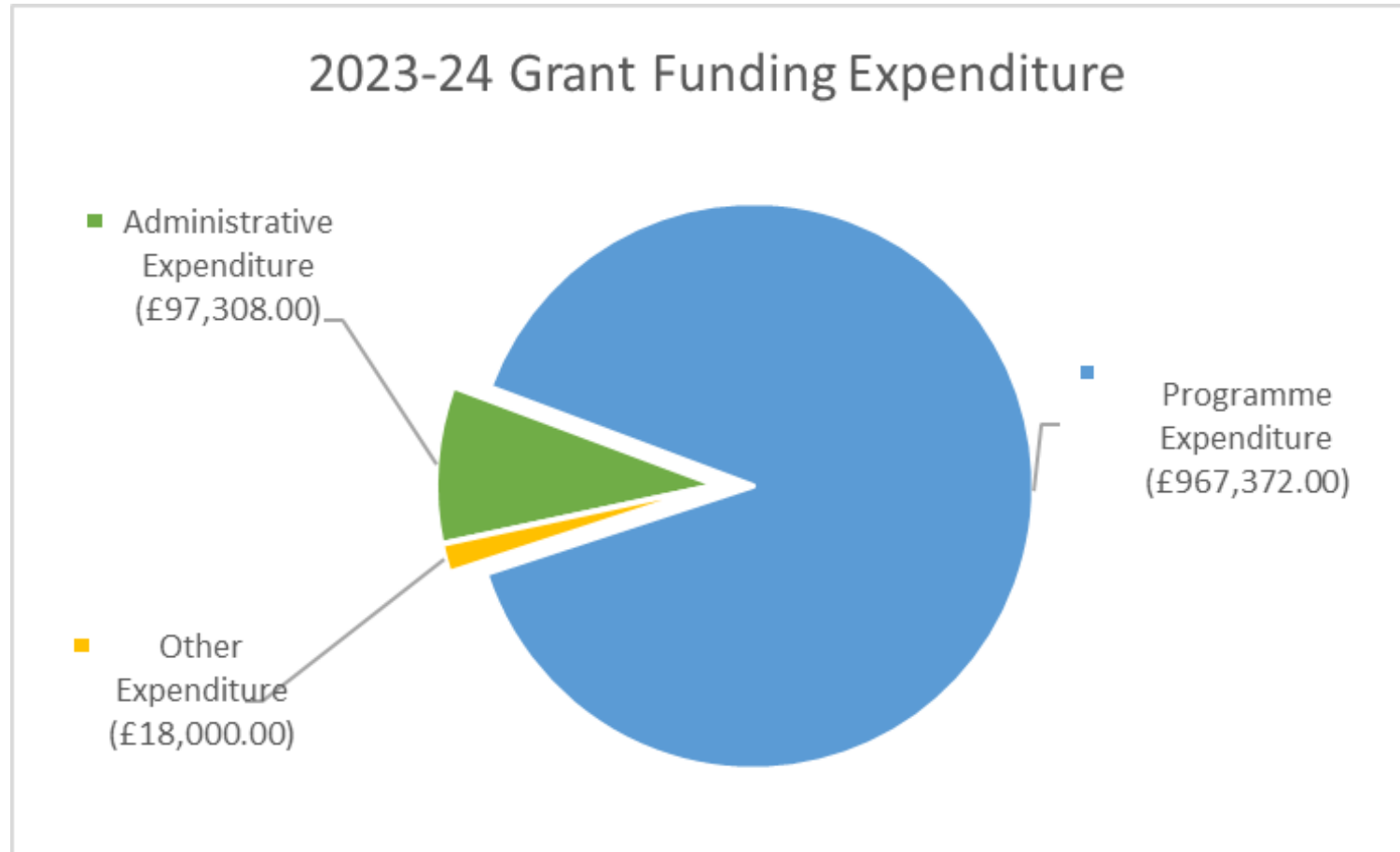
Milton Keynes City Council was awarded funding from the Department for Education (DfE) to deliver a national programme, named Holiday Activities and Food Programme (HAF) to children and young people living in Milton Keynes who are in receipt of benefit related Free School Meals (FSM) during the spring, summer and winter school holidays.

The standards of the programme aims to encourage young people to:

- Eat more healthily over the school holidays;
- Be more active during the school holidays;
- Take part in engaging and enriching activities;
- Be safe and not to be socially isolated;
- Have greater knowledge of health and nutrition; and
- Be more engaged with school and other local services



HAF Funding and Expenditure



Milton Keynes City Council were awarded £1,082,680 funding from the Department for Education (DfE) to deliver the Holiday Activities and Food Programme during the spring, summer and winter School holidays for children and young people who are in receipt of benefit related Free School Meals.

Promotion and Marketing



- Regularly maintained HAF webpage



- Evoucher direct emails to all eligible families



- Communications through Schools



- Provider Social Media Channels

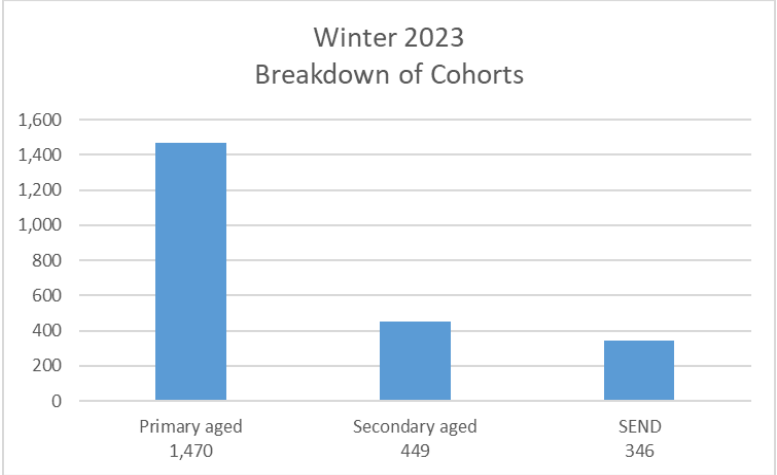
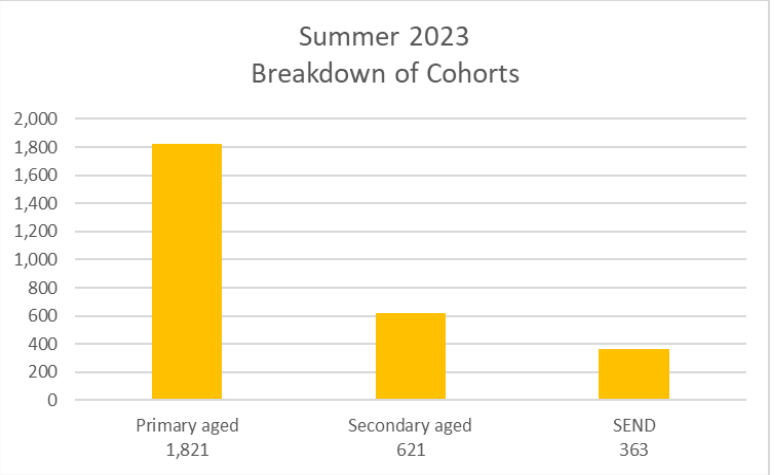
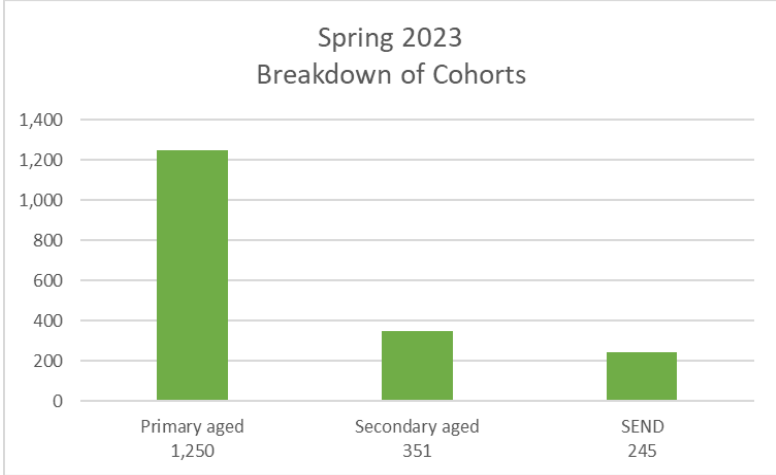
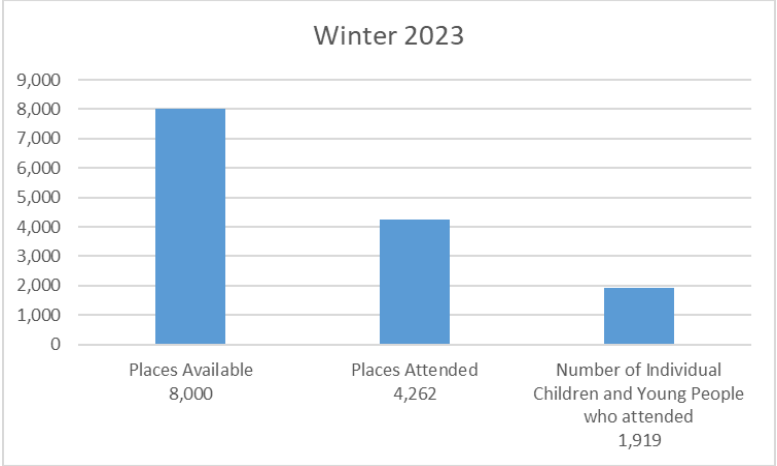
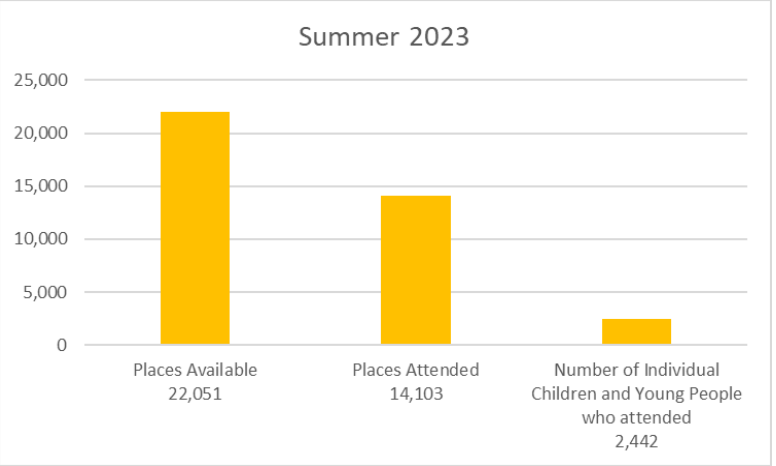
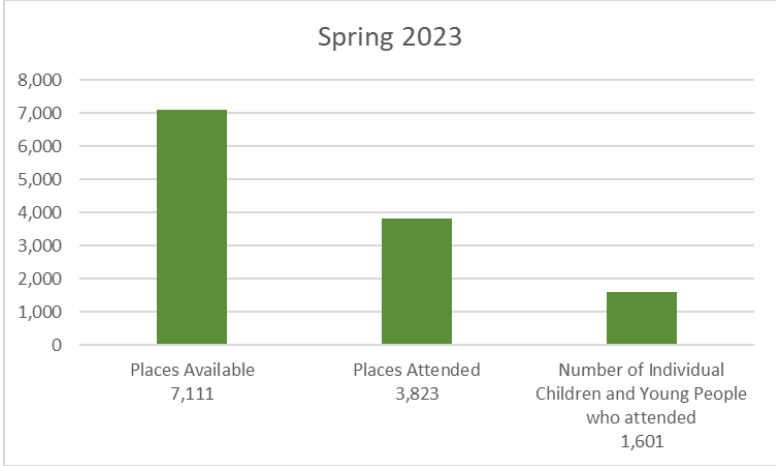
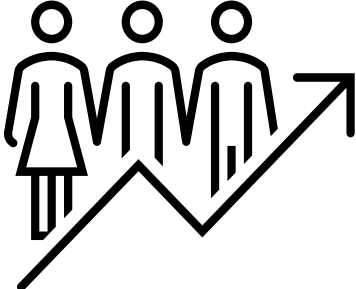


- Communications through Social Care and Corporate Parenting Colleagues

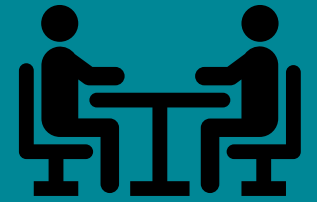


- Local radio station advertising

2023-24 Programme attendance



Steering group



Assistant Director of
Children Services

HAF Project Manager
– Social Care

HAF Project Support –
Social Care

Communications
Manager – Corporate
core

Library Services
Manager - Sufficiency,
Access and
Attendance

Children and Family
Centres Manager –
Children Centres
Services

Senior Lawyer - Legal

Sports Development
Officer - Leisure &
Community

EMA Improvement
Officer - Education
Improvement and
Effectiveness Service

Participation and
Engagement Team
Leader- Safeguarding

MK Music Hub and
Faculty Manager -
Children and Families

Enhanced Practitioner
– Children and
families

Service Accountant –
Finance



Enriching Activities

Physical Activities

Healthy meals and Snacks





Enriching Activities



Physical Activities



Healthy meals and snacks

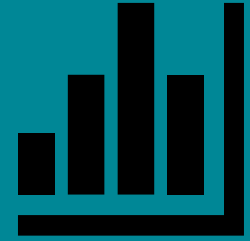


HAF Programme Providers

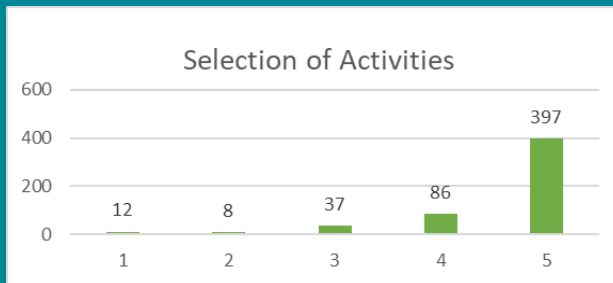
Milton Keynes City Council worked with 54 different provider to deliver 37,162 HAF places during the 2023 delivery.



How did Children, Young People and their families rate the HAF Programme? (1 Poor 5 Excellent)



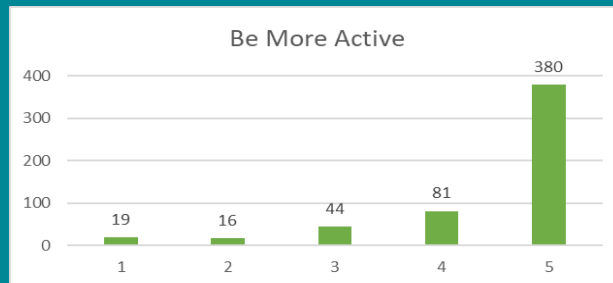
How would you rate the selection of activities available?



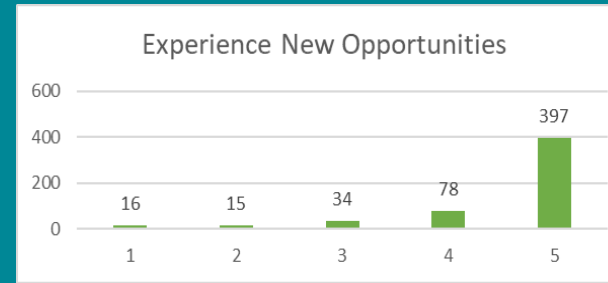
How would you rate the quality of food provided?



Did the programme help your child to be more active over the school holidays?

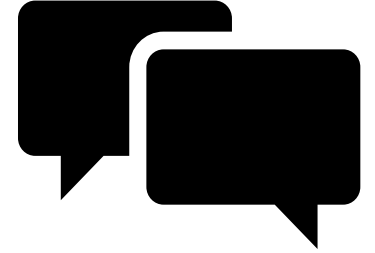


Did the programme help your child to experience new opportunities?



- 540 Family Feedback forms submitted during the 2023 HAF Programme
- Family feedback forms were sent directly to all families who booked and attend sessions.

What Families told us.....



All staff members are fantastic and have made such a difference to myself and my son.

I feel so welcome and well informed of all activities going on.

Children thoroughly enjoyed their sessions and were really pleased with the food they were offered.

It was an amazing opportunity for them to work with the ponies.

Made a big difference to us and really helped my daughter to do something other than help or care for me.

My son really enjoyed his time here and spoke highly of the staff. He reports that the food was amazing. He came home full up and tired every afternoon.

The opportunity to join was very beneficial to him socially and kept him off devices. Thank you very much.

Has helped massively! My daughter has ADHD and going to an active programme made her a happy child and came back ecstatic as she made friends and had loads of fun.

The activities provided through HAF have been easily accessible and have truly been a privilege to be a part of.

My children have had a wonderful time during the activities, and I am extremely grateful they are available. So, thank you.

Gave my son something to do as I have another child with complex needs which takes up a lot of our family time.

He also loves animals, and you don't normally find activities like this so very pleased, and he can't wait to go back again!

It has made a huge difference to our family! Slated row HAF has been a blessing.

The holiday club was excellent, thank you!

Highlights of 2023-24



- Increased engagement of targeted audience



- Growth of SEND specific sessions and attendance



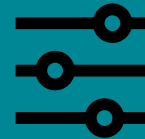
- Growth of booked places being attended



- Direct communications with FSM eligible families



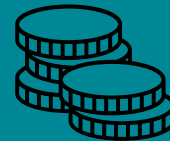
- Booking system in place to support bookings and data accuracy



- Stimulation of provider market to support engaging, diverse programmes

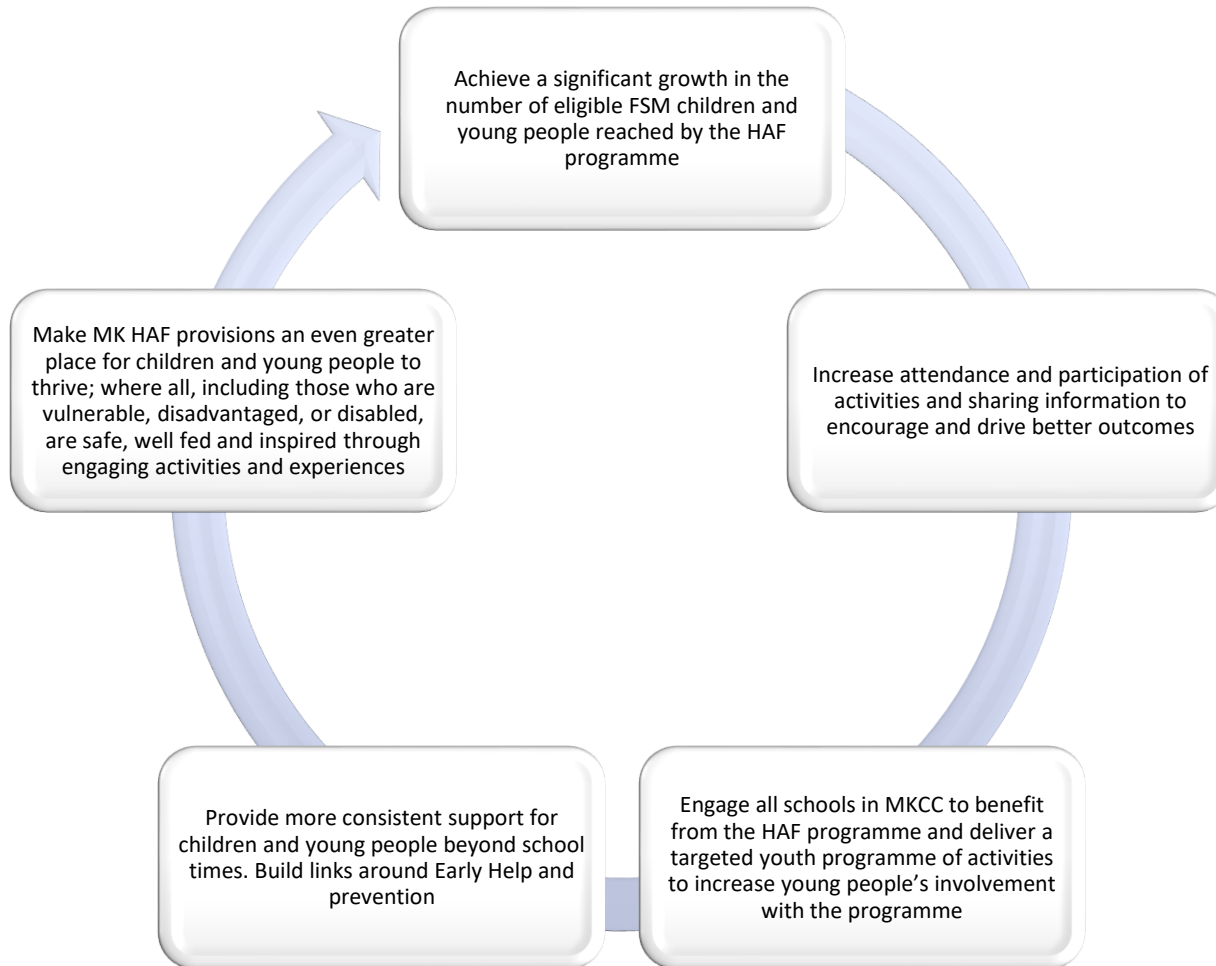


- Contextualised Safeguarding training delivered to all providers



- Programme delivered within budget

Plan and Objectives 2024-25



 **Milton Keynes** City Council