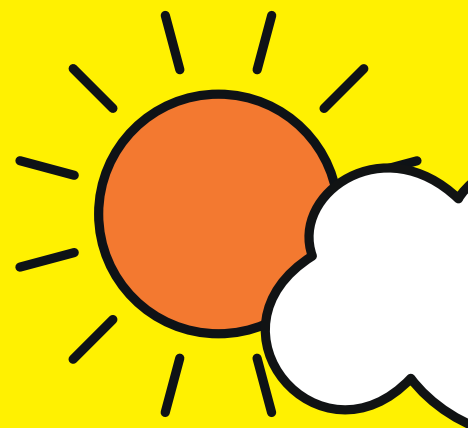


healthy
holidays
hull



annual report 2023-24

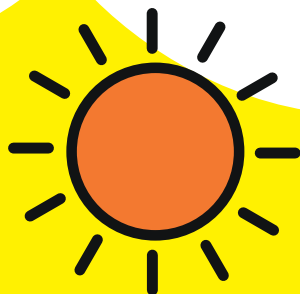


Funded by



Hull
City Council

contents



This year's annual report is interactive incorporating videos to show the true impact of the Healthy Holidays Hull Programme. Click on the videos to hear directly from providers, parents/carers, and participants.

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welcome

Councillor Tock
Portfolio Holder for Children's Services

"The Healthy Holidays Hull programme continues to expand and diversify to provide a blended offer of sport, physical activity and enrichment activities for children, young people and families across the city."

"I want to say a personal thank you to all the delivery partners who work with our Healthy Holidays Hull Team to provide these superb activities across our city. "



hull's approach

- Healthy Holidays Hull is the brand adopted in Hull for the Holiday Activity and Food (HAF) Programme funded by the Department for Education
- It takes a city-wide approach to delivery, ensuring that all children and young people across every area of the city are included
- The programme provides free activities with a food element to all children in the city of Hull

6 Strategic Providers support the delivery of the HH Programme:

- **First Step Sports Group**
- **Hull FC Foundation**
- **Hull Culture and Leisure**
- **Sportsability**
- **StreetGames**
- **Tigers Trust**

Provision through Youth Service and Family Hubs across the city



Rachel Roberts **Strategic Lead for Early Help and Prevention**

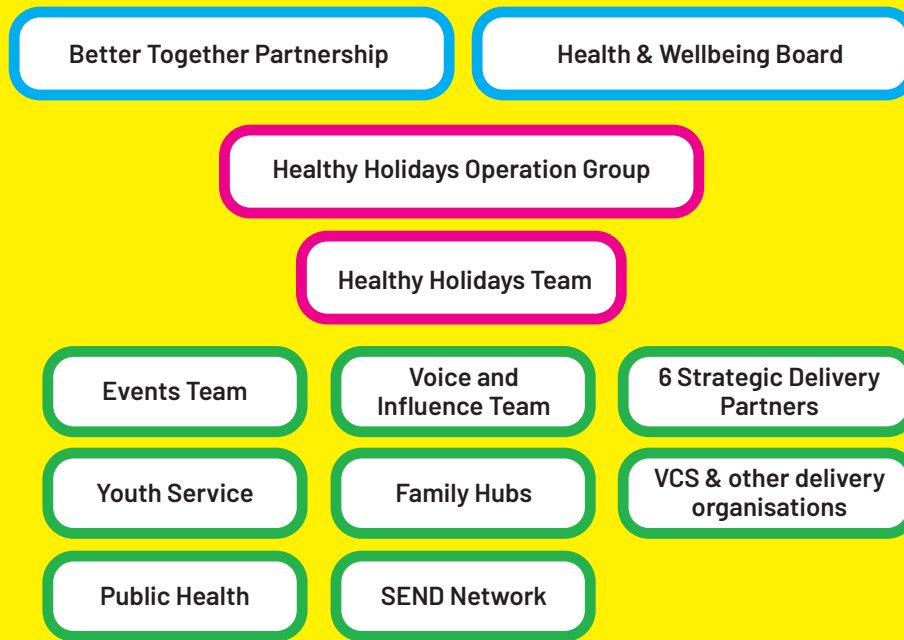
- Provides support for families facing challenging times during the holidays by offering free activities to alleviate pressures
- Offers a fantastic SEND programme led by Sportsability Training Ltd with VCS groups contributing
- The programme includes Family Hubs and Youth Centre engagement and involvement
- Participants have the opportunity to learn new skills, make friends and build confidence
- Healthy Holidays Hull provides opportunities for families to do things together



More than 60 VCS Groups support the delivery of the programme who are embedded in communities across the city

coordination and delivery structure

The Healthy Holidays Hull Programme is managed, coordinated and implemented by the Healthy Holidays Team that sit within the Health and Wellbeing team within Children Young People and Family Services in Hull City Council.



Delivery of the Healthy Holidays Hull Programme links to a range of Children and Young People and Family Services and wider Council agendas, including:

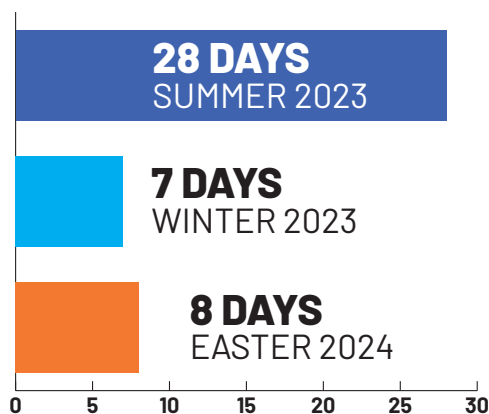


healthy holidays hull in numbers

The annual report looks back at the last year of Healthy Holidays Hull featuring the summer 2023 programme, winter 2023 programme and Easter 2024 programme.

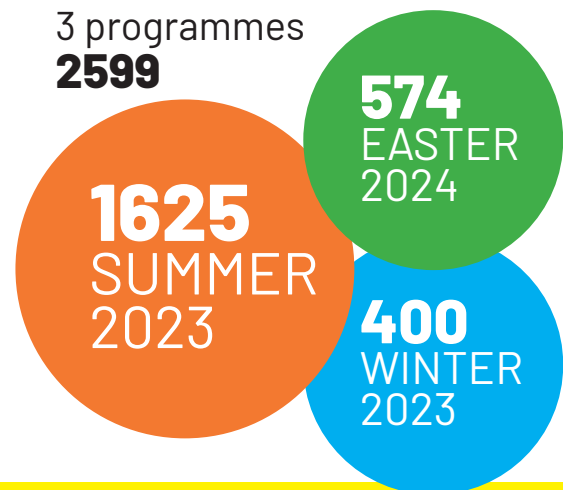


Delivery days across all 3 programmes **43 days***

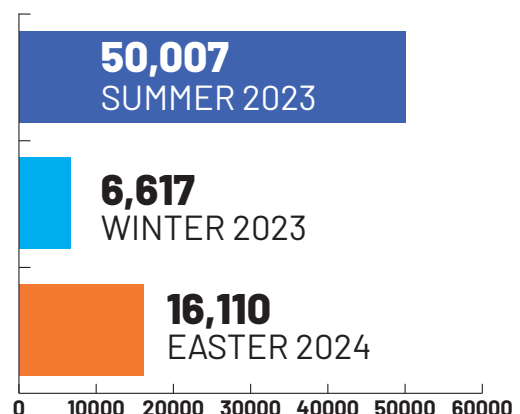


*The DfE requirement is for a minimum of 24 days to be delivered each year.

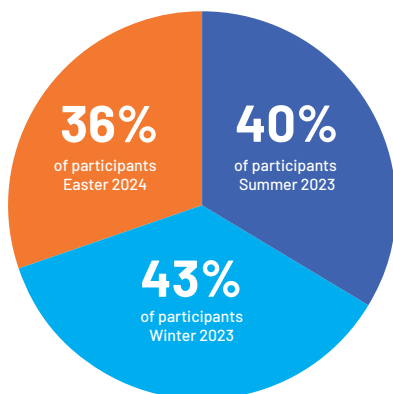
Sessions across all 3 programmes **2599**



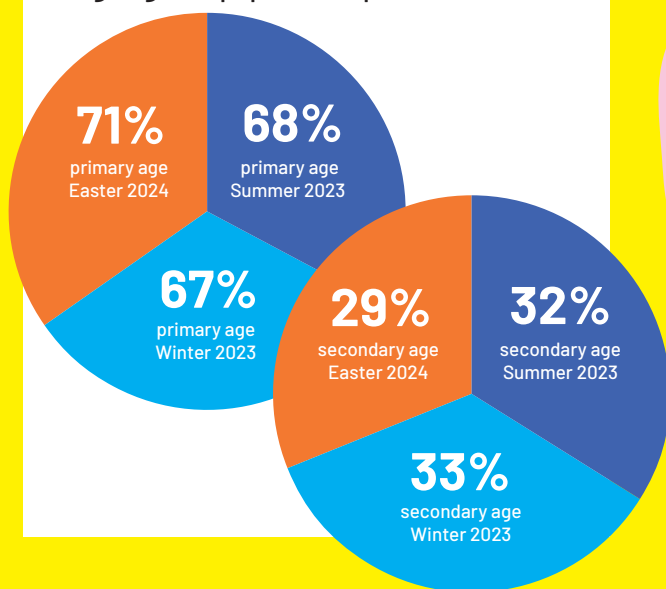
72,734 opportunities provided across all 3 programmes.



Participants in receipt of free school meals



Age group participation

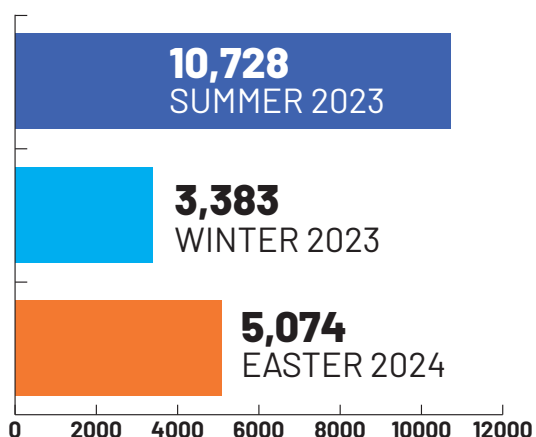


"Hull is a very deprived city, so it helps this city, families and children in getting outdoors, offering free meals, free places to be in, and more opportunities to make new friends" **VCS Organisation**

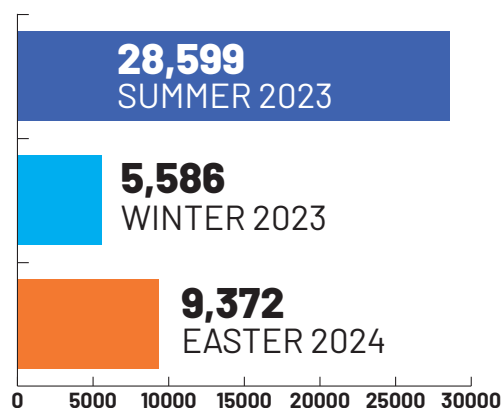
"The activities are so beneficial to both child and parent from a financial and social point of view, they are brilliant and I wouldn't know what I'd do without them."

Parent/Carer/Guardian

Individuals engaged



Attendances at each programme



strategic partners

HULL FC COMMUNITY FOUNDATION



"It allows girls to come into a new environment, which can be a little bit daunting, but by the end of it they've made new friendships and tried new activities."

TIGERS TRUST



TIGERS TRUST
IN THE COMMUNITY

"We work with different partners to ask where the need is, and we ensure we place our sessions in those areas."

SPORTSABILITY TRAINING LIMITED



Sportsability are a specialist Swim School and health and fitness training provider. They are the lead for the SEND offer on the Healthy Holidays Programme and also deliver a programme for 5 to 11 year olds.

"The programme has something for every ability and every child. We try to offer something that will meet the needs of every child's interest."

STREETGAMES



"Collaboration with other organisations plays a huge part. We can pool staff and resources together and share work experience."

HULL CULTURE & LEISURE



FIRST STEP SPORTS GROUP



"The programme offers so many benefits to these children. They're provided with a camp setting, food and a safe place. These are the foundations of a healthy, happy holiday period; which every child should be offered. "

"We've found that once participants have tried something for free, they've carried on coming back. It's enabled us to create a really good pathway for children, young people and families to carry on taking part."



voluntary and community sector approach



*"A lot of partnerships,
massive boost for our
reputation, collaboration
with different organisations"*



The Peel Project Southcoates Community Group Special Stars Foundation
 UDOIT Dance Foundation JD Sports Development **Peace of Juba** Achieve Potentials Ltd
CJ Music Northern Hull Community Rainbow Community Gardens
Child Dynamix Goodwin Development Trust/ Turf Youth Club
Hull Truck Theatre St Michael's Youth Project
 Preston Road Enterprises Ltd

Activet Paul Ingle Boxing Academy North Hull Sports Network Pelican Park Community Trust
Hull Karting Kip McGrath Hull East
Active Sports Flex Dance Ltd Child Dynamix
 KIDS Yorkshire Aim Higher Maxlife Youth Project
 St Stephens Neighbourhood Centre HU4 Community Group
 Little Stars Musical Theatre Listening Ear 4 U
 Inner Vibe Dance Company Community Triumph Limited
Movement2Music Friends of Constable Street
 Environmental Management Solutions (EMS)
 Portobello Scouts Hull Kingston Rovers Foundation
Wolf Pack Theatre LaunchPad Trampoline Gymnastics Academy
 Youth Player Development Ltd

Ground Hull and East Riding Children's University
Betta DayZ City Scouts - Anlaby St Mark's Scout Group
Move It Shake It Hull & District Anglers Association
Child Dynamix Maxlife Youth Project
HU4 Community Group Listening Ear 4 U
Cornerhouse and the Warren Fantastic Faces
Pure Soccer SK Community Trust
Rewilding Youth CIC Physical Foundations Ltd

Solidarity Hull CIC St Mary's College
Bridges Hull

"We used to have small groups and we are just getting bigger and bigger. We are looking at new potential locations, bigger rooms, to engage more young people."



vcs provider spotlight

REWILDING YOUTH



REWILDING YOUTH

EDUCATION FOR FREEDOM



"Normally in the holidays I'd just be sitting around and watching TV, but this has really got me active and outside more, enjoying nature and wildlife."

"It has a lot of impact. We're getting young people out in nature, which is really good for their mental health and physical health."



THE PEEL PROJECT



"There's a lot of children who probably wouldn't access these activities due to affordability"

"The children love going on trips and excursions. Through Healthy Holidays we've been able to go on trips like this, giving children experiences that they otherwise wouldn't be able to take part in."

NORTH HULL SPORTS NETWORK



North Hull Sports Network deliver a range of sports camps to children and young people in the North Hull Community. Their mission is to provide access to safe and accessible sport and physical activity.



"Especially during the school holidays and a recession where times are hard, it's really important that children can access a hot meal that's nutritious and healthy. I think it relieves the parents of stress."

"The impact is great for young people in this area. Making camps free for children to come to is the most important thing. That's probably the biggest boundary for parents; having to pay for childcare or sports camps."

SEND offer

The Special Educational Needs and Disabilities (SEND) offer, as part of the Healthy Holidays Hull Programme, provides a range of activities through strategic and VCS providers. The programme has been designed through consultation with key organisations, parents, and participants to ensure it is needs led.

Sportsability Training Limited are the strategic lead on the SEND offer across the city, supported by other voluntary and community sector organisations. They provide inclusive and supportive activities for participants and family members too.

The emphasis on consistency and providing familiar provision with familiar staff helps ease the challenges that SEND families face in accessing suitable activities for their children. The programme continues to evolve and expand to offer opportunities for families to participate together in a safe and supportive environment.



stats

Sportsability Training Limited – SEND Provider

"The Sportability sessions are quite honestly a lifeline for us and the only reason we get out of the house in the holidays. The holidays are a really tricky time for lots of families, but when you are autistic being out of routine and everything being super busy, loud and unpredictable it means we just cannot attend.

In the past we have spent no longer than 10 minutes and we have had to leave.

Having the cook and eat session and swimming sessions mean that he actually looks forward to the holidays and as a parent I am actually able to take a breath, something I can very rarely do when we are out of the house.

I honestly don't know what we would do if these sessions were not running"



family hubs



The Healthy Holidays Hull programme was supported by Hull City Council's Family Hubs and Youth Centres.

Parents who attend Family Hubs often feedback how great it is to find free, high-quality activities that they can access in a familiar environment which are close to home. There has been a lot of positive praise from families and children who attended.

The Healthy Holidays Hull programme supported the 12 Family Hubs across the city to provide extra sessions, trips and activities. These were supported by free healthy food and created enrichment opportunities for children in the school holidays.



"Absolutely brilliant afternoon for the children such an amazing service and staff working so helpful."
"I had such a great time so much to do so much to keep children busy, thank you !!"

Piglet Farm

"Amazing day all round very much appreciated and thoroughly enjoyed every second thank you!"

youth centres

Youth Centres were able to offer a variety of activities during the holiday periods, alongside trips for the young people. Some of the trips included were Rebound, ice skating, The Deep, Hull Karting, Hollywood Bowl, Rock City, Pinewood

and the Hull Museum Quarter. Youth workers also facilitated weekly themed workshops which included den building, upcycling fashion, garden restoration and cooking.



New reading areas within youth centres were established in summer 2023.

Summer Fun day at Ainthorpe Youth Centre attracted more than **200 people.**

healthy lifestyles team



Hull City Council's Healthy Lifestyles Team co-ordinates a programme of cooking to help establish lifelong positive eating habits.

Through the delivery of family cooking sessions the team have;

- increased parental knowledge and confidence
- improved access to nutritious food
- provided support for those on the cusp of food poverty and insecurity for Hull's youngest families.

Through the Healthy Holidays Hull Programme the team increased access to nutritious food for families across the Early Help and Family Hub network via Healthy Cooking on a Budget at Home packs.



"I really liked the health benefit and not having to think what to cook"

"The packs increased healthier meals eaten, finding more time for proper meals not as much snacking on random food because of time limitations or no ideas."



"We have received a cooking pack from our local Family Hub and we have spent some quality time in the kitchen together. This pack has made mummy less stressed with thinking about what to cook, it was quick and easy so no extra thinking to do and a million pans to use, it was healthy and there is plenty for tomorrow as well! Thank you!"



"The children enjoyed the packs and looked forward to them arriving. Think they liked doing it with me."



food and nutrition

The provision of nutritious food over the programmes alongside the activities is a fundamental element of the Healthy Holidays Hull Programme.

The food offer is split into two areas of provision:

- **Strategic Provision** – this is supplied to the six strategic partners, Family Hubs, and Youth Centres and is provided centrally through the Healthy Holidays team.
- **VCS offer** – this is organised by the VCS groups themselves either sourced from a local provider or made on site by the provider for the young people.

As well as providing food at sessions some of the activities revolve around cooking, baking and food preparation to support young people and families in increasing their knowledge and skills in preparing healthy and nutritious meals and snacks.



Providing training and support to the VCS sector ensures they are confident in preparing and providing food for their sessions. All organisations are supported to complete:

- Level 2 Food Hygiene
- Allergy and Intolerance Training
- Top Tips Training through the Healthy Lifestyles Team



72% of adult participants felt taking part in Healthy Holidays has made them/their child want to **eat a healthier diet in the next year.**

32% of adult participants and

18% of parents/carers reported that they, or someone in their household, had had smaller meals than usual or skip meals because they couldn't afford or get access to food in the last month.



events

beat the heat event

More than
1000
young people
attended
Beat The Heat

In the Summer of 2023, the Healthy Holidays Hull Team, along with the Events team, organised and delivered a brand new event in the City Centre aimed at those aged 11 to 16.

Beat The Heat was delivered at the start of the summer to be used as a way to engage young people and promote the start of the summer 2023 programme.



"Opportunities to engage 14-16 year old youths because they are sitting in their rooms at this age mainly. They also have anxiety and it is hard to reach them. So we give them an option where they can feel safe."

play days

Each summer, the Events Team, in partnership with the Healthy Holidays Hull Team, internal Council departments, and external agencies, provides two Play Days in the city for children, young people, and families.



family fun days

Throughout the year, VCS groups and area teams deliver events that provide families with the opportunity to participate in activities, learn about community opportunities, and access support services.



"The staff were all amazing and brilliant at this event and very helpful and welcoming such a great thing to do for free to the community."

workforce development

"I liked the fact it was interactive, and you could easily collaborate with other learners to help with your learning."

As part of the Healthy Holidays Hull Programme, Hull City Council has partnered with StreetGames to deliver a workforce development initiative. This integral component of the programme, shaped by valuable feedback from delivery partners, is dedicated to upskilling, growing, and sustaining high-quality local leaders, coaches, and volunteers.

Training outcomes from organisation feedback

"I liked the group discussion, the examples used to explain the topic, and hearing other participants opinions and experiences"

nextgen

The workforce development initiative also offers opportunities to young leaders on their journey, supporting community organisations. The StreetGames NextGen programme aims to upskill young people through training, mentoring and volunteering.

"At first I was a bit unsure, but everyone is really nice. I would really like to grow up and do what the coaches do, help with kids in the local area to get kids out of their houses and off the streets."



.....

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marketing & comms

The Healthy Holidays Hull Programme is supported by a detailed marketing strategy to ensure that the aim of giving every child or young person in Hull access to free food and an enriching activity they will enjoy during the school holidays, is achieved.

How does this happen?

Website

The Healthy Holidays Hull website provides a platform for all key information to be shared across the city to families, providers and professionals.

www.healthyholidayshull.org



Promotional materials

Posters and leaflets are distributed to primary schools, secondary schools, Family Hubs, Youth Centres, libraries, museums, and leisure centres. They are also shared with key partners and professionals both within the council and externally.

This ensures that families throughout Hull regularly see the campaign, with promotional material positioned at key sites across the city in the lead-up to the programme.

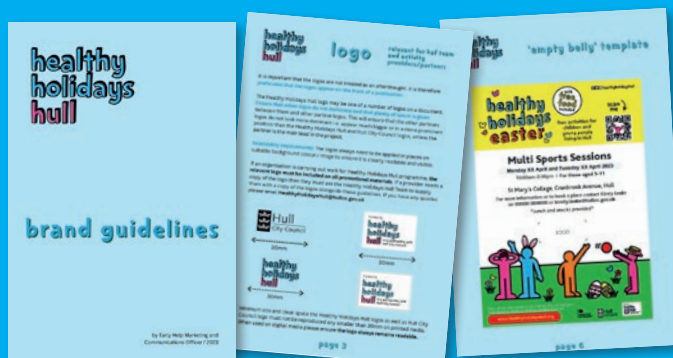


This enables us to target through the schools promotion:

- 72 primary schools,
- 13 secondary school
- 7 special schools
- 7 Pupil Referral Unit
- Currently more than 43,745 children that are in compulsory education establishments across the city.

To support Strategic and VCS providers

the Healthy Holidays Hull team produce Brand Guidelines for all providers to create a consistent approach to the marketing and promotion of sessions and the programme as a whole.



Bus stops and roadside advertising

ensures families throughout Hull see the Healthy Holidays Hull campaign regularly in the lead up to the programme.



Social media

is key in communicating messages and opportunities to our demographic and reaching families from all backgrounds. Social media has shown a significant increase demonstrating the strength of the social media campaigns.

Social media also creates an opportunity for parent/carers and guardians to share their feedback on the programme:



"We loved your inclusive ice skating thank you."

"Thank you, we liked the kids takeover camps, been a lifeline."

"My boys loved the swimming and sports mornings! Thank you so much!!"

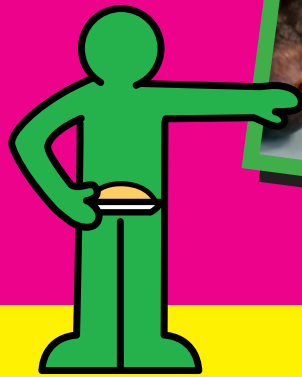
Summer 2023
social media reached **57,781**
and received **11,862 profile visits.**

Winter 2023
increased reach by **99% since 2022**

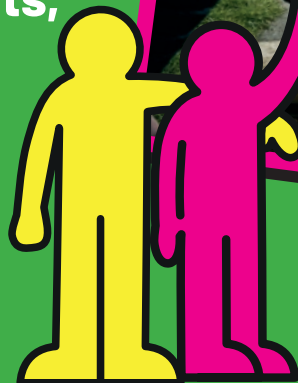
Easter 2024
Profile visits **increased**
by **38%** since Easter 2023

making a difference in hull

Children and young people across Hull received **healthy food** when attending sessions.



Enriching lives through different activities and experiences, from **sport, crafts, arts, music, outdoor education**, and much more.



Learning **new skills**,
building new
relationships
and **having fun**.



impact

on children, young people and families

"Has started having kick around with ball with other kids in school playground, which she wouldn't have done before."

To further understand the social value of the Healthy Holidays Hull programme, an external evaluation was undertaken during Easter 2024 delivery. Over 500 questionnaires and 82 interviews were completed, demonstrating the following impact:

84% of children and 90% of parents/carers felt taking part in the activity has made them/their child want to try new things in the next year.

Parents, children and young people recognised they would have stayed inside/watching TV, playing video games, going on the internet.

77% of adult participants and Parents/carers combined agree that "I have saved money".

58% of adult participants and Parents/carers combined agree that "I have felt less isolated".

83% of children and 59% of parents/ carers said they had made new friends through sessions, thereby expanding their social networks.

Most children and parents/ carers felt taking part in the activity had taught them/their child to be more confident.

"My son has been active, made friends, learnt about healthy living and I've had a few hours to go grocery shopping"

"Kept us very busy and active. Got us up and out the house. Helped us keep a positive mindset."

"I only ever have school to look after my child. The activities meant I got a couple of hours to do jobs and my daughter got to do something new."

impact

on partner organisations

100%

of organisations interviewed said the programme has helped their organisation support the community.

84%

said it has helped their organisation to develop skills.

53%

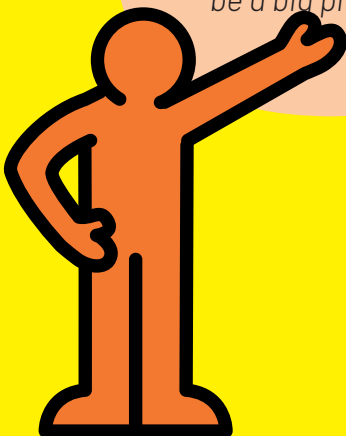
said it has improved the organisation's long-term stability.

"We wouldn't be able to run it if we didn't have support from Healthy Holidays. It is about making sure young people are safe and they are getting a decent meal. There's a lot of children who don't get meals because their parents can't afford it."

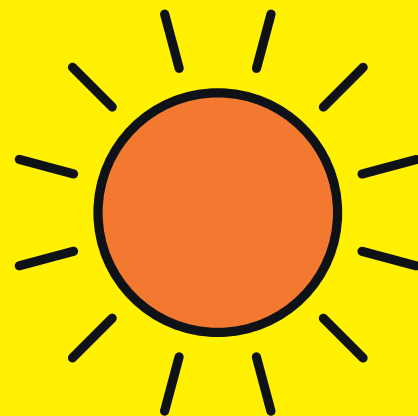
"It has helped us to get everything in order. I was quite new to helping in a community. It has helped us to grow."

"If the funding didn't continue then it would be a big problem."

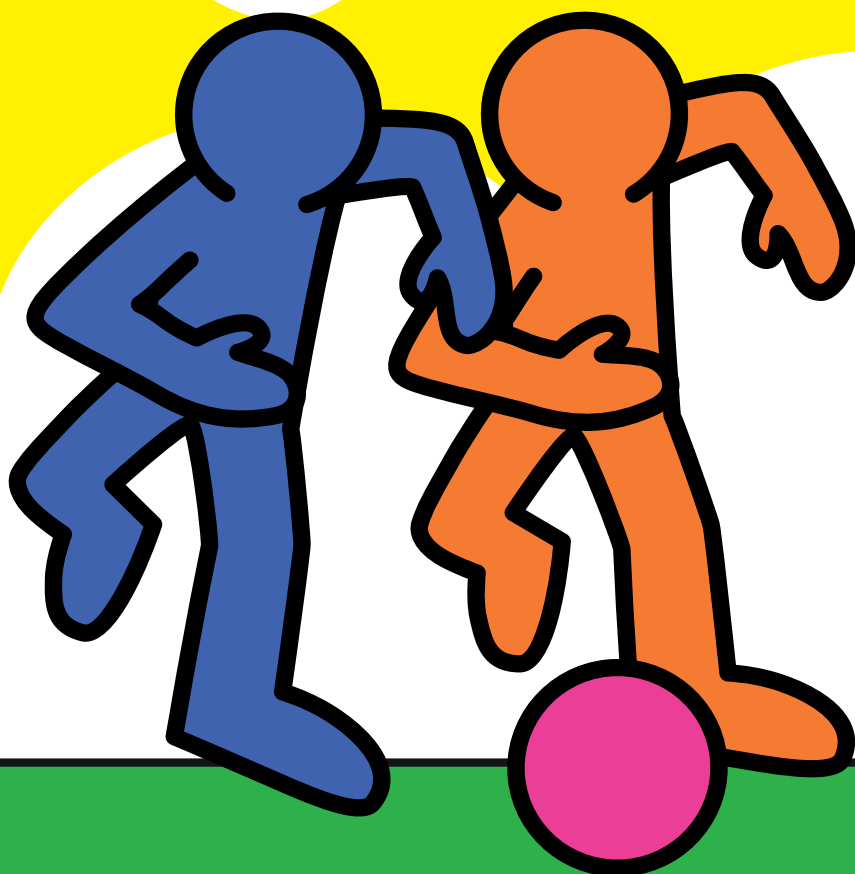
"It has helped with new client groups. A lot of memberships, more girls, more women, more diversity."



healthy holidays hull



For more information contact
the Healthy Holidays Hull Team.
healthyholidayshull@hullcc.gov.uk
or see our website
www.healthyholidayshull.org



Funded by



Hull
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