

North Lincolnshire Fuelled Holiday Activity and Food Annual Report 2021

FUELLED NORTH LINCOLNSHIRE

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Introduction

Welcome to the 2021/22 annual report on 'FUELLED', North Lincolnshire's Holiday Activity and Food programme, delivered as part of the governments national initiative to support vulnerable children and families.

We know that that the school holidays can be pressure points for some families. For some children this can lead to a holiday experience gap, with children from low-income households being:

- less likely to access organised out-of-school activities
- more likely to experience 'unhealthy holidays' in terms of nutrition and physical health
- more likely to experience social isolation

These inequalities have been shown to have a negative impact on school attainment once children return to the classroom. This is significant as educational performance is key to social mobility and enabling people to move out of poverty.

Funding was made available to North Lincolnshire Council by the Department for Education (DfE) to deliver the Holiday Activity and Food (HAF) programme during the Easter, Summer and Christmas school holidays in 2021.

This report shares the offer to over 6,000 children who were eligible for *benefit related free school meals* in the first year of 'FUELLED' delivery. It captures our journey to date and sets out our next steps and future plans, ensuring that the investment reaches those who are eligible for the programme.



Vision

In North Lincolnshire the HAF programme has been delivered under the brand name 'FUELLED'.

In line with the HAF delivery objectives by the Department for Education, the 'FUELLED' 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. This includes giving children and families a greater knowledge of health and nutrition.
- Create a safe environment, combatting social isolation over the school holidays.
- Use 'FUELLED' as a connection platform, linking schools to activity providers in their local area and linking families to wider support.

“

Activities were well organised, at good locations and were well led.

Parent, Summer Fuelled

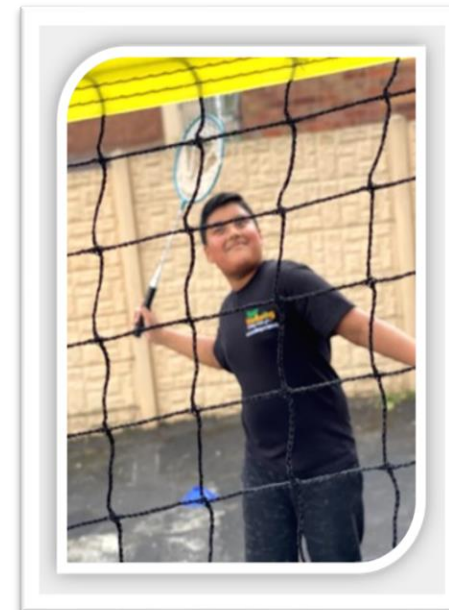
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“

I miss my friends in the long holidays. I can now see them at Fuelled camps.

Child, Summer Fuelled

”



Eligibility

Places were made available to all children (aged 5-16 years) in the local authority area who were in receipt of benefits-related free school meals (FSM).

The Department for Education extended the offer to include the **15% most vulnerable children** in the County. Criteria for this category was decided by each local authority. North Lincolnshire offered the programme to the following groups:

- looked-after children
- young carers
- children in receipt of 'Early Help' or those protected
- children of recognised refugees or asylum seeking families
- young people at risk of becoming NEET
- children with low school attendance or those at risk of exclusion
- children referred by other organisations or services such as Social Care, Schools, CAMHS or Health Practitioners



Journey so far

Pre-programme Preparation

- HAF funding from the DfE confirmed
- Mapping exercise completed
- 'FUELLED' brand selected by local young people, followed by brand development

Easter 2021

- Activity packs and online delivery
- 'FUELLED' activity guide created for nutritional information and signposting
- Small face to face delivery piloted with 2 providers

Summer 2021

- Face-to-face delivery: 4 days per week across 6 weeks
- Leadership courses for teenagers developed in partnership with Hull University

Winter 2021

- Face-to-face delivery: 4 days per week across 2 weeks
- Activity Packs and food bags provided for all attendees
- Partnership with North Lincolnshire Volunteer Hub



“ *I liked learning a skill I couldn't do before.* ”
Children's Summer Fuelled feedback from providers



Activities

Activities were run by a range of providers in the following categories:

- Sports clubs
- Arts, craft and music
- Out of school clubs
- Wellbeing
- Youth activities
- Leadership and skills courses

Providers were given the opportunity to access a range of training including:

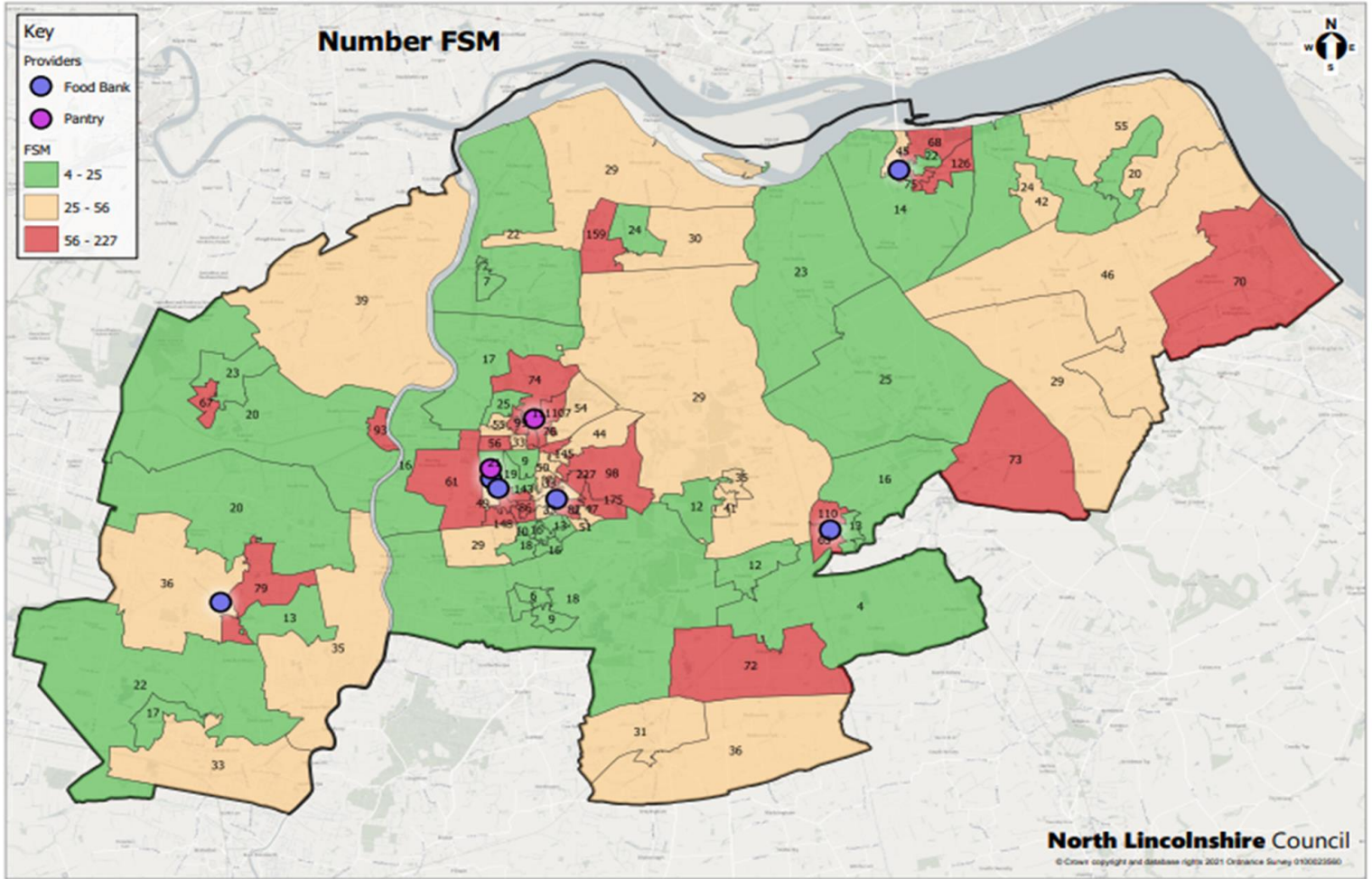
- Safeguarding
- Food hygiene
- Equality and Inclusion
- Emotional Wellbeing
- Nutrition and Active games



“
Well that was just ace. Loved ALL of it. When can we do it again?
”
Child, Summer Fuelled

“
My sons came back after every session saying how much fun they'd had.
”
Parent, Summer Fuelled

Priority Areas



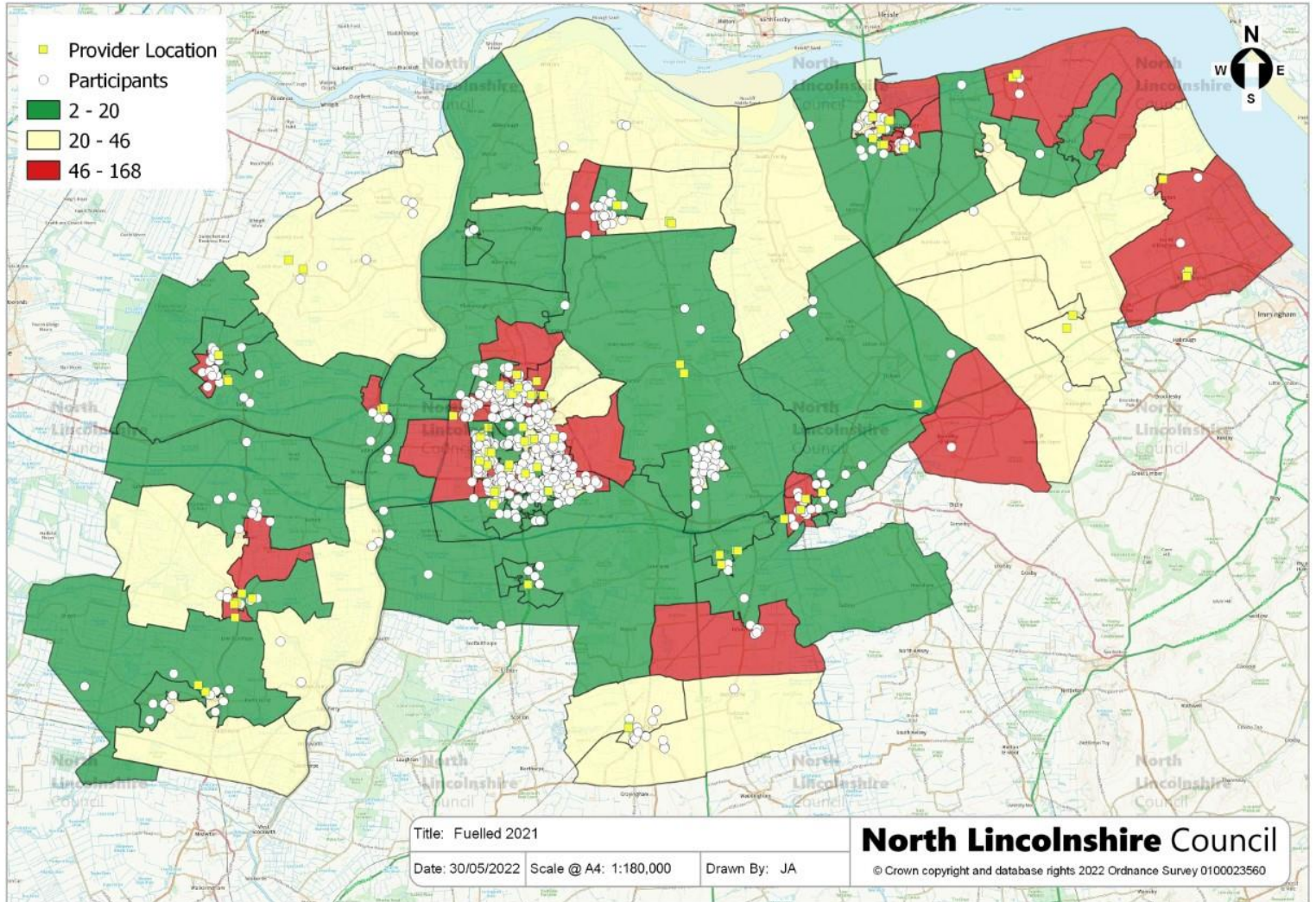
- A mapping exercise was completed prior to each holiday to better understand the spread and location of pupils receiving benefit related free school meals in North Lincolnshire.
- This helped identify areas of greatest need and to inform priority delivery locations.
- Locations of the local food network (food banks and pantries) were also identified.

Easter 2021 figures

- When applications were considered from provider's they were matched to identified areas of the benefit related free school meals data.
- This ensured that the programme met the requirement from the Department of Education that enough provision was available for families in both areas of high free school meal numbers and also rural areas.
- Where an identified area of free school meals **did not** have an activity running, a provider was approached to fill the gap.

“ *We have a small flat. These activities meant the children could come to an activity that was local to us with lots of space and have fun.* ”

Parent, Summer Fuelled



Summer 2021 figures

Promotion and Marketing

- North Lincolnshire has delivered the Holiday Activities and Food programme under the brand 'FUELLED'
- The brand was created to implement the programmes priorities and help reduce any stigma associated with the programme.
- Targeted promotion included a specific marketing pack inclusive of letters for parents, postcards, empty belly posters, social media posts, an online magazine and articles in the DIRECT newspaper (with a reach of 80,000 homes).

“ Children come and ask us “Is Fuelled on this holiday. Can we come back and do some Fuelled stuff?” When the children ask .. That’s when you know that you are getting it right.

Fuelled Provider, Winter Fuelled ”

“ My sons engaged in workshops which were just fantastic. I could not be happier with the sessions. They ran on time, were well organised and ran in my local area.

Parent, Summer Fuelled ”

“ My child thoroughly enjoyed the session and talked about the other children he had met.

Parent, Summer Fuelled.

I like trying out new physical activities. I like challenging myself to see what I can do.

Young person, Sports Leadership Course, Summer Fuelled ”



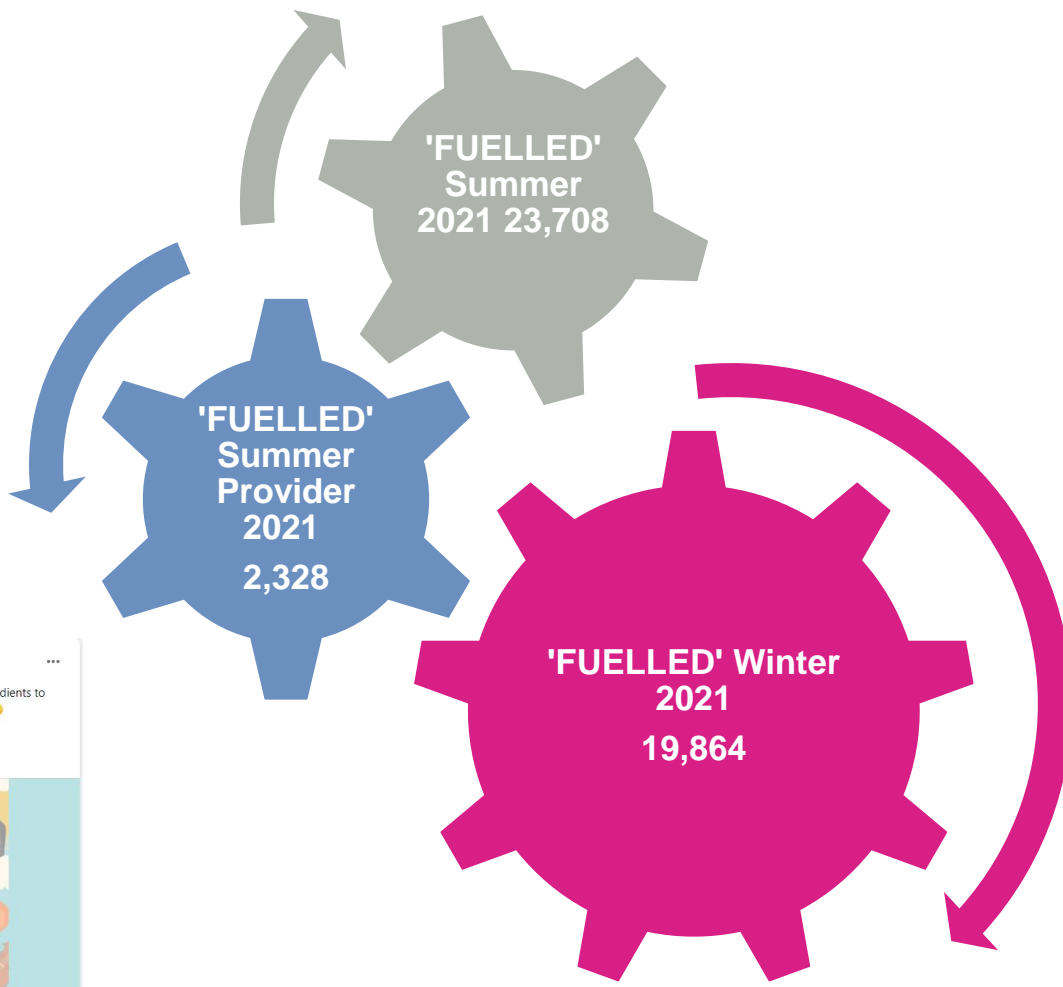
'FUELLED' Website Statistics

Number of hits on 'FUELLED' Provider website: **total hits 2489, unique hits 1129**

Number of hits on 'FUELLED' Family website: **total hits 26,432, unique hits 10,325**

The most popular 'FUELLED' post had a reach of **8,329** people.

70% of FUELLED providers used the graphics package supplied to advertise on their own social media sites.



Social media post Impression statistics

Remote Delivery

Due to the high Covid rates in the area, some activities were delivered remotely during 2021.



5,986 activity bags were delivered in partnership with North Lincolnshire schools and alternative provisions. They contained a range of physical activity equipment, science challenges, recipes and nutritional advice.



A menu of 10 virtual activities were offered to encourage children and young people to Be Active, Go Out and About, learn about Cooking and Nutrition and focus on their Wellbeing. This included live streaming classes from NL Active.

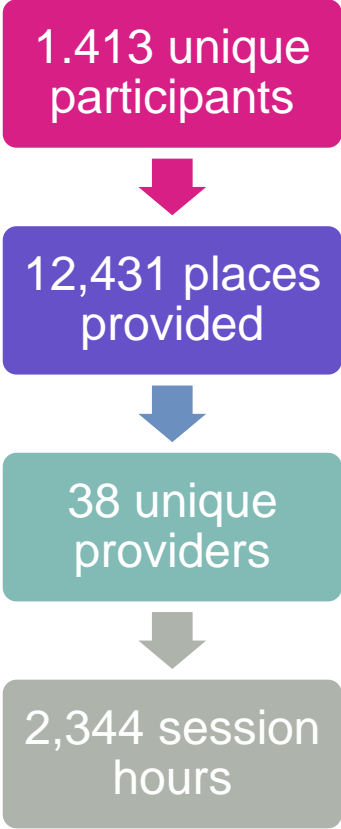


Over 1,000 craft packs and over 1,000 food parcels were supplied as part of Winter Fuelled through local Fuelled providers, Children's Services and North Lincolnshire Council teams.



Key Statistics 2021 *Face to Face* Delivery

Primary School: 81%
Secondary School: 19%
Attendee with a declared special need / disability: 8%



Feedback from children & young people's Easter Survey as to what face to face clubs they would like:

- 56% Outdoor Adventures
- 55% Arts / Crafts
- 52% Sports
- 45% Cooking
- 21% Drama
- 21% Gaming / Coding

Many of the children asked indicated that they would attend more 'FUELLED' activities

Outcomes and Impact

An ambition across North Lincolnshire is that all children and young people have access to a vibrant and inclusive offer, delivered across public, private and voluntary & community sector organisations.

The investment has supported the coming together of providers to support overall quality and learning. It has both strengthened and established new relationships with providers and is building capacity for providers to grow a quality and accessible offer.

Children reported that they had:-	Parents & Carers
<ul style="list-style-type: none"> • Made new friends • Had fun • Learned new skills • Found the holidays more exciting with more things to do 	<ul style="list-style-type: none"> • Benefited from access to advice and support during the holidays • Accessed affordable childcare through the scheme • Be enabled to carry on working as working parents • Gained financial relief (free activities, free meals) • Experienced valuable respite

I really like coming here. We do lots of cool things and I have fun. Best school holiday EVER!!
 Young person, Summer Fuelled

I didn't need to worry about lunch. This helped reduce my stress levels during the long holidays.
 Parent, Summer Fuelled

Outcome – Food

HAF OUTCOME: Provide meals and snacks to ensure participants can eat healthily over the school holidays

12,431 meals provided in 2021

Summer 'FUELLED'

- Menus developed to ensure a varied and colourful lunch was offered daily
- Relationships built with local food suppliers, thereby decreasing food miles and supporting the local economy.

Winter 'FUELLED'

- Feedback from Summer activity providers showed that some participants were hungry when arriving at the activities. (This was especially the case where free breakfast clubs ran in the area during term time).
- In response, fruit and healthy snack bars were introduced in **60%** of the clubs.
- Other clubs provided 2 meals (mostly breakfast and lunch) to fill the gap.

“
I loved making the Pizza Faces. It gets 10 out of 10.
 Child, Summer Fuelled
 ”

1,000 food bags were delivered as part of the Fuelled Winter programme.



Over 50 children taught cooking skills throughout the programme.

“
My son liked the jacket potato and choice of filling. He has asked for it at home several times since. Parent, Summer Fuelled
 ”

Outcome – Physical Activity

HAF Outcome: Provide a range of sport and physical activities to ensure participants can be more active over the school holidays

As part of the Easter programme, activity packs were provided alongside streamed physical activity session by NL Active.

All activities in the Summer and Winter Fuelled programme delivered at least 60 minutes of physical activity. Some activities were run as Sports Camps. Sports included football, multi-sports, cricket, rounders, dodgeball, martial arts, boxing and street dance.



“

My son was shattered when he came home from the football session. He hasn't stopped raving about it since. He made new friends and loved the coaches.

Parent. Winter Fuelled

”

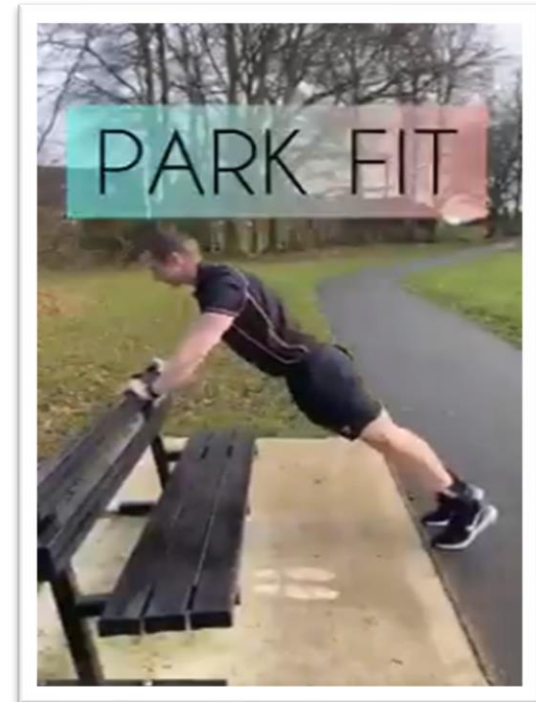
“

If I wasn't here I'd be in my bedroom playing on my Xbox. I don't talk to people in the holidays, just friends I'm playing a game with. This is more fun!

Child, Winter Fuelled

”

'FUELLED' partnered with NL Active to develop Park Fit boards for teens and their parents to complete together at Central Park and Baysgarth Park.



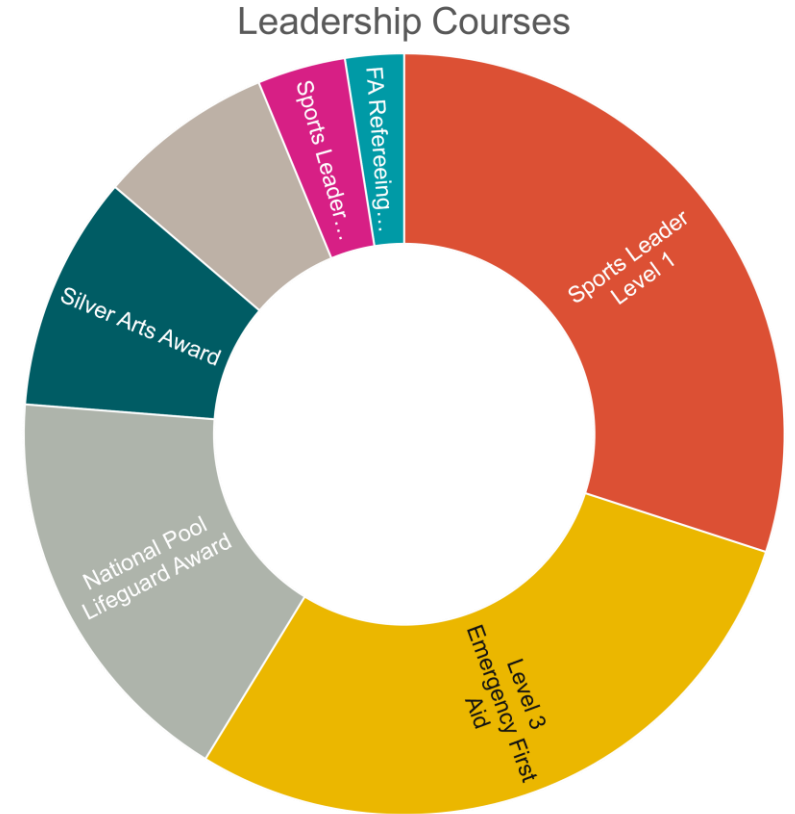
Outcome – Wider educational attainment

HAF OUTCOME: Support the development of resilience, character and wellbeing of participants along with wider educational attainment.

- Partnership with Hull University’s Humber Outreach Programme (HOP) provided further opportunities for young people aged 12-16 years of age.
- Match funding from HOP enabled young people to gain a leadership qualification with the intent to support them into work or progress into further education.

Courses ran included:

- Sports Leadership and FA Refereeing courses
- National Pool Lifeguard and Level 2 Award in Swimming Teaching
- Level 3 First Aid in the Workplace
- Silver Arts Award



“

I've used the work I've done on the Silver Arts Award as my portfolio for a National Art College and I've been accepted. This opportunity has made such a difference.

Young person, Silver Arts Award

”

Outcome – Wider educational attainment

HAF OUTCOME: Support the development of resilience, character and wellbeing of participants along with wider education attainment. This includes giving children and families a greater knowledge of health and nutrition

- Local Partnership ‘Get Ahead’ developed food nutrition activity boxes for providers – utilised in **83%** of the programme.
- 3 providers developed their **own nutritional information** with local companies.
- Information was shared with all parents through recipe cards
- 3 further providers developed **nutritional workshops** for families.
- Contact details were given for Healthy Lifestyle advice to parents and teenagers.



Nutrition Information shared with parents:

- Eat Well plate
- Proteins, fats, carbohydrates, fruit & veg
- Food labels
- Sugar and salt levels
- Food budgeting
- Healthy recipes
- Healthy swaps

“

Did you know that the only bit of a pomegranate that you can eat are the seeds? It's a really funny looking fruit but the seeds were yummy!!

Child, Winter Fuelled

”

Outcome – Safe spaces and Connection

HAF OUTCOME: Create a safe environment, combatting social isolation over the school holidays. Use FUELLED as a connection platform, linking schools to activity providers in their local area and also linking families to wider levels of support.

- The face-to-face 'FUELLED' camps provided safe spaces and opportunities for children to continue friendships with their peers and meet new people
- The collaboration between North Lincolnshire Council, schools, education teams, children's centres, Children's Services and voluntary youth settings ensured those most in need of the provision were offered the opportunity to attend.

“

The venues feel very safe. My son said he felt safe and cared for by the people who ran it. A real compliment.

Parent, Summer Fuelled

”



Parental feedback led to changes in delivery timings to enable working parents to manage drop-off and collection times and ensure attendance. An adjustment in hours for one provider, for example, resulted in numbers doubling in the Winter holidays.

How Parents heard about 'FUELLED'

Education Team	3%
Schools	77%
Social Media	17%
Word of mouth	3%

Additional Outcomes **Schools**

- **Links maintained with children over the holidays lead to an increase in confidence in the children when they returned to school**
- **Contact with and support for vulnerable children and families during the holidays**

Providers

- **Supported crucial post-covid recovery and renewal outcomes for children as well as for the youth activities sector**
- **Increased reach with new families attending**
- **Accessible practice supported children with SEND to attend universal sessions**
- **Growth of number of providers accessing funding due to extra funding in the system – building future capacity**
- **Renewal and strengthening of policies and procedures to enable safe, quality and accessible provision**

Other outcomes and impact as a result of the programme

- **Increased participation in physical activity**
- **Support for the wider food network via the donation of cooked meals to the Lighthouse and any surplus food bags to the local foodbank and pantry network.**
- **Funding supporting providers to grow their offer to attract other investment to support future sustainability**
- **Children and young people having **FUN!!**, feeling **CONNECTED** to their communities and friends and keeping **SAFE & WELL.****

Strengths of 'FUELLED' programme

- **Local providers are sought to deliver the programme, therefore investing back into the community**
- **Familiar venues** in convenient location with known providers
- **Variety of activities** available (not just sports)
- **New providers appearing due to funding in the system**
- Where providers not known, comments from children and parents were that providers were friendly & approachable
- **Ability to meet SEND needs within universal provision to deliver an inclusive offer**

Feedback to inform future Planning

- Seek even wider opportunities to promote and market the offer – utilise all touch points of contacts for Children, Young People and Families.
- Include the Fuelled Offer in Place wide promotions, communications going out to parents re vouchers
- Simplify and Start the application earlier via dialogue with Parents, Carers and schools
- Create opportunities across Place Partners, and other staffing groups to enable development of the programme and delivery.



Further Opportunities

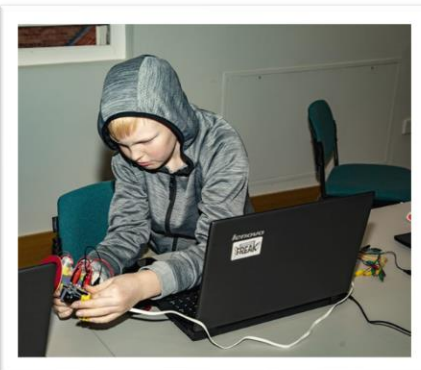
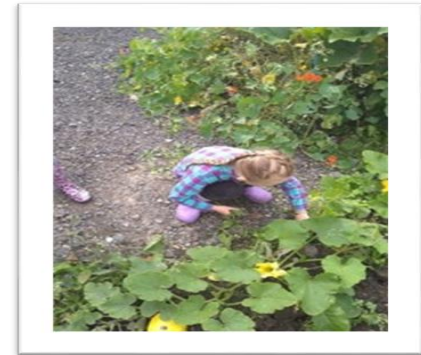
- Ensuring sufficient places on universal activities for eligible children, whilst encouraging provision is available for both eligible and non-eligible children to attend as friendship groups within in their own communities.
- Locating provision in areas of high need where there was no provision
- Local and Community Insight focused on running Activities at times needed based on feedback from parents, but also for teenagers who prefer afternoon and evening activities rather than mornings
- Transport challenges in rural locations



Beyond 2021: Next Steps

In December 2021, the Government confirmed funding available to local authorities to continue HAF delivery in 2022. It is North Lincolnshire Council's ambition to continue the delivery of the 'FUELLED' programme, due to the success and positive impact it has had on young people and their families in the holiday periods.

- Continue to grow and deepen partnerships across North Lincolnshire to further extend the impact of the programme
- Develop an effective marketing strategy to ensure visibility and improve Secondary attendance. This includes communicating sufficiency of activities within areas.
- Continue to listen to children, young people and parents to shape our North Lincolnshire 'FUELLED' offer.
- Explore how nutritional education can best be built into ongoing delivery, including engaging children and parents.
- Build stronger relationships with Supermarket Champions and the wider North Lincolnshire Food Network.
- Building on the evidence that the most successful holiday clubs were those with established relationships with schools, community centres and facilities.
- Offer activities to attract/engage different age children with a focus on including secondary age.
- Signpost parents/carers to other support in a systemic way, particularly health and employment.
- Explore sustainability plans for the future of the Fuelled Holiday Activities and Food programme.



FUELLED

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Final Thought

'FUELLED' has created opportunities for children & young people to access child friendly spaces and for them to expend energy. It has helped them recover from the past 2 years of the pandemic physically and improve their emotional wellbeing.

Ecorys, 2021 Evaluation of the Holiday Activity and Food programme



Contact Details

<https://www.northlincs.gov.uk/fuelled>

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North Lincolnshire Council

Useful links:

- [Holiday Activities and Food Programme Guide 2022](#)
- [Practical guide to School Food Standards](#)
- [Evaluation of the 2021 Holiday Activities and Food programme](#)

