



Healthy Holidays Programme

Evaluation Report 2022

Healthy Holidays Background



Kirklees Youth Alliance (KYA) is a registered charity, providing infrastructure support to over 90 member youth organisations across Kirklees. Our vision is for a vibrant community youth sector.

KYA has supported Kirklees Council with the delivery of “healthy holiday” activities since 2019, firstly as the lead coordinator of the summer programme and more recently, since Summer 2021, as a VCS partner of the Council’s HAF Team.

Holiday provision is now funded by the DfE’s HAF (Holiday Activities and Food) Grant, with the Government committing to three years of funding from 2022/23.

HAF programmes provide a healthy meal, nutritional education, exercise and enrichment to benefits-related FSM (free school meals) eligible children for 6 weeks of school holidays each academic year.

Summer 2022

KYA were asked by the Council to support the Summer 2022 programme by running a HAF Volunteer Programme, administering the training package, supporting those organisations wanting to use KYA’s centralised booking system (the School’s Out web-app) and by running a pilot aimed at increasing the engagement of 13-16 year olds.

What difference did we make?

The DfE lists 6 key aims for the HAF programme.

Young people should...

- 1. Eat healthily in the holidays** KYA members delivered healthy food at 5 different Summer Blast sites and distributed free fruit from ASDA and Morrisons.
- 2. Be active** Exercise was an integral part of the programme including football, personal training and even raving!
- 3. Take part in engaging, enriching activities** Activities including self-defence, sewing, street art, film-making and bushcraft were on offer.
- 4. Be safe and not socially isolated** Organisations were trained in First aid and food hygiene training and youth workers welcomed young people and encouraged participation.
- 5. Have a greater knowledge of health and nutrition** A community food worker ran cookery workshops.
- 6. Be more engaged with school and other local services** Summer Blast involved staff from the Council’s Detached Youth Work Team and Museum Service as well as the local youth drug and alcohol service, The Base.

HAF Volunteering

Working with TSL Kirklees, KYA reviewed their Volunteer Policy, handbook and role descriptions (including a new "Sports Volunteer") for the Summer 2022 HAF programme.

Following a four month recruitment campaign, KYA recruited 23 volunteers of which 21 went on to support 10 HAF delivery organisations in Kirklees (Globe Arts, The Crescent, Fearless People, Launchpad Learning, Oakwell Hall Country Park, Huddersfield Town Foundation, Game Changerz, Nurturing Creativity, Huddersfield Community First and Tuition Time) and 2 were signposted to the Leeds programme! Of the 21 Kirklees volunteers, 11 were aged under 18 and 10 were aged over 18. The volunteers were from diverse backgrounds.

As well as organising their DBS checks, volunteers received induction training to ensure they were prepared to complete their role to a high standard.

At the end of their placements all the volunteers rated their experience as either "good" or "excellent".

"It was a rewarding experience - I feel as if I made a positive contribution to the community"
Kitty

"I enjoyed meeting new people, gaining new skills, getting to work with others, helping children, and building relationships with children"
Imogen

"Volunteering helped me realise how important I am as a person"
Jimi

"My placement was really good; the staff and all the kids were lovely"
Olivia

23

Volunteers recruited to support the programme



WWW.KIRKLEESYOUTHALLIANCE.ORG



HAF Training

Partnering with national charity StreetGames and local organisations Denby Dale Training and Purple Dog, KYA coordinated a package of online and in-person training:



Course name	No. of organisations attended	No. of participants
Managing Challenging Behaviour	12	26
Youth Mental Health	12	21
Safeguarding	7	12
Engaging Teenagers	7	32
Emergency/Paediatric First Aid	12	17
Food Safety	5	14
Totals	55	122
	36 different organisations	71 different individuals

KYA was able to demonstrate positive outcomes from the training:

Course name	Average level of confidence in subject before course	Average level of confidence in subject after course
Managing Challenging Behaviour	6	8.7
Youth Mental Health	6.6	8.5
Safeguarding	7.7	9
Engaging Teenagers	8	8.7
Paediatric First Aid	6.3	8.6
Emergency First Aid	5.4	8.6



School's Out! web-app

"I thought the app was brilliant. Great to be online, great to know how many spaces are left, it felt organised and therefore felt safe!"
Parent review of the app

1720
children registered (up to age 12)

347
children registered (age 13-16)

170
SEND children

111
children with EHCP

285
School's Out sessions promoted

79
Summer Blast sessions promoted

2370
total number of places on Summer Blast

Following last year's feedback from app users, version 4 has seen the introduction of a map search filter, which enables families to search for activities in a more user-friendly way. The web-app's messaging function has also been improved, which enabled providers to contact families who had booked children onto their sessions much more easily.

The use of the centralised registration, booking, attendance-monitoring and feedback system

was not mandatory this summer in Kirklees; the Local Authority encouraged providers to make their own arrangements to promote and register families. 6 organisations however opted to use the app as well as the 13 organisations involved in the Summer Blast pilot for young people aged 13-16.

(While not used locally across the whole programme in Kirklees, the app was licensed by Shropshire Council and was successfully rolled out there!)



Summer Blast!

"Made me a bit happier"

Bushcraft with fearless people was a lot of fun and interesting. The lady (kelsey?) at Oakwell made nice sandwiches.

"It was fun and I wouldn't have gone outside if it wasn't on. I don't have friends near me. It was a change for me".



Across the country, local authorities have struggled to engage teenagers in the HAF programme.

For Summer 2022, KYA was asked by Kirklees Council to run a HAF pilot targeting 13-16 year olds.

The pilot aimed to include young people as much as possible in the design. Five sites were booked based on their facilities, accessibility and their proximity to areas

of high concentrations of FSM eligible young people: The Tolson Museum and Ravensknowle Park, Crow Nest Park and the Adventure Playground, Oakwell Hall Country Park, Deighton Sports Arena and The Corner Hub in Huddersfield town centre.

KYA ran a competition to find a name for the programme; the winning name was selected by the School Council at North Huddersfield Trust School (the High School with the highest number of FSM eligible students in Kirklees). "Summer Blast" beat "Teen's Rock!" and "Activiteens". Three logos were designed and students at Netherhall Learning Campus were asked to choose their favourite.

Students from Westborough High School took part in a session to look at what activities they would like to see taking place in Summer Blast and these then, as far as possible, formed the specification that was put to potential providers in the funding application pack.

KYA trialled two approaches; firstly a partnership approach,

where different organisations delivered different aspects of the HAF programme with some coordination support from KYA staff or a hired sessional youth worker. The second model saw one organisation providing all the elements of the HAF programme, similar to the School's Out clubs aimed at under 12s, however the difference being that young people designed the programme with Youth Workers from local CIC, Conscious Youth.

The Summer Blast programme was made up of 79 four-hour sessions offering a total of 2,370 places.

11 KYA member organisations were part of the delivery team for Summer Blast: Conscious Youth, Juniper Foodwise, Empower Leaders of the Future, Vision in Colour, the Children's Art School, Thread Republic, Fearless People, HTAFC Foundation, YPD Elite, Training Cave and East Bierley Community Sports Association. At some sessions, KYA was joined by Kirklees Council's Detached Youth Work Team and the

Brilliant session. My 13 yr old and his friend had a great time. Excellent idea doing activities for teens as there's nothing on offer for them usually. Thanks again Gill

'This has been the best day of my life, even better than my birthday. I have just loved today'

Activities rated **9.59** stars out of 10!

'The cooking class was really good. I like the people and want to make more dishes'

young people's drug and alcohol advisory service, The Base.

The programme was promoted through local high schools, display banners were erected at the four larger sites and an Instagram account was set up to directly communicate with young people.

A variety of different activities were offered with young people contributing ideas to the different leaders as the programme went on. Young people learnt sewing skills, enjoyed street art, DJ workshops, took part in first aid training, trained in a pop-up boxing ring, played multi sports, got creative in film-making workshops, shared their views in Democracy Cafes etc.

Healthy meals were offered at all sites; salad bars (based on popular sandwich chain, Subway) were operated at two sites allowing young people to make their own lunch with staff encouraging them to try new things, at two sites a community food worker ran cooking sessions so that young people cooked

for the whole site and at the Corner Hub, hot food, as suggested by young people, was provided at each session.

"The young people that came really enjoyed themselves, and it was lovely to see their confidence grow. They were able to make friends with people they wouldn't generally meet, and get out of their house for a while. Some of the young people you could see were disadvantaged, so seeing them take home food and learn more about how to prepare meals felt really positive. One young person was there from day 1 until the end, and her confidence seemed to really grow, she got involved in lots of different activities. Most young people left with food for themselves and their families, meaning food waste was low."



"At Deighton I know of a young person that has a lot of problems at home and struggles to get food, so they have absolutely benefited from that aspect. For the majority, when speaking to YP they would otherwise be bored at home or on the street with not much to do, so it's given them something to look forward to."



Budget Monitoring to end of September

Income 2022/23	Budget	Actual
Balance brought forward from 2021/22	-£505	-£505
Healthy Holidays Grant	£110,000	£95,000
Expenditure 2022/23		
Summer Blast Project Delivery	£66,000	£62,273
Training & Development	£4,000	£1,446
IT/Web-app	£3,850	£3,602
Volunteers	£1,000	£274
Marketing	£800	£690
Salaries & Staff Expenses	£22,745	£11,168
Evaluation	£1,100	£650
Management/Core Costs	£10,000	£10,000
Balance	£0	£4,392



Challenges

The biggest challenge for the Summer Blast pilot was getting young people to attend! Once they were there, they enjoyed themselves; many young people came to several sessions.

There were several reasons for low attendance including issues around communication, publicity and promotion; young people simply didn't know about the programme.

Unfortunately the limited resources means little time for in-depth engagement with schools which the KYA core team and delivery partners all highlighted was essential for this age group.

Unlike their younger peers whose holiday arrangements are led by their parents, most teenagers decide how

to spend their time with their friends rather than their families. This makes targeting activities solely at those eligible for free school meals very challenging.

There were pros and cons with the Summer Blast sites (except for the Corner Hub which was a resounding success all round!); coordination of partners at the sites was not as good as it could have been.

Accessibility was a problem for a lot of young people with them unable to afford bus fares to get to activities.





Recommendations

Involving young people

In Summer 2022 there were good examples of youth voice work (The Corner Hub programme planning, involvement with the branding, focus group at Westborough High School). This needs resourcing more in 2023 to have greater impact. Five young people have left their details to be involved in developing the programme further.



Venues

The Corner Hub was the most successful site due to its teenage-friendly vibe and its town centre location. Oakwell Hall offered great potential with the teenage activities happening away from family groups in a tucked away location however free transport is essential. Feedback suggests that the DRAM Centre would be better than Ravensknowle Park and Tolson Museum as a Dalton venue. Deighton Sports Arena was popular and offers great spaces in a compact site however there is no kitchen so food preparation is limited and their gym is open to the public which is not ideal. Crow Nest Park adventure Playground is welcomed as a safe space but needs hand-washing facilities in the kitchen area for cooking sessions; there was a disconnect with sports provision and the enrichment activities which would need addressing next time; needs to feel like a connected event. All venues need clear signage so young people know what activities are taking place where.

More use of social media

Instagram was a success this summer.





Young people have told us that we should attend year group assemblies

Young people have suggested we also use TikTok. The recruitment of “social media ambassadors” as part of the HAF Volunteering Programme could add huge value; getting young people to capture content across all the sites would be a great volunteering project.

Outreach with Schools

More engagement with schools is essential (including utilising “Heads Up” to get SLT buy-in); young people have told us that we should attend year group assemblies and delivery partners have suggested they provide taster sessions, not only to show young people the type of activities on offer but to start building relationships.

Summer Blast app

Time needs to be built into the programme to support young people to sign up using the app. We suggest sign-up days at school alongside taster sessions.

Promotion with existing youth groups

As well as promoting in schools, existing youth organisations may consider “trips” to Summer Blast sites to support their young people during the school holidays.

Age range Should include the full secondary school age range.

Transport

Consideration should be given to organising

transport from target areas to summer activities or providing bus passes or day tickets.

High cost enrichment activities

E.g. film-making, sewing should be delivered in collaboration with lead delivery organisations to keep costs down.

Food

As well as the Summer Blast sites, pop-up youth cafes, which are visible to young people, could be set up in markets or empty shops in town centres. Young people could be involved in the cooking and serving. Cooking demonstrations are another idea as well as BBQs. Chicken and finger food were very popular!

Wraparound support

Northorpe Hall and Locala’s Sexual Health Team would like to be involved next year alongside the Detached Youth Work team and The base who joined us this summer. Other suggestions are SEMH and Career advice.

Summer Blast to be part of a year-round offer

At the heart of good quality youth work are supportive relationships and these cannot be achieved in 4 weeks’ worth of provision. Summer Blast will be more successful if it is part of a year-round offer for young people. This is something KYA is committed to developing with partners.



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What does KYA do?

Builds capacity in the
community youth sector

Connects organisations
and builds partnerships

Brings in funding for members

Shares national, regional
and local youth work news

Develops and promotes
training and events

Represents the sector
on a range of platforms

Promotes activities of
member organisations