



it's about me

Derbyshire's Holiday Activity  
and Food Programme

# Derbyshire Holiday Activity & Food Programme

## Annual Report 2022





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# INTRODUCTION



Since 2021, the Department for Education (DfE) has provided c.£220m of new funding to 151 top-tier English local authorities to co-ordinate six weeks of free holiday club provision, with healthy food and enriching activities for children and young people aged 4-16, who are eligible for benefit-related free school meals.

In June 2022, following a competitive tendering exercise, national charity StreetGames were appointed as the Programme Management organisation to support Derbyshire County Council in delivering the programme and achieving high-quality outcomes for children and young people.

Derbyshire's Holiday Activities and Food (HAF) programme – with a campaign name of 'It's About Me' – is one of the largest and most ambitious programmes in England that seeks to address holiday hunger, inactivity and isolation amongst some of the most vulnerable children and young people in the county.

The success of this year is truly a testament to network of holiday club providers and their 'can do' attitudes towards ensuring that children in multiple neighbourhoods had the opportunity to access and benefit from high quality holiday provision. We have seen the most diverse programme to date that has appealed to so many children and families. The numbers speak for themselves, but the stories behind the numbers really bring our programme to life and evidence the impact that such an approach and investment can have, right across the county.

Jenny Carter  
Holiday Gap Director (StreetGames)

- It's About Me aims to make sure that participating children and young people:
- Have access to safe, non-stigmatising local places to go for fun activities
  - Eat more healthily over the school holidays
  - Spend time with friends and have a chance to be more active during the school holidays
  - Take part in a wide range of engaging and enriching activities which supported their resilience, character and wellbeing as well as their wider education attainment
  - Are ready to return to school, college or to move on to work
  - Have parents and carers supported with information about how to cook healthy recipes on a budget
  - Have parents and carers signposted to local family services
  - Have the chance to carry on sports and physical activities beyond the holidays

The It's About Me programme is an integral part of Derbyshire County Council's offer to ensure all children and young people across Derbyshire have access to fun, active, healthy school holidays. With support from StreetGames and activity providers across Derbyshire, we're delighted that the programme has seen considerable growth and that it has become increasingly accessible to local families. As the cost-of-living crisis continues, the free holiday club provision demonstrates our real commitment to ensuring children and young people in Derbyshire have the best start in life.

Councillor Alex Dale, Derbyshire County Council's  
Cabinet Member for Education

## A COUNTYWIDE APPROACH TO THE 2022 AND BEYOND

Derbyshire has high levels of children eligible for benefit-related free school meals, with around 27,000 children entitled to support.

With a tailored communications campaign involving schools, postcode-targeted social media, PR and flyering, we specifically targeted families eligible for benefit-related free school meals, those living in the most deprived communities and children with special and additional needs.

Our diverse network of local delivery partners and food suppliers is comprised of Derbyshire County Council and associated district and borough council services, Rural Action Derbyshire, schools, out-of-school settings providers, the community and voluntary sector and commercial operators and caterers. Together they were commissioned to deliver It's About Me throughout 2022 and were offered training and support to ensure they delivered to our quality and sustainability standards.



## FINANCE

It's About Me Derbyshire is one of England's largest rural HAF programmes, with c.27,000 children eligible for free school meals.

The DfE made a grant to the Derbyshire County Council of £2,858,010 for the 2022 programme delivery period.

It's About Me Derbyshire is committed to supporting as many children and families in need as possible through a vision of upskilling communities and community leaders to develop their competence and confidence and extend the provision sustainably. 94% of the total delivery grant was invested into provision for children and young people across the three delivery periods in each of the eight districts and boroughs in the county.

To achieve the levels of engagement required by the programme, a cost model was developed to support grant-making and ensure value for money. The cost model implemented for 2022 was based on an average of £20 per child per day.

## ADDED VALUE AND EXTERNAL INVESTMENT

The It's About Me Derbyshire programme team seek to utilise alternative provision and support within the existing network that will complement the delivery of the programme.

Throughout 2022, this equated to ~£500k being secured by holiday club providers from other grant funders and in-kind contributions to extend the provision and include non-HAF eligible cohorts.

FACE TO FACE ACTIVITY

£2,157,433

REMOTE ACTIVITY

£88,788

MARKETING

£29,823

CAPITAL INVESTMENT

£28,068

WORKFORCE DEVELOPMENT

£36,299

QUALITY ASSURANCE

£6,941

MANAGEMENT & ADMIN

£278,587

OTHER E.G GRANTS,  
TRANSPORT, LOGISTICS

£49,045

TOTAL

£2,674,984





## GOVERNANCE

The core governance structure in Derbyshire is the Steering Group. Established in 2021, the Group has defined terms of reference and membership. The Group comprises Derbyshire County Council departments, including commissioning, education, public health, early help and adult social care, StreetGames, Rural Action Derbyshire and Derbyshire Fire Service.

Within the governance structure, we also operate a Safety Group, made up of DCC and StreetGames, to manage programme risk and any safeguarding issues.

## STAKEHOLDERS

We have developed and embedded relationships with key stakeholders across the county to support the programme's delivery, evaluate its impact on children, young people and families and assess future sustainability.

Our key strategic stakeholders include:

- Derbyshire County Council
- StreetGames
- Local Authorities (x8 districts and boroughs)
- Schools
- Local Community and Voluntary Partnerships
- Derbyshire Office for the Police and Crime Commissioner
- Active Derbyshire
- Rural Action Derbyshire



## IMPACT REPORT



**16,861**

Young  
People  
Engaged

**203**

Learners  
Trained

**64,162**

Attendances  
& Meals  
Provided

**128**

Holiday  
Club  
Providers

**213**

Holiday  
Clubs

**72%**

Free School  
Meal  
Attendees

## QUALITY ASSURANCE

To ensure the providers were delivering quality provisions that met the outcomes, the It's About Me team, with the Derbyshire County Council's Youth and Community Engagement Officers' support, aimed to visit as many providers as possible over the summer and winter holidays—81% of providers received at least one visit during the summer and winter periods.

By the summer of 2022, many key elements for the programme's quality assurance were already in place. However, the newly formed team had to agree on the minimum standards for the programme and also the purpose of the visits.

One of these challenges was first to address the negative connotations providers felt towards the visits and, instead, ensure the visits were viewed as a positive experience. Therefore, it was decided that the visits would be called 'support visits' rather than 'quality assurance visits'.

More serious issues that could have any safeguarding implications on the child or staff should still be dealt with in accordance with the policies we have in place.

## RURAL ACTION DERBYSHIRE

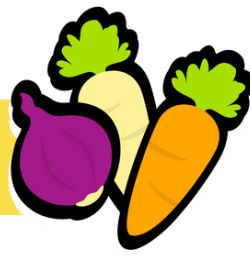
To support the delivery of food nutrition and education, Rural Action Derbyshire (RAD) was appointed as the 'food partner' for the It's About Me programme. RAD not only have the expertise in meeting school food standards but already understand the challenge of rural deprivation in Derbyshire.



RAD are responsible for supporting, designing and delivering training sessions with providers on topics such as school food standards, food hygiene and allergy awareness, ensuring that providers understand the legal requirements of preparing, handling and serving food safely.



## FOOD & NUTRITION



Since the summer of 2022, Rural Action Derbyshire (RAD) were appointed the Food System Partner for the It's About Me programme. RAD has specialist knowledge of healthy food and nutritional education and led the Feeding Derbyshire project as part of the Feeding Britain campaign.

The main focus for the newly appointed It's About Me Team was to ensure programme providers understood the minimum outcomes set by the DfE, of which food provision is a core standard. RAD was tasked with designing and delivering training to help providers achieve this outcome.

The programme team outlined the minimum food standards to providers and provided additional resources and support where needed. Due diligence is undertaken to ensure that each holiday club provider meets the following requirements:

- Food provider is registered as a food business with one of the eight District Councils.
- Have a minimum food hygiene rating of 4.
- Planned menus meet school food standards.
- Insurance must cover the provision of food.
- Staff have completed Level 2 Food Hygiene training.
- Staff have completed online Allergy Awareness training.

The training was focused on the following areas:

- Meeting school food standards.
- Food storage.
- Allergen awareness.

The training aims to give providers a better understanding of the key outcome areas and support them in adapting their programme to meet these criteria.

The number of providers preparing their food or using an external provider was evenly split across providers. However, there were patterns in the type of organisation choosing certain food options. The majority of the community, not-for-profit, and charity providers chose to prepare food themselves, mainly as they already knew the demographic of the children attending in their community and were comfortable meeting their needs. In comparison, most commercial providers chose to work with an external food provider. During the winter period, we allocated funding to provide additional food hampers for families. The hampers contained four meals for a family of four. 984 hampers were successfully delivered to families across Derbyshire.

Providers have found nutritional education the most challenging outcome to achieve, mainly due to their confidence in the topic or limited resources. According to DfE guidance, providers are encouraged to include an element of nutritional education each day to improve children's knowledge and awareness of healthy eating.

To support providers in this area, we provided:

- Access to specific training in incorporating food education into a programme
- Access to a nutritional booklet for each child. Over 10,000 booklets have been distributed to and used by providers.
- Access to a 'food and nutrition entertainer' for sessions, including interactive vegetable-themed activities.
- Partnership with Waitrose, who opened applications to providers for additional grants to supplement their holiday programme.
- Partnership with Morrisons, who opened applications to providers for additional fruit and vegetables to supplement their holiday programme.

## WORKFORCE DEVELOPMENT

The It's About Me team have been delighted to continue working in partnership with several local training partners to design and deliver a workforce development programme to support and further enhance the quality of holiday club activity. We have been working with our holiday club providers for 12 months to understand their needs and aspirations, enabling us to design a workforce programme that builds capacity across the city and increases the skills, knowledge, confidence and competence of holiday club leaders, coaches and volunteers.

### Available Courses

SAFEGUARDING

FIT AND FED ACTIVATOR

YOUTH MENTAL HEALTH FIRST AID

LEVEL 3 FIRST AID AT WORK

SUSTAINABILITY TRAINING

ENGAGING WOMEN AND GIRLS



19

Food  
Hygiene  
Certificates  
Issued



19

GDPR  
Certificates  
Issued





# SATISFACTION

## PARTICIPANTS

**495** postcards analysed

## HOLIDAY CLUB LEADERS

**22** postcards analysed

## PARENTS

**80** postcards analysed

### PARTICIPANTS

**89%**

### HOLIDAY CLUB LEADERS

**100%**

### PARENTS

**97%**

were highly satisfied/ satisfied with their holiday programme **overall**

**N/A**

**100%**

**100%**

were highly satisfied/ satisfied with the **activities** at their holiday club

**98%**

**N/A**

**N/A**

were highly satisfied/ satisfied with the **location** of their holiday club

**89%**

**N/A**

**N/A**

were highly satisfied/ satisfied with the **time** of their holiday club

**75%**

**100%**

**94%**

were highly satisfied/ satisfied with the **food** at their holiday club

**98%**

**N/A**

**N/A**

were highly satisfied/ satisfied with their **coaches and leaders**

"It's so fun and you make new friends and learn how to do more acting"

Participant

"We feel so lucky to have found you (High Peak Creative Arts)- our son really enjoyed Easter and teenagers don't as a rule enjoy things."

Parent

"I'd really like to express my thanks and appreciation for working with us on such a successful programme, there are now additional schools wanting camps in the summer holidays as a result."

Holiday Club Leader

# EVALUATION

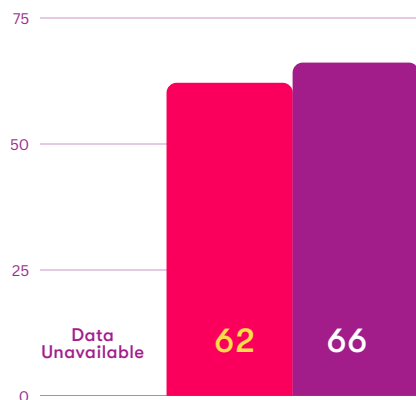
Spring

Limited Data

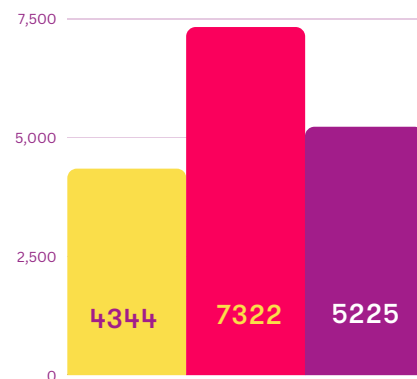
Summer

Winter 2022

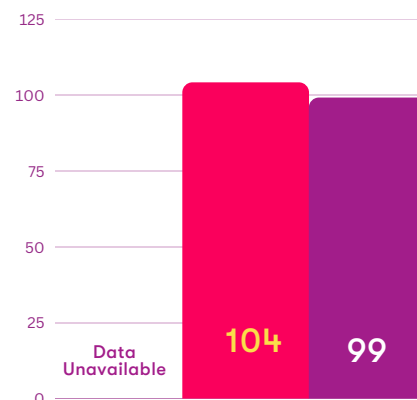
## Holiday Club Providers



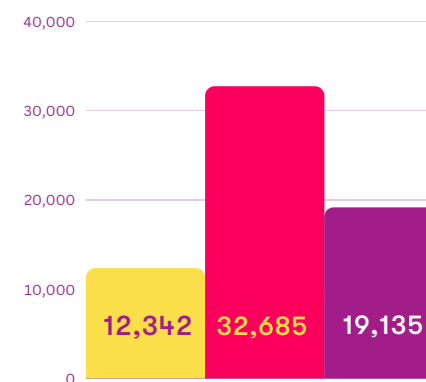
## Young People Engaged



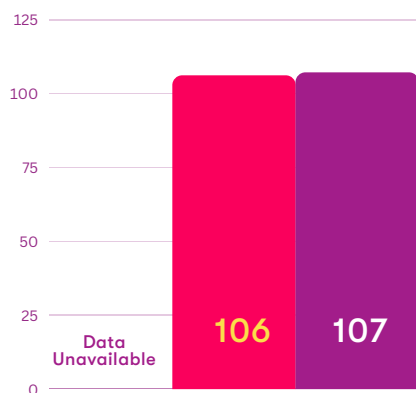
## Learners Trained



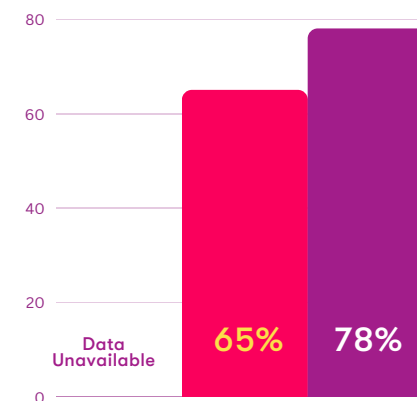
## Attendances and Meals Provided



## Holiday Clubs



## Free School Meal Attendees (%)





# MARKETING

Following the appointment of a Marketing Campaign Manager in August 2022, The It's About Me programme underwent a redesign which included a new logo, colour schemes, fonts and a selection of illustrations to be used across all marketing materials.

## WEBSITE

The It's About Me website was redesigned to include a variety of features to improve the user experience.

The implementation of a Coordinate Sport booking system allowed parents to view an interactive map of provisions and browse clubs using a variety of filters and search criteria.

A providers portal acts as a toolkit for providers, including access to marketing materials, a training programme and information guides.




The Impact section is where we share a range of case studies and reports from the programme.

[www.itsaboutmederbyshire.co.uk](http://www.itsaboutmederbyshire.co.uk)

## SOCIAL MEDIA

At the end of summer delivery, social media accounts were created for the It's About Me programme on Twitter, Facebook and Instagram to promote the holiday clubs to parents and share stories from the programme.

By the end of 2022, the accounts had a total of 304 followers.

 @DerbyshireHAF  
 @itsaboutmederbyshire  
 @itsaboutme\_derbyshire

# DIGITAL NEWSLETTER

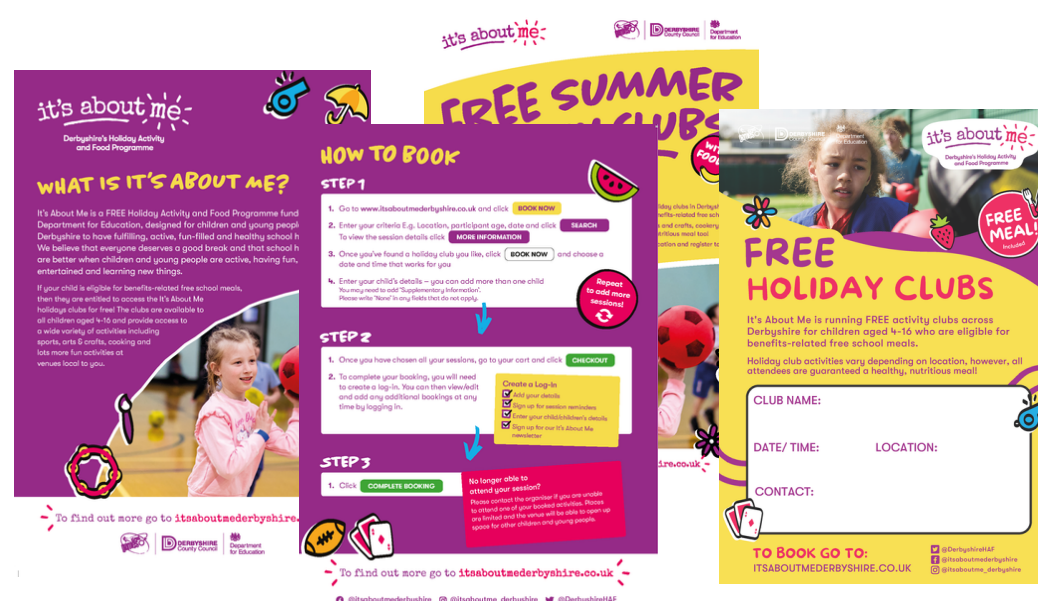
Towards the end of 2022 It's About Me launched its Digital Newsletter which is delivered weekly in the lead up to and during delivery and bi-weekly outside of those times.

The newsletter is a way to share information with parents and promote the great work of the programme. It also works as a platform to share other opportunities outside of the programme.

## PRINT

Printed materials are still a large part of the It's About Me promotion and includes a variety of posters in A3 and A4 and pop-up banners.

Going forwards, we plan to develop our printed materials further, expanding our range to leaflets, banners and other branded items.



# CONCLUSION

Throughout 2022, evaluation was undertaken to understand Derbyshire's experience of HAF and present findings and recommendations to key stakeholders to help further develop the programme and offer to children and families.

Evaluation concentrated on the satisfaction of children, parents and holiday club leaders either attending or delivering the programme. Our survey assessed overall satisfaction for children in relation to the following:

- Location of holiday club
- Timings that the holiday club runs
- The holiday club leaders and coaches
- The activities on offer
- The quality and standard of food provided

For parents and holiday club leaders, our survey assessed overall satisfaction about the following:

- The holiday club and activities on offer
- The holiday club food in relation to quality and standard

Our findings have been extremely positive in relation to those attending provision and those delivering holiday clubs.

We also ask children, parents and holiday club leaders to provide specific feedback about the holiday clubs, including their thoughts on the overall programme, what is working well and any areas for future improvements. We consider this feedback in planning for the next period and supporting holiday clubs to develop and enhance their offer.



Overall evaluation reinforced the view that the programme's benefits and investment are evident. Those providers that know their communities and families achieve high levels of engagement and receive positive feedback. Parents and children feel that having those trusted leaders supports children and young people when they need it most.

Providers have shared that the funding is welcome and needed but insufficient to create sustainable provisions across the year. The eligibility criteria are challenging, with children and families in need not always able to access free-of-charge provisions.

The geographical nature and rurality of the county create challenges of scalability and learning, demonstrating that holiday clubs will engage with smaller cohorts of children than at first anticipated. This learning will be considered in future commissioning rounds.

Engaging secondary-aged children remains a challenge in Derbyshire, similar to several local authority areas across the county. This will remain a priority of Derbyshire in 2023, where we hope to commission more youth focussed provision.

The engagement of children with special educational needs and disabilities has developed well, but this must be managed to ensure that the focus remains on children eligible for free school meals and that we explore collaborative and match funding options.

Derbyshire welcomes and celebrates the Government's decision to continue investing in the HAF programme and that the benefits for children, young people and families are enormous. We will continue our evaluation throughout the funded period to further explore these positive outcomes and assess the broader societal impact.