

Derbyshire Holiday Activity & Food Programme

IMPACT REPORT
SPRING
2024



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124

Holiday
Clubs

63

Holiday Club
Providers

252

Accessed
Remote
Activity

4491

Young
People
Engaged

12,756

Attendances
& Meals
Provided

80%

Eligible for
Free School
Meals

£388k

Value of
Grants
Awarded

“
Amazing really helps one of my children with autism who struggles to socialise.

PARENT/ GUARDIAN FEEDBACK

It is a vital service for me with limited funds, no car and 3 children of different ages. My children love it!

It's nice to have somewhere to bring the children where they can play with their friends without costing the earth.

Well organised and kids enjoy it.

Great setup, kids enjoy everyday.

Excellent, caring and well prepared coaches.

Very helpful for working parents. Breaks my days up for kids.

Amazing, fun filled activities for the children.

Varied, beneficial to family including children. Good mix of activities, food and exercise plus chill out zone.

SATISFACTION REPORT

YOUNG PEOPLE

188
responses

90%
were highly satisfied/ satisfied with holiday club and the activities provided

94%
were highly satisfied/ satisfied with the location of their holiday club

91%
were highly satisfied/ satisfied with the time their holiday club takes place

96%
were highly satisfied/ satisfied with their coaches and leaders

87%
were highly satisfied/ satisfied with the food provided

PARENTS/ GUARDIANS

142
responses

95%
were highly satisfied/ satisfied with holiday club and the activities provided

89%
were highly satisfied/ satisfied with the food provided

COACHES

14
responses

100%
were highly satisfied/ satisfied with holiday club and the activities provided

93%
were highly satisfied/ satisfied with the food provided



CASE STUDY

AM SPORTS- PARTNERSHIP WITH SCHOOLS

AM Sports run four HAF programmes in the borough of Erewash, based in Sawley, Sandiacre, Draycott and West Hallam. The programmes offer between 20-30 spaces each day; these get booked up quickly and they usually have a waiting list. The children are primary school-aged with a mixture of girls and boys. AM Sports offer a wide range of activities each day to cater for all children who attend such as football, cricket, dodgeball, gymnastics, dance, zumba and outdoor and adventurous activities (OAA) plus arts and crafts during quieter times. They also encourage children to try sports they would not ordinarily have access to, such as boccia, new age kurling and archery.

These programmes have greatly impacted families in these areas who would usually have to pay for childcare during the holidays or rely on relatives to help. AM Sports offer a safe and fun environment for these children who also receive a snack, drink and lunch. The club caters for children with additional needs as best they can by offering smaller group activities where young people may be overwhelmed with big groups of children. Children are encouraged to develop their communication and social skills. This is evident when children all sit down and have lunch together.

The partnerships AM Sports have with local schools play a vital role in the programmes being so successful. AM Sports deliver holiday clubs at the same schools where they deliver their term-time services of PE and school sport. During term-time staff are building relationships each day with the children and with parents during after-school pick-ups. This helps immensely if children are nervous about coming to a holiday club when they arrive and see a familiar face welcoming them in every morning.

The schools AM Sports operate in are all very supportive of the holiday activity and food programme. They promote the clubs on their websites and in their newsletters, emails and text messages, and target families who are eligible for the programme by signposting them to the It's About Me website to book. This not only helps ensure that the holiday clubs are always full but also that senior leaders at schools are at ease during the holiday knowing that their students are safe at the clubs.

AM Sports work with each school after each programme to share vital information in relation to their students that attended. They will also share any relevant safeguarding information to ensure support that was given during the school holidays continues for children and families during term-time too. The relationships AM Sports have with their host schools and the community play a pivotal role in the success of their programmes.



WORKFORCE DEVELOPMENT

COURSES
DELIVERED

7

TOTAL
LEARNERS

35



3

GDPR
Certificates
Issued



17

Food Hygiene
Certificates
Issued

Available Courses

SAFEGUARDING

1

MANAGING CHALLENGING
BEHAVIOR

5

LEVEL 3 FIRST AID AT WORK

3

ACES TRAUMA INFORMED PRACTICE

1

UNDERSTANDING YOUNG PEOPLE FROM
LOW SOCIO-ECONOMIC BACKGROUNDS

1

YOUTH MENTAL HEALTH FIRST
AID

3

ENGAGING WOMEN AND GIRLS

1

The spring training programme consisted of 7 courses delivered in person or online. 15 learners attended courses, with another 20 learners accessing codes to complete Food Hygiene or GDPR courses in their own time.

Our learner numbers were lower than they have been ahead of previous programmes we are finding that many holiday club coaches, leaders and volunteers have now completed their minimum standards training such as first aid and safeguarding therefore not needing a course at this time.

Despite this, we delivered a varied training programme that exceeded the needs of the core training offer to include courses such as Engaging Women and Girls, Managing Challenging Behaviour, Understanding Young People from Low Socio-economic backgrounds and Adverse Childhood Experiences and Trauma in Practice. These courses allow learners to access training that will specifically support the delivery of future holiday programmes.

FEEDBACK



The trainers were very knowledgeable and shared the information in an easy to understandable way. I enjoyed the amount of interaction used throughout the course.



DIGITAL STATS

DATA FROM 08.01.24- 19.04.24



44%

DIGITAL AUDIENCE
GROWTH



813

SOCIAL MEDIA
FOLLOWERS



2519

NEWSLETTER
SUBSCRIBERS



4.6%

ENGAGEMENT
RATE



14K

WEBSITE
VIEWS



79

DIGITAL
CAMPAIGNS SENT

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AUDIENCE OVERVIEW

TOP AGE, GENDER, LOCATION



AGE 35-44

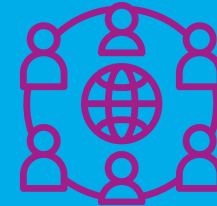


FEMALE



CHESTERFIELD

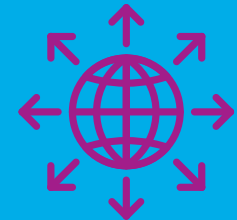
AUDIENCE REACH



13401

USERS
REACHED

Total number of
people who have
seen our content.



19729

IMPRESSIONS

Total number of
times our content is
displayed.