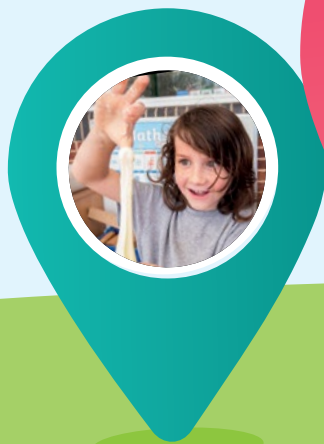


# Big Norfolk Holiday Fun



**Big Norfolk Holiday Fun**  
**(Holiday Activities and Food)**

**Annual Report: April 23-March 24**

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# Welcome

## Welcome to the Big Norfolk Holiday Fun's 2023-2024 Annual Report!

We're thrilled to present our first published annual report for the Big Norfolk Holiday Fun (BNHF) programme. As a national three-year initiative, BNHF is fully funded by the Department of Education and plays a vital role in supporting children during the main school holidays. This report covers the delivery of the programmes which took place in Easter, summer and winter 2023.

### What Is BNHF?

The BNHF programme, also known nationally as Holiday Activity and Food (HAF), focuses on two essential cornerstones:

- 1. Activities for All:** We offer a diverse range of activities, from multi-sports and dance to theatre and arts and crafts. These engaging experiences are designed for children aged 4 to 16 in Norfolk.
- 2. Nutritious Meals:** Children eligible for benefits-related free school meals can claim free spaces on our activities. Additionally, all participants receive a nutritious free meal as part of the programme.

### Our Providers and their Impact

Our dedicated providers have risen to the challenge of delivering not only physical activities but also tasty food and education on nutrition. Their efforts have resulted in great survey scores from participating families, demonstrating the success of this unique combination.

### Making a Difference

BNHF has already assisted over 13,200 of our county's most vulnerable children. By providing access to food and fun, we contribute significantly to their wellbeing. The impact of this support cannot be overstated.

### Acknowledgments

We extend our heartfelt appreciation to the providers, Active Norfolk, and the Children Services teams. Their hard work and commitment shine through in this report. Enjoy exploring the results, and thank you for being part of the Big Norfolk Holiday Fun journey!

**Warm regards,**  
**Emma Drake, Active Norfolk Partnerships Manager**

# Mapping Demand

In our efforts to enhance the Big Norfolk Holiday Fun (BNHF) provision, we've taken a data-driven approach.

By mapping postcodes of children who receive benefits-related free school meals (FSM), we gain valuable insights that inform our decision-making process.

## How it works

The postcodes collected serve as essential markers for understanding the distribution of vulnerable children across Norfolk. We overlay the details of the provider applications received. By aligning these applications with the FSM maps, we can assess the suitability of proposed activities based on various factors.

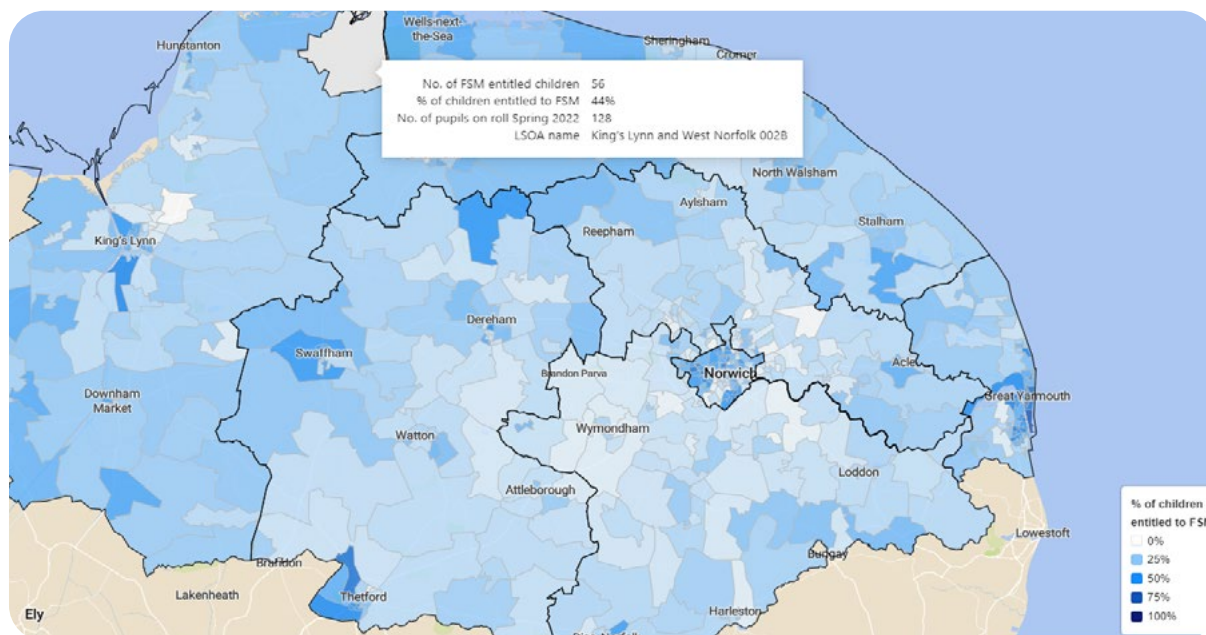
## Criteria for mapping provision:

**Location:** We consider the geographical distribution of both FSM-children and proposed activity providers. We've also factored in provision for more rural areas, ensuring equitable access across the region.

**Price:** Evaluating the cost of activities helps us strike a balance between affordability and quality.

**Target Audience:** We tailor activities to different age ranges and children with SEND, ensuring inclusivity.

**Nature of Activity:** Whether it's sports, arts, or educational programmes, we assess the variety and suitability of offerings.



# Achievements

## No. of unique children attended/booked



**3,464**

**Easter**

Total places booked: 10,340

**4,774**

**Summer**

Total places booked: 27,545

**1,662**

**Winter**

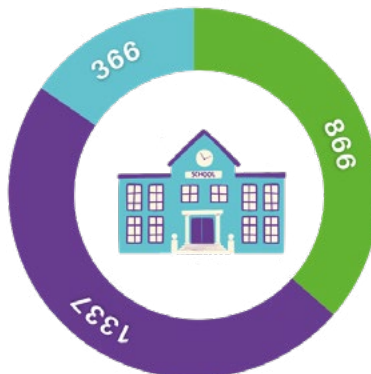
Total places booked: 3,240

## No. of children by age and with SEND

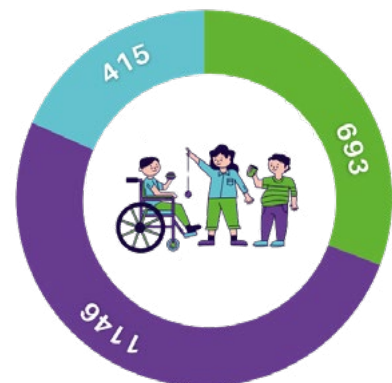
**Primary**



**Secondary**



**SEND**



■ Easter ■ Summer ■ Winter

Each ring shows the number of children who attended in the **Easter**, **Summer**, and **Winter** programmes.



# Delivery

Over the past year, we have made significant strides in several key areas. We witnessed notable improvements across various aspects of our services and provisions.

## Total Number of Providers:

The total number of providers delivering per holiday grew, with a total across the year rising from 246 in 2022 to 278.

## Specialist SEND Provision:

The amount of specialist SEND (Special Educational Needs and Disabilities) provision also saw positive growth. Specifically, it rose from 6 providers in the previous year to 12 providers in this delivery period.

## SEND Children Attendance:

The attendance of SEND children improved notably. The percentage of places attended by SEND children increased from 20% to 25%. Additionally, the number of places attended by SEND children rose from 16% in winter 2022 to 25% in winter 2023.

## Secondary School Age Take-Up:

Notably, there was a substantial increase in secondary school age take-up. For instance:

- During Easter 2022, 11% of secondary-age students participated.
- By Easter 2023, this figure had risen significantly to 25%.



# Food Provision

Meals were provided with all activities, including snacks and refreshments. No providers scored below 3 out of 5 in food provision quality assurance visits. The average food provision score was 4 out of 5 for the year.

## Partnerships and Challenges:

Many activity providers either cooked in-house or used local food suppliers. Struggling providers partnered with Fresh Food for Now, a recommended food supplier. Challenges included lack of facilities at venues and meeting specialist needs.

## Food Safety and Hygiene:

32 provider delivery staff received Free Food and Hygiene Level 2 courses. This ensured safe food handling in line with guidelines.

## Children's Attitudes:

Across three programmes, 85% of children enjoyed the food and were satisfied with portion size.

- 33% “strongly agreed” the food quality was high.
- 84% felt they learned about healthy eating.
- 32% provided a “neutral” response to the food quality, indicating room for improvement in this area.



# Food Education

We prioritised comprehensive nutritional education to empower participants, families, and children. Here are some of the key aspects we focused on this year.

## Provider Activity Examples for Nutrition Education:

- Top Trumps Nutrition Game sparked conversations among children, helping them understand the dos and don'ts of healthy eating.
- Soft Drink Exercise involved children ranking different soft drinks based on sugar content. This activity raised awareness about hidden sugars and their impact on health.
- The Dodgeball Food Group Challenge required teams to hit colors representing different food groups during dodgeball games, reinforcing nutrition concepts.

**Almost 70% of families reported their child had an improved attitude to food after taking part.**

## Providers Involving Parents and Carers:

- Training and advice sessions focused on balanced diets, portion sizes, and making healthier choices. Providers emphasised practical tips for everyday meals.

## Impact and Attitude Change:

- Peer-to-peer support encouraged providers to exchange ideas during drop-in sessions, fostering creativity and sharing successful approaches.
- Improved Understanding: Participants gained a better understanding of nutrition, including food budgeting.
- Attitude Shifts: Over the programme duration, attitudes toward healthy eating evolved positively.

## Adaptability:

- Providers tailored their nutrition programme to individual needs as demonstrated in the case example below.
- Case Example: A nervous child preferred individual sports over team sports. We incorporated tennis, archery, and fencing into the nutritional education element. By the end of the day, they were engaged and had a great experience.



# Enrichment

**Big Norfolk Holiday Fun offers diverse activities beyond sports, including film making, robot making, coding, drama, music, dance, trips, family events, and behind-the-scenes experiences at a local zoo.**

Our focus is on providing opportunities for children and young people to learn and engage in fun environments so moving and staying active is an indirect benefit.

This approach has proven successful, especially in reaching children who haven't previously participated in conventional sporting activities.

## Top rated programme benefits

1. Learning new things
2. The activities
3. Spending time with friends
4. Getting out of the house
5. The people delivering the activities

## Impact Examples from our providers:

- Easter 2023: An autistic child who came in anxious with ear defenders, took them off within an hour and ended singing solo at the end of the day.
- Winter 2023: A child with learning difficulties found acceptance in the group, gained confidence, and enjoyed the activities, prompting positive feedback from parents.
- Summer 2023: A 14-year-old actively engaged with peers, supported younger children, and even requested work experience with the programme, boosting her confidence.

The programme's varied offerings and personalised approach contributed to positive outcomes for participants.



# Physical Activities

Physical activities included swimming, cycling, gymnastics, sailing and paddleboarding, nature walks and activity centres, as well as more traditional team sports such as football.

## Easter 2023: Provider Story

We had a child whose mum took them out of their team they were playing for due to his temper and anger. The mum said the winter camp and Easter camp had massively helped him remember that football is for fun. They are now signed up for a 3 week trial for my weekly sessions as she wants me to try help them continue to develop a positive mentality in football.

**97% of parents plan to use BNHF again.**

**Over 550 more children attended BNHF in 2023 than in 2022.**

## Summer 2023: Provider Story

In the summer of 2023, we encountered children who believed they weren't skilled at football and therefore hesitated to participate in the activity. However, through encouragement, adjusting the game parameters (such as kicking the ball from a raised cone or moving them closer to the target), and switching from a leather ball to a foam one, they discovered their abilities. Not only did they take part, but they also scored crucial goals for their team!

## Winter 2023: Provider Story

A child with SEN would not join in with any sports. The child was disengaged and fought a lot with their siblings who were also attending. The mum made us aware that her child was there for respite and probably wouldn't join in. During the street dance activity, the child participated for the full hour and it was clear they had finally found an activity that stimulated them and engaged their mind. We have referred them on to other local dance groups and made the parents aware of how enjoyable the experience was for the child, as they had struggled to get them to attend anything before.

**“My child had a great time and wanted to come back again, he made new friends and even ate his pitta lunch that he'd made.”**

# Our Providers

Here are a handful of our provider case studies, click an image to watch the video.



## The Feed

The Feed empowers communities in Norwich, ensuring every person has the support to eat well, live well, and feel connected. They are also a Big Norfolk Holiday Fun provider who have incorporated unique food-based exercises to widen nutritional knowledge and confidence.

## Hautbois Activity Centre

Hautbois Activity Centre, located by the Norfolk Broads, is a go-to destination for thrilling outdoor adventures. As a trusted provider for Big Norfolk Holiday Fun, they specialise in offering a range of exciting activities for children and young people, from climbing to raft-building.



## The Oak Circus Centre

The Oak Circus Centre enables young people to explore the circus arts. They offer activities including SEN holiday arts sessions, demonstrating their commitment to inclusivity and creating an environment where every child can flourish and experience the numerous benefits of physical exercise and the circus arts.

## EP Youth

EP Youth has supported young people and their families in North Norfolk for over two decades. Their commitment goes beyond providing essential support and information – they also offer a wide range of positive activities for young people, as well as creating a safe and inclusive environments for them to relax and engage with their peers.



# Reflections

We encountered several key challenges in 2023 delivery that shaped our approach to supporting children, families, and providers. From managing winter provision to addressing budget uncertainties, we navigated complexities whilst striving to enhance our services.

## Winter Provision:

Due to the timing of bank holidays, we restricted provision to only four specific days. However, not all activity providers were available on these dates resulting in a reduced offer.

## Budget Uncertainty:

- Our budget can be volatile due to unforeseen costs, such as 1:1 support, which become known only when children actually book their slots.
- During the summer, an unexpected surge in provider applications forced us to cap the provision to avoid exceeding the budget. Despite these challenges, we managed to stay under budget, partly thanks to the adjustments made during provision. Collecting more data points now enables us to help us estimate.
- This year, we've collected more data to improve our forecasting, but variables like 1:1 support and external factors still pose challenges.

## Provision for Secondary School-Aged Children:

Finding appealing group activities for secondary school-aged youth (especially ages 14-16) is difficult. Parents are less likely to consider holiday clubs for this age group, as they are more independent. Interestingly, there's a higher percentage of children with special educational needs and disabilities (SEND) in the secondary school take-up compared to primary-aged children, highlighting the extended need for childcare in this cohort. Overall, we managed successfully to raise the number of secondary school age take up from 14% in 2022 to 17% in 2023.



# Marketing

We effectively engaged families, schools, providers, and other stakeholders. Our strategic approach looked to target the most vulnerable children in the region. Below are few examples of our successful campaign.

## Targeted Communications:

- Email: We directly contacted families on the Norfolk County Council Free School Meal database asking them to opt-in to our Big Norfolk Holiday Fun newsletter. We have built a contact database of over 8000 individuals.
- Social: We leveraged social advertising using mosaic database information to reach our target areas within Norfolk. Spotify and Google retargeting was also used with good success.



## Provider Accountability and Promotion:

- Contracts: By Easter 2023 all our providers were on new contracts making them accountable to market their funded places. This helped have a dramatic impact on the reach of the promotions.
- Marketing Materials for Providers: These packs included printable and editable flyers, posters, social media assets and copy. Support videos were created to guide providers and parents on how to use our booking system effectively.



## Other Channels:

- Commissioned short videos were produced to promote the programme.
- Local radio spots and local paper advertisements provided additional visibility.





# Partnerships

We've actively sought out extra resources and formed valuable partnerships to enhance our impact. Here's how we've leveraged these opportunities.

## Active Travel Initiative with Norfolk County Council:

- We partnered with two Big Norfolk Holiday Fun providers to promote cycling among children.
- Each of the providers accessed up to an extra £2,000. This funding facilitated the development and extension of cycling equipment and training.
- Our aim was to extend the cycling offer beyond holiday periods, encouraging sustained physical activity. By integrating our partnership efforts with the Big Norfolk Holiday Fun programme, we maximised our impact and reached our target cohort effectively.

In summary, this programme benefited significantly from collaboration, funding, and alignment with broader priorities.



# Expenditure

**We secured grant funding from the Department for Education (DfE) to administer the Holiday Activities and Food programme in Norfolk.**

The DfE have a total budget across all Local Authorities and this is allocated to each Authority based on the number of children eligible for benefits-related free school meals in each area. It covers the provision of free holiday places and local programme coordination. Recognising administrative costs, local authorities can allocate up to 10% of their total grant to cover such expenses. For the 2023 to 2024 financial year, Active Norfolk and Norfolk County Council were awarded a DfE grant totaling £2,748,680, of which our expenditure was £2,738,156.

## 2023-2024

Costs	Easter	Summer	Winter	Total
Face to Face Holiday Club Provision	£591,252	£1,481,412	£196,445	£2,269,109
Remote Holiday Club Provision	£0	£0	£0	£0
Publishing the Scheme	£19,659	£15,673	£9,154	£44,486
Capital Expenditure	£0	£0	£0	£0
Management and Administration	£45,811	£183,245	£45,811	£274,868
Other costs	£1,678	£23,517	£40,231	£149,693
<b>Total Expenditure</b>				<b>£2,738,156</b>

We are continually reflecting and refine the programme but our learnings are also shared and implemented throughout the local authority.

Undoubtedly, the programme continues to provide support for children, families, and providers in various positive ways. Additionally, the insights gained from the programme are being shared with our local authority (LA) colleagues through the new Wrap Around Care plan, as well as in their Good Practice guidance for Special Educational Needs and Disabilities (SEND) and Alternative Provision. Furthermore, the Early Help Assessment review for this year is informed by the programme's findings.

# Provider List

A.T. SPORTZ & SPORTS UNITED	Fen Zen CIC	Ruth Stanley Childcare Services
Able2B CIC	Football Fun Factory	Seabreeze Day Care
Action Community Enterprises	Go Geronimo	Sin Cru
Active Education	Hanseatic Union	South Norfolk Council Kids Camp
Active Future Norwich	Hautbois Activity Centre	Sprowston Youth Engagement Project
Alburgh with Denton Preschool Nursery	Hempnall Primary School	St William's Primary
Alive West	Henderson Trust	Suffolk Wildlife Trust
Attleborough Music Project (AMP)	Hewett Academy	Summers Childcare
Aylsham High School	Holt Youth Project	Sunbeams Play
Back to Basics Bushcrafters	House of Fun Nursery	Sunflower After School Club
Banham Zoo	ICS Coaching Ltd	Swan Youth Project
Broadland District Council (tots2teens club)	JW Sports and Fitness	The Beehive Childcare Group
Broadway Bella's	Koala Klubs	The Benjamin Foundation (Kidzone)
Brooke Primary School	LB Coaching Ltd	The Bread Kitchen CIC
Brundall Primary School	Limelight Theatre Company	The Clare School
Bush Adventures UK CIC	Lisa Papworth childminder	The Feed
Camp Beaumont Day Camps	Litcham Childcare	The Garage & Workshop
Caring Together	Little Footsteps of Dereham	The Horstead Activity Centre
Chapel Break OSC CIC	Little Footsteps of Mattishall	The Oak Circus Centre
Cromer Lawn Tennis & Squash Club	Little Stars Childminding	The Playden Childminding
Dads Matter	Mad Science Norfolk	The Treasure Box
Dereham Education & Soccer Academy	Military Bootcamp Fitness	The Wherry School
Ditchingham Day Nursery	Mr Bee's Springwood	Thetford Town Council
Forest School	Nansa	Thorpe Woodlands
E P Youth Ltd	Natural Wonder	Adventure Centre Trust
East Anglia Gymnastics	New Routes Integration	Time and Tide Museum
East Anglia Youth Rowing	New Stages	Time Childcare
East Dereham Day Nursery	No Limits Norfolk	Top Banana
East Norfolk Sixth Form College	Norfolk Active Kidz	Traquinas Hub
Eastern Shotokan Association (ESKA)	Norfolk Hoopstars	Twinkle's SEN Activity Days CIC group
Echo Youth Theatre	Norfolk Music Hub	UEA Sportspark
Engage Sports Coaching	Norwich City Community Sports Foundation	Ukraine Support Team
Everyone Active	Norwich Puppet Theatre	Urban Spec-Ops
Extra Time at Robert Kett Primary School	OffShoot Foundation	WHAM Theatre Schools
	Open Road West Norfolk Trust	Whitlingham Adventure
	Original Projects	Woodrow Childminding
	Pav Fun Ball Academy	X Adventure Activities
	Pilot IMS Ltd	YMCA
	Playdays	
	Playdays Plus	
	Premier Education	
	Reflex Theatre Ltd	



**Norfolk** County Council

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