



Milton Keynes
City Council

Holiday Activities and Food Programme Summary (HAF).

2024-25 Annual Report

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Standards of the HAF programme

Milton Keynes City Council was awarded funding from the Department for Education (DfE) to deliver a national programme, named Holiday Activities and Food Programme (HAF) to children and young people living in Milton Keynes who are in receipt of benefit related Free School Meals (FSM) during the spring, summer and winter school holidays.

The standards of the programme aims to encourage young people to:

- Eat more healthily over the school holidays;
- Be more active during the school holidays;
- Take part in engaging and enriching activities;
- Be safe and not to be socially isolated;
- Have greater knowledge of health and nutrition; and
- Be more engaged with school and other local services

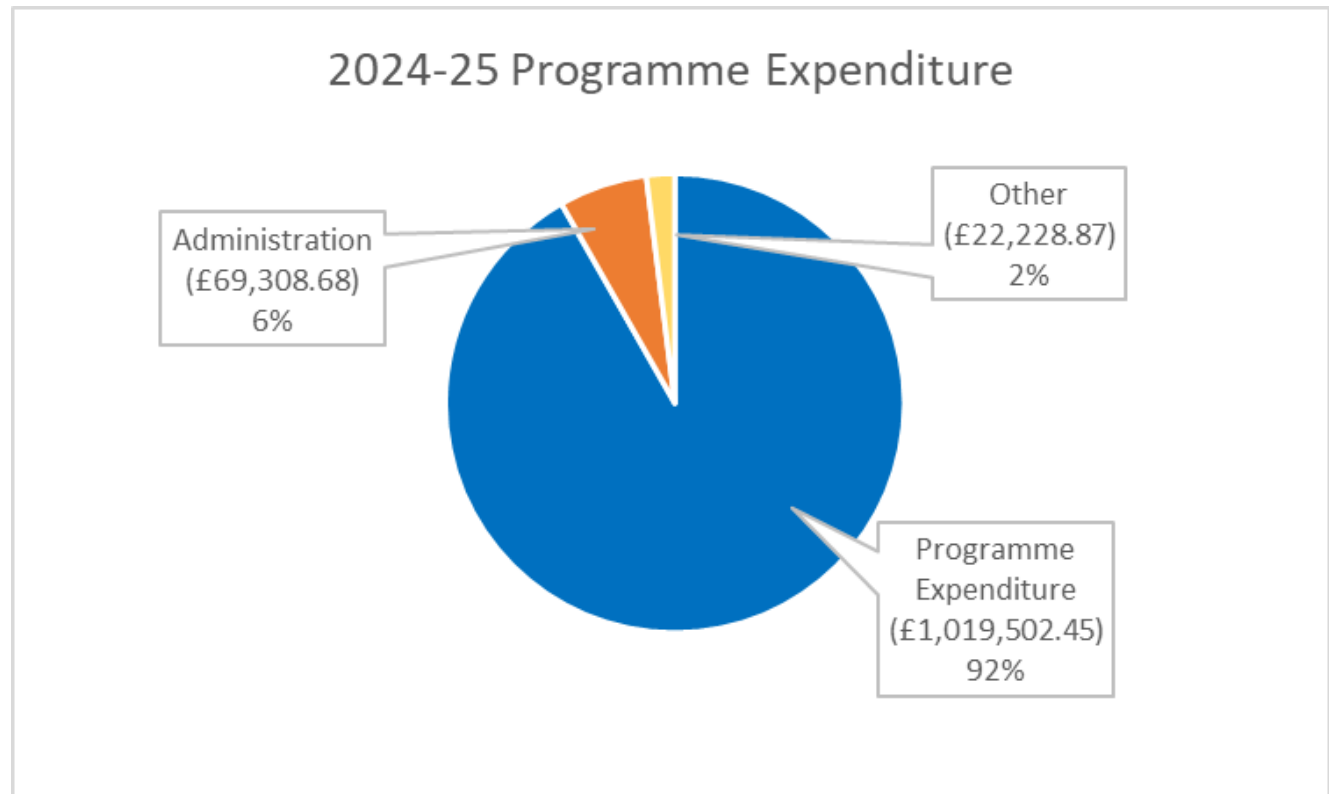


HAF Funding and Expenditure

Milton Keynes City Council were awarded £1,111,040 funding from the Department for Education (DfE) to deliver the Holiday Activities and Food Programme.

The Programme offers sessions during the spring, summer and winter School holidays for children and young people who are in receipt of benefit related Free School Meals.

In Milton Keynes 92% of the funding is used to create sessions for eligible children and young people.



Promotion and Marketing



- Regularly maintained HAF webpage



- Evoucher direct emails to all eligible families



- Communications through Schools



- Provider Social Media Channels

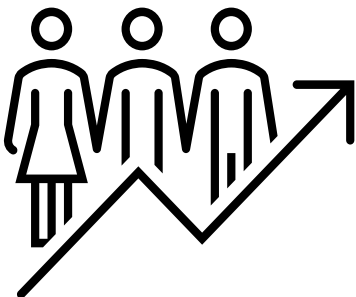


- Communications through Social Care and Corporate Parenting Colleagues

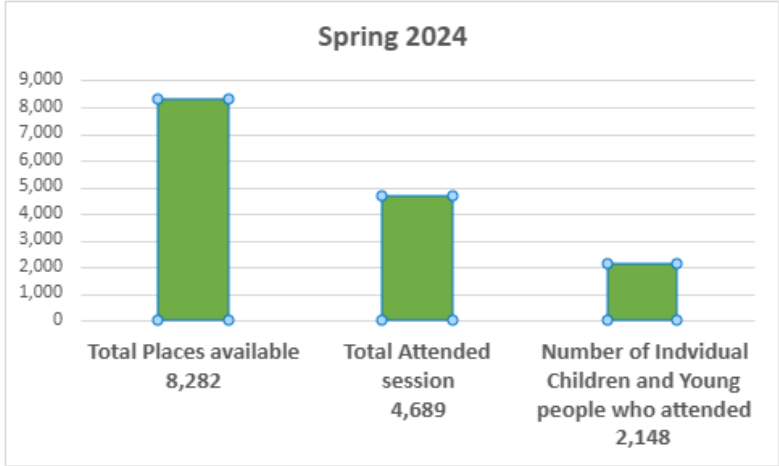


- Local radio station advertising

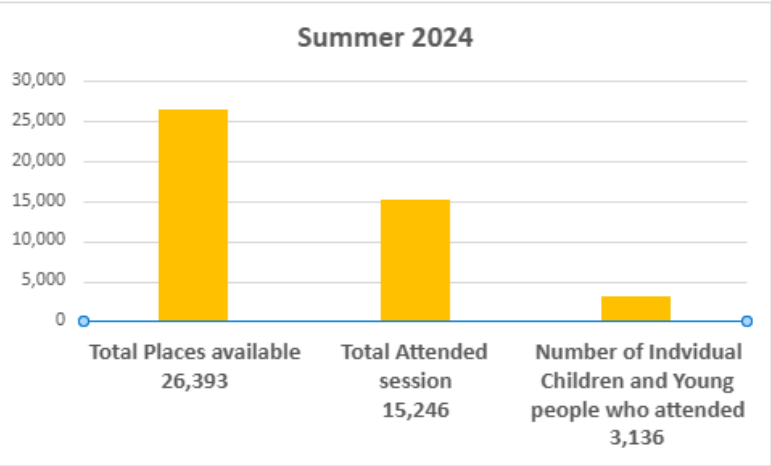
2024-25 Programme attendance



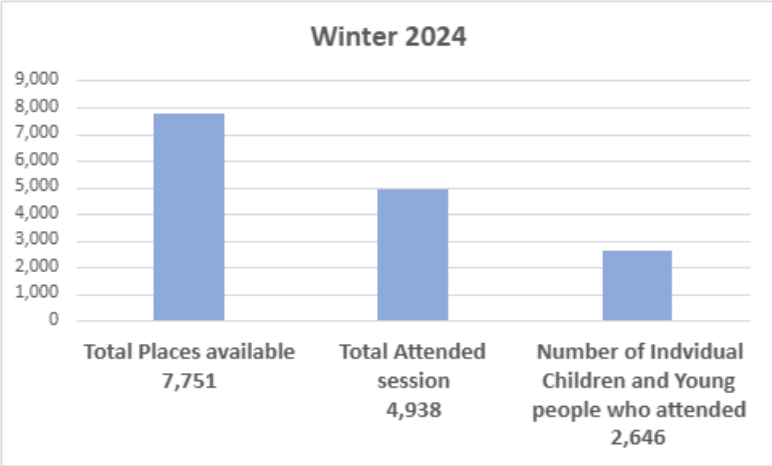
Spring 2024



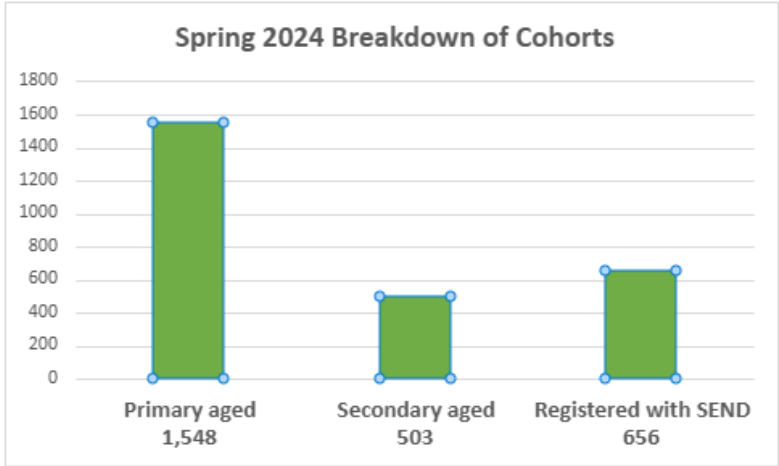
Summer 2024



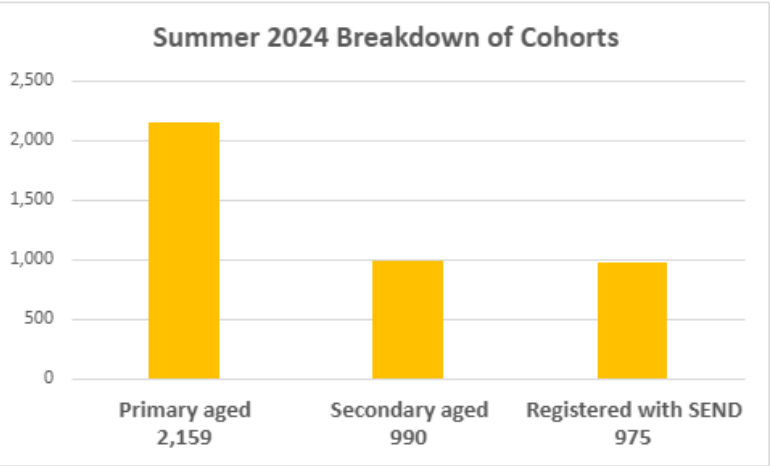
Winter 2024



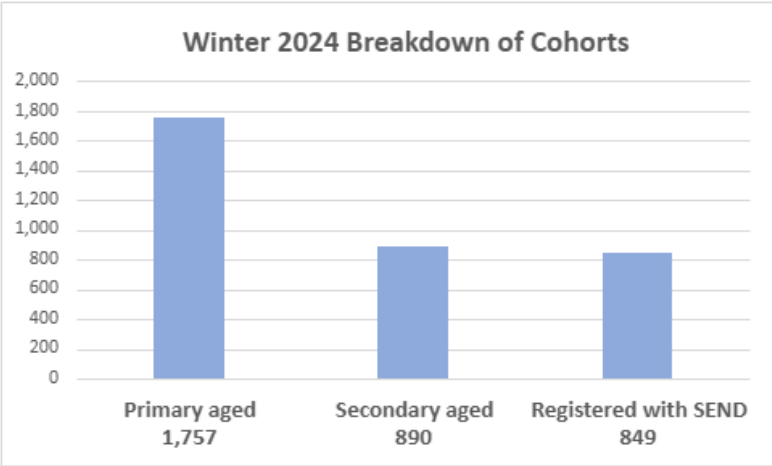
Spring 2024 Breakdown of Cohorts



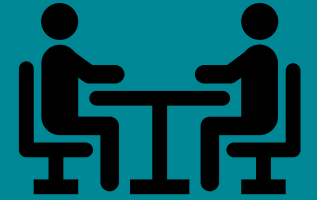
Summer 2024 Breakdown of Cohorts



Winter 2024 Breakdown of Cohorts



Steering group



Assistant Director of
Children Services

HAF Project Manager
– Children Services

HAF Project Support –
Children services

Communications
Manager – Corporate
core

Library Services
Manager - Sufficiency,
Access and
Attendance

Children and Family
Centres Manager –
Children Centres
Services

Senior Lawyer - Legal

SEND Inclusion
Practitioner –
Childrens Service

EMA Improvement
Officer - Education
Improvement and
Effectiveness Service

Participation and
Engagement Team
Leader- Safeguarding

MK Music Hub and
Faculty Manager -
Children and Families

Enhanced Practitioner
– Children and
families

Service Accountant –
Finance



Enriching
Activities



Physical
Activities

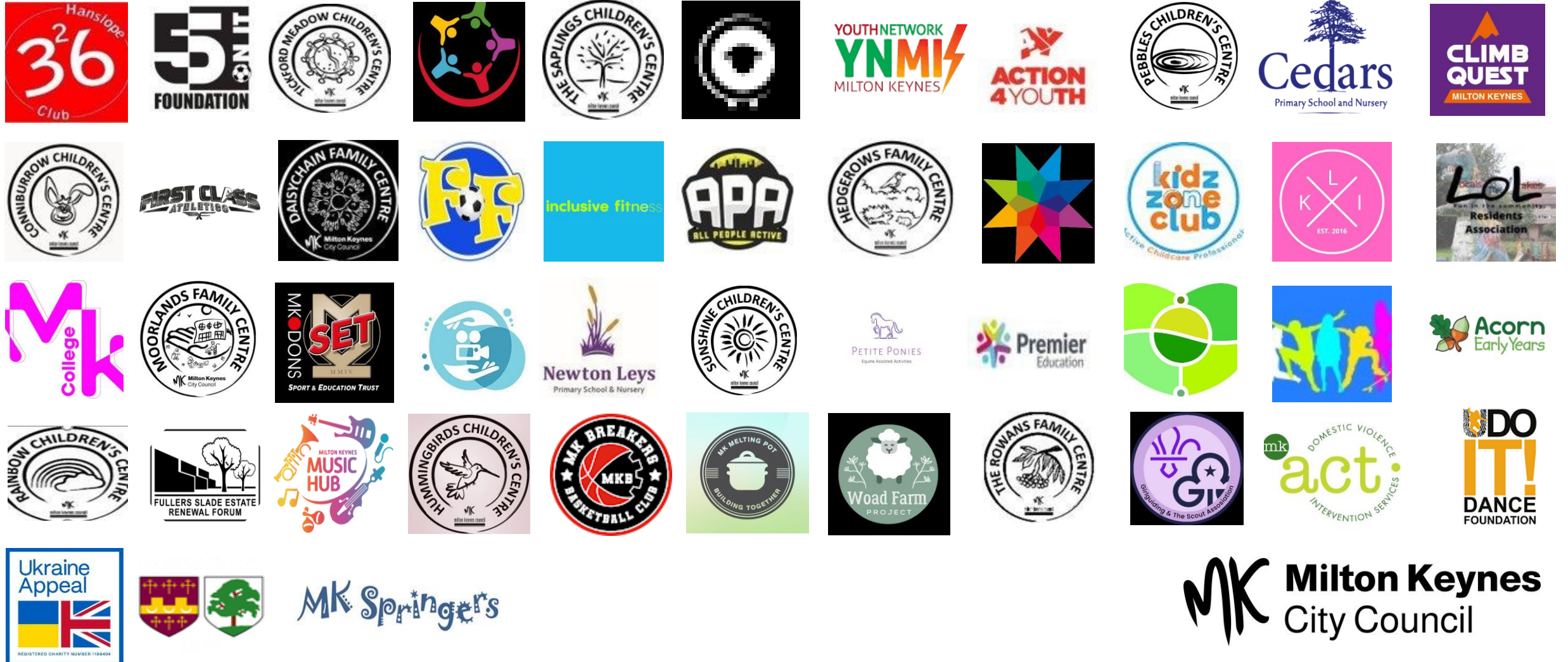


Healthy
meals
and
Snacks



HAF Programme Providers

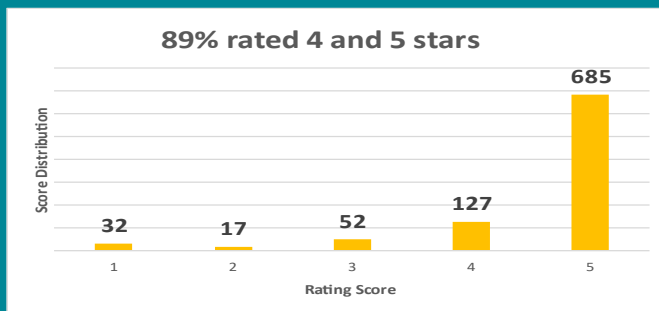
Milton Keynes City Council worked with 47 different providers to deliver 42,426 HAF places during the 2024 delivery.



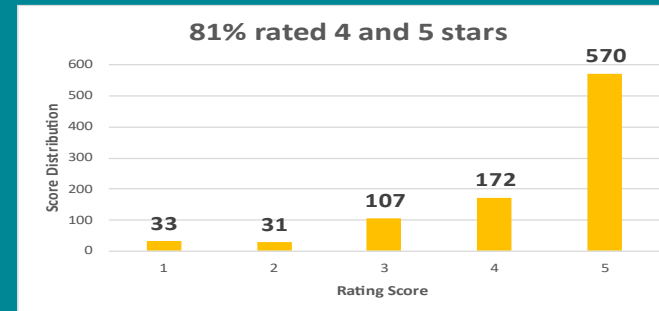
How did Children, Young People and their families rate the HAF Programme? (1 Poor 5 Excellent)



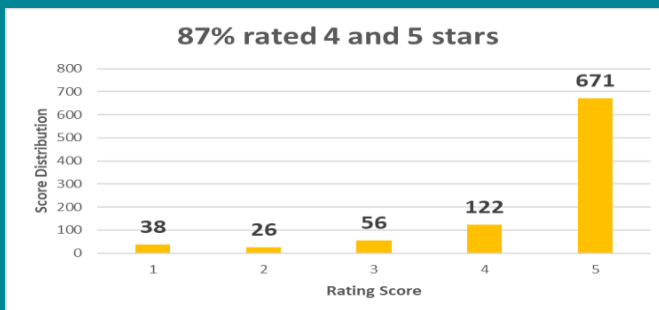
How would you rate the selection of activities available?



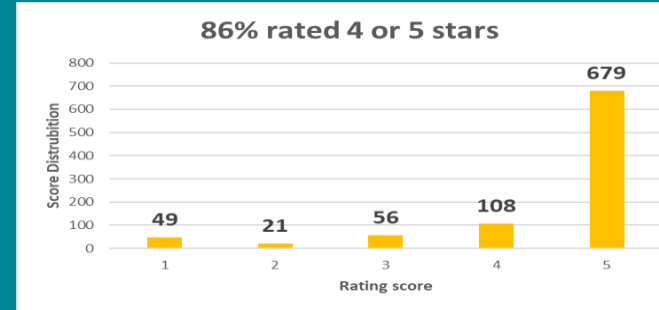
How would you rate the quality of food provided?



Did the programme help your child to be more active over the school holidays?

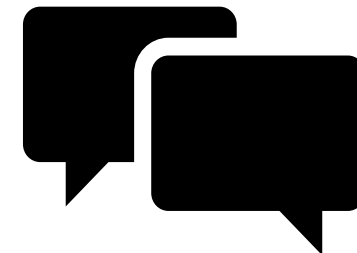


Did the programme help your child to experience new opportunities?



- 913 Family Feedback forms submitted during the 2024 HAF Programme
- Family feedback forms were sent directly to all families who booked and attend sessions.

What Families told us.....



This has given my child the opportunity to socialise with other teens during the summer break.

It has benefitted him in many ways and has helped his mental health.

I'm so grateful for this programme as it has provided my children with opportunities for enriching activities they would not have had otherwise, coming from a deprived area of Milton Keynes.

My daughter really lacked confidence, and the staff really supported her.

She had an amazing day.

My daughter said she has made new friends, tried new foods and explored street dance.

It helped me take my children out to places that would have cost me a small fortune. I was able to get the children into sport activities and other activities outside which helps to keep them active and off their phones and PlayStations

It has helped my granddaughter to participate in things that I may not have been able to afford so has experience of many different skills or events which is great..

HAF has provided my boys an opportunity to experience something new. We look forward to the HAF activities.

My boys and I love the activities, we are extremely grateful for each and everyone. My boys LOVED the sledging. Thank you so much.

Gave my son something to do as I have another child with complex needs which takes up a lot of our family time.

He also loves animals, and you don't normally find activities like this so very pleased, and he can't wait to go back again!

Being able to access the activities have helped a lot I do struggle to be able to do some activities with the children due to the cost, so being able to do these activities it's a big help thank you :)

Highlights of 2024-25



- 32% increase of targeted children and young people



- 160% Growth of SEND attendees



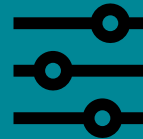
- 12% growth of booked places being attended



- Direct communications with FSM eligible families



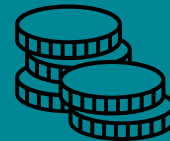
- Booking system in place to support bookings and data accuracy



- Stimulation of provider market to support engaging, diverse programmes



- Contextualised Safeguarding training delivered to all providers



- Programme delivered within budget

Plan and Objectives 2025-26



Achieve a significant growth in the number of eligible FSM children and young people reached by the HAF programme

Make MK HAF provisions an even greater place for children and young people to thrive; where all, including those who are vulnerable, disadvantaged, or disabled, are safe, well fed and inspired through engaging activities and experiences

Provide more consistent support for children and young people beyond school times. Build links around Early Help and prevention

Increase attendance and participation of activities and sharing information to encourage and drive better outcomes

Engage all schools in MKCC to benefit from the HAF programme and deliver a targeted youth programme of activities to increase young people's involvement with the programme



 **Milton Keynes** City Council