



Wolverhampton
Young Opportunities



City of Wolverhampton Council

Holiday Activities and Food Programme Annual Report

April 2024 to March 2025



Department
for Education

CITY OF
WOLVERHAMPTON
COUNCIL



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Welcome

The Holiday Activity and Food (HAF) programme has continued to grow, offering children and young people in Wolverhampton opportunities to explore new activities, develop new skills, make friends, and gain valuable experiences during the school holidays.

I had the pleasure of visiting several sessions and witnessed firsthand the joy and confidence that children gain from attending the city's HAF YoWolves sessions. It is a true testament to the positive impact these opportunities have on their lives.

The dedication and support from the voluntary and community sector have been instrumental in enriching the experiences of children and young people across the city.

I look forward to visiting more provisions over the coming year.

Councillor Jacqui Coogan

**Cabinet Member for Children and Young People
City of Wolverhampton Council**

I have had the privilege of working with and speaking to many of our young people who have shaped our Yo! Wolves programme. I am confident that this report will be met with great enthusiasm by the Department for Education (DfE), who fund the HAF programme.

Last year, over 6,500 individual children and young people benefited from our holiday activity and food programme! This demonstrates that the word is spreading and there is growing confidence in the quality of activities and events provided by Yo! Wolves, ensuring our young people have a fantastic time.

A huge thank you and well done to everyone for your commitment and hard work. Let's continue to build on this success.

Alison Hinds

**Director of Children's Services
City of Wolverhampton Council**

Governance

YES Board

The #YES Board are a group of young people from Voluntary and Community groups in the city who meet to agree grants to support voluntary and community groups in the city. They understand what's happening in the city and identify gaps in service provision to help them decide what money should be awarded.

They work with other Youth Voice Groups in the city to ensure Co-production is taking place within the Council. Collaboratively acting on the decisions made by Young People- ensuring all members contribute to decisions. They put young people at the centre. In the last 12 months 28 young people have engaged in the forum.



#YES Board members with Alison Hinds- Director of Childrens Services

HAF and #YES Board Inspections

The #YES Board members as part of their duties undertook inspections throughout the year to review and evaluate the experience of the young people at the new and existing provision that they chose to fund, this was called the Young Inspectors Programme.

These inspections help the young people to come together and make better and more informed decisions when distributing or redistributing future funding as well as proving

providers feedback. These inspections help to compliment the codesigned coproduction and youth engagement element of the self-assessment evaluation with the Engagement and Co-production section being added to the providers Self Evaluation that monitors the continuous quality of provision.

In 2025 Young Inspectors completed 18 visits and approved 3 new HAF providers at the Dragons Den Panel

#YES Board co-production

- The HAF providers self-assessment evaluation form was introduced to ensure compliance with the DFE Quality Assurance,
- With this tool being implemented in 2024 the HAF team and the #YES Board codesigned a coproduction and youth engagement section to the self-evaluation which allows the #YES board to gather information on their interaction and development with the young people who have attended, given feedback and helped shape the future of the provision. This is updated during QA visits.

Background and Aims

Since 2018, the HAF programme has provided support to children in receipt of free school meals through holiday periods.

Following successful pilots between 2018 and 2020 on 27 October 2021, the government announced a 3 year funding settlement of over £200 million each year for the HAF programme. The final year of this funding settlement is the financial year 2025 to 2026.

Research has shown that the school holidays can be pressure points for some families. For some children that can lead to a holiday experience gap. Children from low income households are:

- less likely to access organised out-of-school activities
- more likely to experience 'unhealthy holidays' in terms of nutrition and physical health
- more likely to experience social isolation
- The holiday activities and food (HAF) programme provides healthy meals, enriching activities, and free childcare places to children from low-income families, benefiting their health, wellbeing and learning.

- Since 2022, the HAF programme has provided 15.6 million HAF days to children and young people in this country. Across the 2023 to 2024 academic year, almost 5 million HAF days were provided during winter, Easter, and summer delivery.
- The programme, though aimed at children in receipt of benefits related free school meals (FSMs) is not exclusively for them and as set out in this guidance. Further information is available from the DFE website [Holiday activities and food programme 2025 - GOV.UK](https://www.gov.uk/government/publications/holiday-activities-and-food-programme-2025)
- The DFE allows up to 15% of the funded spaces to be given to children who are not eligible for income based free school meals but are otherwise vulnerable. Based on our local priorities In Wolverhampton we extend this to Children with a SEND, or are working with a social worker.

Wolverhampton HAF is run through the Yo! Wolves brand.

One of our priorities as a city is for Wolverhampton's young people to have the best possible start to life. Building their confidence, creating opportunities and giving them the tools they need to succeed. Most importantly, encouraging them to 'never give up!'.

With this in mind, and the HAF specifications we have worked with over 35 providers to offer a wide range of enrichment activities from music production, martial arts, dance, multi sports

and ignite their creative side through various art and craft activities.

We have two dedicated SEND providers who ensure activities are open to all children in Wolverhampton and also have three universal providers who have dedicated spaces for children with SEND needs

The booking system ensures clarity and accuracy of data.



Kixx Sports group

Aims

There are many benefits for children who attend the HAF programme. We want to encourage all HAF providers to ensure a high-quality experience that will result in children:

- receiving healthy and nutritious meals
- maintaining a healthy level of physical activity
- being happy, having fun and meeting new friends
- developing a greater understanding of food, nutrition and other health related issues taking part in fun and engaging activities that support their development and well-being
- feeling safe and secure
- getting access to the right support services
- returning to school feeling engaged and ready to learn

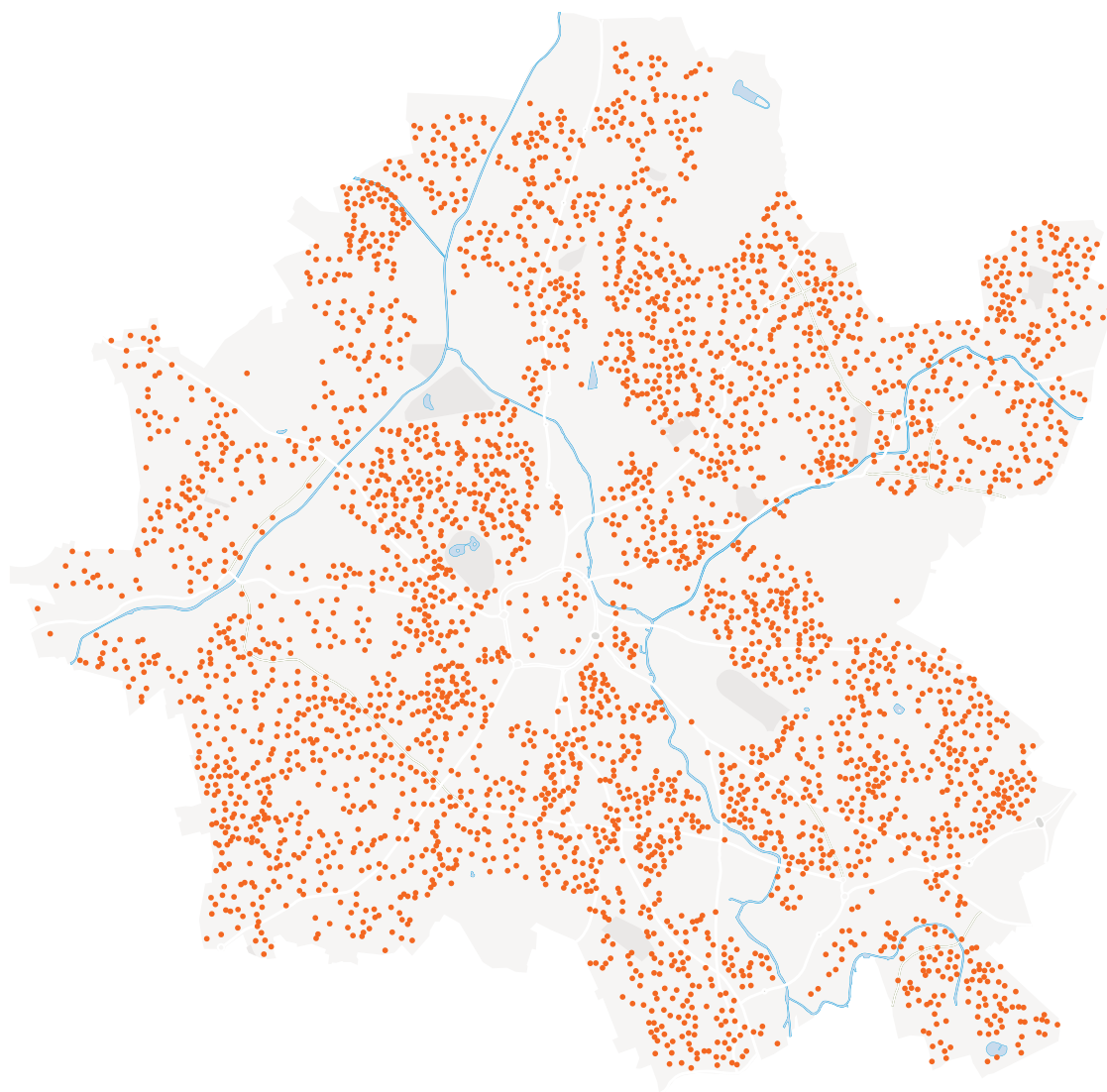
Above aims is taken from HAF DFE Framework

Mapping and Demand

35 Providers over 43 locations

When mapping provision for each holiday period, ward areas are carefully considered to ensure there is a fair distribution of activities across the entire city. This approach aims to provide all HAF eligible children access to enriching and enjoyable experiences during the holidays.

However, special attention is given to wards with higher Free School Meal eligibility ensuring the spread and reach of the provisions meets with the local needs of those eligible for HAF.



Wards

Bilston South

Bilston North

Blakenhall

Bushbury North

Bushbury South and Low Hill

East Park

Ettingshall

Fallings Park

Graiseley

Heath Town

Merry Hill

Oxley

Park

Penn

Spring Vale

St. Peter's

Tettenhall Regis

Tettenhall Wightwick

Wednesfield North

Wednesfield South

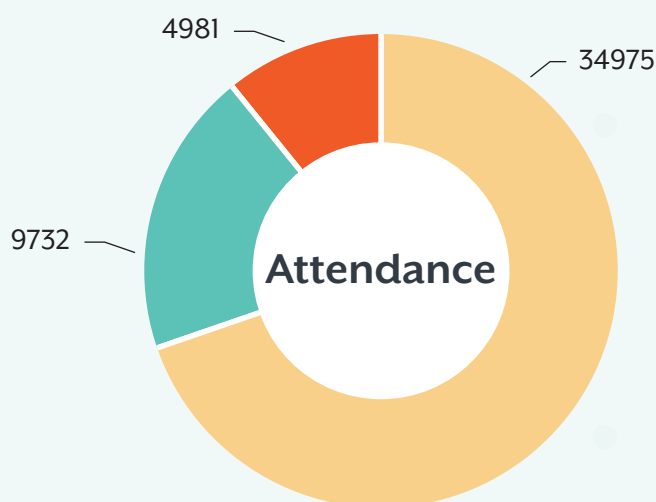
Delivery

Dates	Places Funded	Eligible Attendance at funded places	Unique child attended	% attended	SEND
23 - 24	53508	50015	5224	93%	578
24 -25	53356	49688	5941	93%	683

An increase in unique children attended compared to last year. We have seen an increase of children with SEND in our universal provisions.

Holiday Club Attendance

Funded places = 53356



Easter Summer Christmas



Budget and Expenditure

The DfE awarded the City of Wolverhampton Council £1,912,020 to deliver Holiday Activities and Food over the three main school holidays.

The DfE recognise that there are administrative costs to run HAF and 10% of the budget can be used.

We are proud that all of the funding was used to ensure children in Wolverhampton had opportunities to attend activities through the school holidays.

Household Support fund

With the extension of the Household Support Fund from 1 April 2024 to 30 September 2024, £31,500 was ringfenced for food for May 2024 and October 2024 ½ term holidays.

Provider Grant

- £12,500.00 in funding for small grants to enable providers to purchase the equipment they need to support sustainable of food provision going forward

Awarded	£1,912,020
Administration and programme management	£191,202
Marketing and Comms	£15,000
Booking System	£15,000

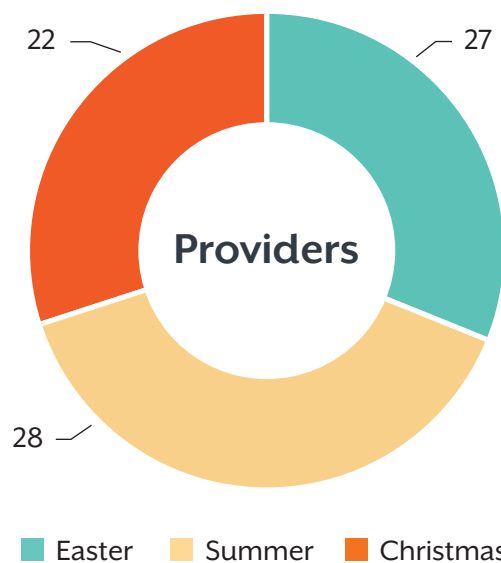


Rainbow Kidz Allotment visit

Providers

From the cabinet decision on 23rd May 2023 providers had the opportunity to bid for 2 year funding, this gave stability and reassurance to the 32 approved providers during 2024. With an additional 3 providers applying for funding for Summer 2024 who were approved by the Dragons Den Board.

Delivering at 43 citywide locations



WV10 Big Venture Chair

Provider Forums

Provider forums are held prior to every holiday. Service delivery information and support is provided, Also, wider support information is shared, such as free training opportunities and useful speakers are invited.

Examples of speakers during 2024 included :

- Waste and logistics Team : who brought key messages to Reduce- reuse - recycle – waste less. Waste Less and offered ideas on recycling projects.
- Public Health who gave 3 key messages of 60 minutes recommended daily activity for a child and to keep it fun and gave links to available sessions during the year through YoActive
- Public Health - Oral Health team updated the Forum on the statistics of tooth decay in children and advised on resource packs available
- The Emotional Health and Welbeing presentation was given by a Senior Public Health Officer

- Co-Production Team member spoke to Providers regarding how they work with parents to support greater participation to shape city services.
- A local energy advice partnership advised on increasing sustainability
- At the next forum an officer from the communities strategies lead will discuss Keeping our Cities Safe (Safer Wolverhampton Partnership – Town Centre Initiative)
- Advice regarding SEND short breaks will be shared.

At each forum advice and links are shared about resources including the Household Support Fund, food insecurity initiatives (like Pocket to Plate), community shops, food banks, the Good Night Project, and school uniform collections is crucial.

An online resource as a central hub has been produced to these services for providers to signpost families to where they can easily find the support they need that includes accessing wider funding streams.



WV10 Stratton Street Circus Skills

Additional Resource

To extend the holiday provision alongside HAF, Wolverhampton Local Authority fund Yo! Wolves sessions to the sum of £259,167.43 during the half term holidays (May and Oct 2024). Any school age child living in Wolverhampton can attend for free and receive a daily meal. This gave access to activities and opportunities that would otherwise be unavailable to them. This was further supported by the Household Support fund with food costs.



Cabinet Member for Children and Young People, Councillor Jacqui Coogan visit to Soccer Coaching 2000

Marketing and Communication

The marketing and communication activity has focussed on raising awareness and driving children, young people and families to our Yo! Wolves website. Here events and activities including food, for each school holiday, can be booked. In 2024 there were six marketing campaigns throughout the year.

Promoting each holiday activity programme (HAF) starts 4–6 weeks beforehand and involves the following:

- Distribute information through schools, including print materials and a digital marketing toolkit for use on school channels
- Outdoor advertising in high footfall areas, such as shopping centres, city billboards and bus stops
- Partners channels and 3rd party websites
- Social media, PR and print media
- Weekly residents' e newsletter and stakeholder newsletters
- Featured in our Cost of Living campaign
- Celebrating success via local media, Social Media and broadcast. Updates to parents via the Eequ booking system marketing list



Yo Wolves Website



Website Performance

Yo! Wolves

Performance 1 April 2024 – 31 March 2025

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Unique Visits

38,108

104 daily

Page Views

101,971

279 daily

Session Duration

1'34"
mins

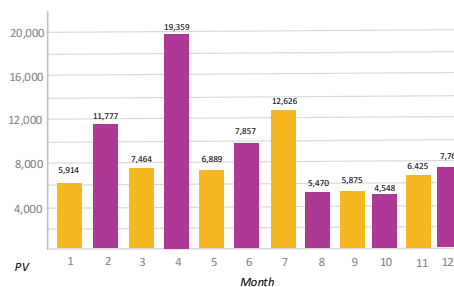
Bounce Rate

33%

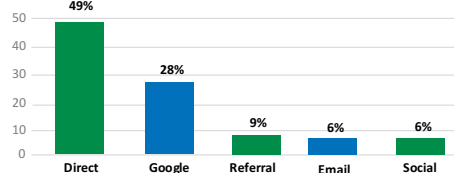
Desktop vs Mobile



Monthly Page Views



Traffic Source



Top Pages

	Page Views
1. Events	39,773
2. Home Page	30,011
3. Yo Active	6,735
4. Accessing Free School Activities	6,623
5. Get Involved	3,016
6. Yo Active School Pack	252
7. Yo Christmas Offers	166
8. Yo Wolves School Holidays	101
9. Yo Wolves May Half Term	101
10. Book your Yo Summer Activities	78
11. Yo Wolves supports Brazilian Jiu-J	73
12. Free Physical Activities	61
13. Yo Wolves success	43
14. Support real art workshops	33
15. Beat Street	25

Glossary of terms

Unique Visits – Number of single visits to the site. **Page Views** – Number of pages viewed during visits. **Session Duration** – Length of a site visit. **Bounce Rate** – Those users who landed on a page and left without any further interaction. **Traffic Source** – How visitors came to the site: **Direct** go straight to the web page; **Social** come via social media; **Google** via search engines, **Referral** from other websites, **PPC** (Pay per click) and **Display Ads** from Google Ads.

Produced by Digital Experience Team

Glossary of terms – GA4: **Unique Visits** – Number of single visits to the site. **Page Views** – Number of pages viewed during visits. **Session Duration** – Length of a site visit. **Bounce Rate** – Those users who landed on a page and left without any further interaction. **Traffic Source** – How visitors came to the site: **Direct** go straight to the web page; **Social** come via social media; **Google** via search engines, **Referral** from other websites.



Raising Standards

A robust monitoring framework was implemented and is now embedded to ensure HAF provision in Wolverhampton is of high quality. The Wolverhampton HAF Self Evaluation Form (SEF) covering the DfE and local Wolverhampton Standards was created following exploration of systems being used by other local authorities. Additional criteria was added after consultation and co-production with the #YES Board with a section for Engagement and Co-production being added.

All existing providers and any new providers are required to complete a SEF.

The HAF team completed annual QA monitoring visits to every provider, in accordance with DfE requirements and during this visit the officer

reviews the self-assessment and seeks evidence to validate it. As well as the SEF, the QA visits also include checks of the venue, practice, staffing levels and gathering feedback. Visits may be pre-arranged or unannounced. Following this visit a visit summary report is issued to inform future delivery.

provider-wide support needs identified from the SEF (Self-Evaluation Framework) are being proactively addressed by providing specialist information and signposting to free opportunities and arranging relevant speakers at the next forum ensures that these needs are met effectively.



WV10 Stratton Street Lunch

Audit

To provide assurance that, there are adequate arrangements for ensuring HAF scheme providers offer sufficient evidence to support activities and comply with grant conditions We requested an audit to ensure that the activities are of high quality and that we are running the activities in the right area through data collection

The Audit outcomed: *The system in place works well, with clear service specifications*



Enhancing Community Engagement Through Citywide HAF Provision

Feedback

Freya (Young Inspector) interviewed the children at a visit to Huggle pets they all seem to find it really fun and enjoyed the activity.

Lovely venue, nice people and fun activities.

Great staff, fun filled craft sessions.. perfect for all My kids ages

Great class to teach children to be hands on and be creative

Very good activities for children

Me and my children absolutely love it here and it makes there day during the holidays when parents don't have much money to do much for children during the holidays

Great staff, fun filled craft sessions.. perfect for all My kids ages

The woman who did the printing was incredible. The gentleman helping out was very friendly. And the lady at the cafe was absolutely lovely too!

Very good - enjoyed clay work today. My son loved it thanks

Feedback from children attending NAC

Feedback

When speaking with Renaiyah, she said,

“I felt nervous when I first came because there were new faces but now I feel less nervous”. Renaiyah was asked how this has changed, they said, “I have gotten to speak and with the people who I didn’t know before”. Creating new friendships and socialising has been encouraged through creating group activities such as team sports and sitting by new people during lunch and arts activities. Renaiyah was asked what they have enjoyed most and their reply was, “I have enjoyed the fruit models because we can eat them after”.

Renaiyah has shown that they have begun to make new friends and engaged well with the nutrition sessions.

Attendee at Genius Tuition Summer 2024

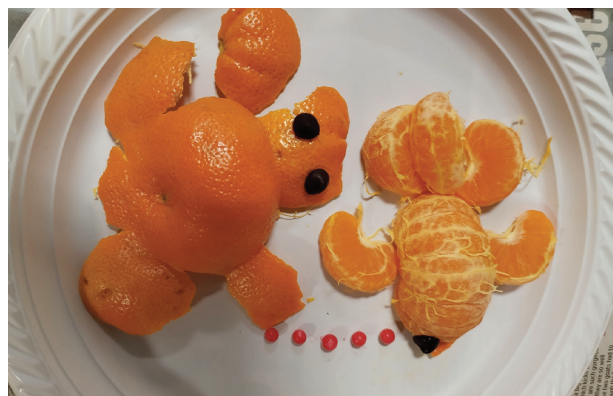
Khaleesi (*Adults’ perception of Khaleesi who has limited language*)

Khaleesi showed enjoyment in taking part in activities such as painting a mask and kwik cricket activities through smiling and laughing. Khaleesi was also given the opportunity to integrate in a shared environment with other children which is different to their school environment.

Khaleesi played with other children in turn taking activities where they smiled. Additionally, Khaleesi gained a new experience by learning the skills of playing cricket both batting and bowling. Hopefully we can see her development when she returns.

Attendee at Genius Tuition Summer 2024

Event Snapshots



Event Snapshots



Thank you to the providers who ran activities over the 2024-25 HAF period

Active Future Wolverhampton

Revolution Dance (Ready Set Acti Fit)

Art Gallery Wolverhampton Arts and Culture

School of Coding

BeatsaBar Music Project

Soccer Coaching 2000

Children in Cue Sports

StrIve Event

Curiosity Productions

The Way Youth Zone

Fit 4 Learning CIC

TLC College

Gazebo Theatre in Education Company Ltd

Unity in Action

Genius Tuition

Wolverhampton Brazilian Jui Jitsu

Huggle Pets

Wolverhampton Wanderers Foundation

In Power Academy CIC

W-ton Grand Theatre

KIXX Active Lives Active Communities

W-ton Wrestling

Learn Play

WV10 Consortium

Let Us Play

YMCA -Black Country Group

Lets Play Penn

TLC College

Low Hill Community Centre

Unity in Action

Motive8

Wolverhampton Brazilian Jui Jitsu

MS Combat

Wolverhampton Wanderers Foundation

New Park Village Activities Network (NPVAN)

W-ton Grand Theatre

Newhampton Arts Centre (NAC)

W-ton Wrestling

Positive Participation

WV10 Consortium

Reach and Unite Outreach
and Empowerment CIC (RUOE)

YMCA -Black Country Group

Real Arts Workshop (RAW)

Next Steps

NEXT STEPS the focus for Summer 2025 is to offer accredited training in Sports Leadership and First Aid for older young people aged 12 - 16yrs.

- Source vocational taster sessions for older young people.
- Further collaborate with SEND services to increase provision.



RAW BSL activity



Wolves BJJ



You can get this information in large print, braille, audio
or in another language by calling 01902 551155
or emailing translations@wolverhampton.gov.uk

wolverhampton.gov.uk 01902 551155

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