



SUMMER HAF REPORT 2024

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HOLIDAY, ACTIVITY AND FOOD OVERVIEW

The HAF (Holiday Activities and Food) programme provides free holiday services, including nutritious meals and engaging activities, during the Easter, Summer, and Christmas school holidays. It is available to school-aged children from Reception to Year 11 who are eligible for benefits-related free school meals.

In 2021, the government committed to funding the HAF programme through March 2025, expanding its reach across England as part of its national rollout. Research highlights that school holidays can place significant pressure on some families, leading to gaps in holiday experiences. Children from low-income households often have less access to organised activities, may face poor nutrition and health, and are more likely to experience social isolation.

The HAF programme seeks to address these challenges by offering support and opportunities during school holidays.

The HAF programme aims to respond to this issue and aims to:

- Foster healthy eating habits among children and adolescents.
- Promote physical exercise.
- Engage participants in enriching activities that cultivate resilience, character growth, and overall well-being, contributing to academic success.
- Ensure safety and alleviate social isolation.
- Enhance understanding of health and nutrition.
- Boost involvement with educational institutions and community resources.



Summer in the City

This summer, Hammersmith & Fulham's 2024 Summer in the City Holiday Activity and Food Programme, in partnership with LMP Action CIC, brought a season of fun, food, and enriching activities to local children and young people. With 22 local providers, the programme offered a wide range of free events for ages 4 to 18, and up to 25 for those with additional needs.

Across the borough, we hosted an array of activities including sports, music, arts, crafts, drama, and dance, ensuring there was something for everyone. From the Hammersmith Flyover, where Play Streets hosted roller skating, boxing, and DJ workshops, to local parks and community centres, each venue brought new opportunities for families to engage.

The programme featured five exciting themed weeks:

- **Eco Explorers Week (22nd – 26th July)**
- **Wellbeing Warriors Week (29th July – 2nd August)**
- **Olympic Champions Week (5th – 9th August)**
- **Masterpiece Makers Week (12th – 16th August)**
- **Future Inventors Week (19th – 23rd August)**

Each week was packed with hands-on activities, inspiring learning, creativity, and wellbeing for all participants.



SUMMER IN THE CITY OVERALL IMPACT

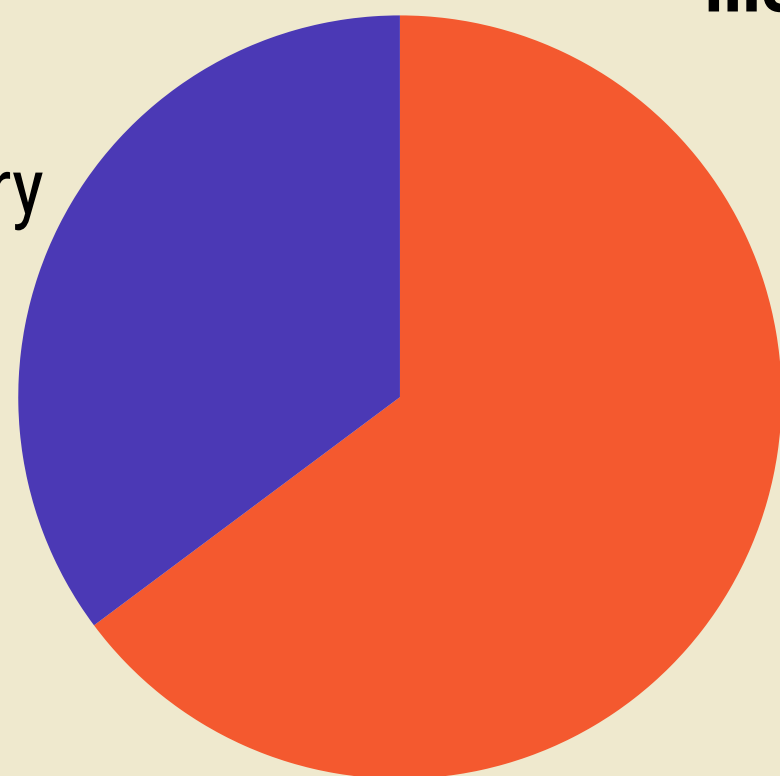
2398

Unique young
people

87%

of young people in
attendances were in
receipt of benefit
related free school
meals

Secondary
School
35.2%



Primary
School
64.8%



22

Providers

17,855

Total attendances

*combined total, including community
day

16,539

Meals served

*events were provided with snacks and
drinks. These figures have not been
included.

WEEKLY BREAKDOWN

	PROVIDERS	EVENTS	ATTENDANCES	MEALS SERVED
WEEK ONE - ECO EXPLORERS	8	14	1581	1170
WEEK TWO - WELLBEING WARRIORS	21	9	4024	3709
WEEK THREE - OLYPMICS CHAMPIONS	22	9	4117	3809
WEEK FOUR - MASTERPIECE MAKERS	22	13	3784	3554
WEEK FIVE - FUTURE INVENTORS	13	7	2941	2889
WEEK SIX	7		958	958
TOTALS	22	52	17405	16,089

SUMMER IN THE CITY LAUNCH COMMUNITY DAY

To boost community engagement and raise awareness for the Hammersmith & Fulham Holiday Activities and Food (HAF) Programme, we partnered with H&F's Community Day to launch the Summer in the City programme on Saturday, July 20th, at Ravenscourt Park.

The event attracted around 450 young people and their families to our designated area, where seven local providers offered creative and interactive activities. We ensured accessibility by providing free food and activities to support families from low-income households—one of the key objectives of the HAF programme.

Activities included:

- Face painting
- Inflatable penalty shootout
- Dance workshop run by Dancewest
- Jewellery making
- Performances from the London Social Orchestra
- Free Lebanese food by Triploli
- Live performances by local artists
- Interactive games and challenges

Throughout the day, we promoted the Summer in the City programme, answered questions, and guided families to sign-ups and summer opportunities across the borough. This collaboration highlighted the importance of community outreach, significantly amplifying the programme's impact and engaging a broad audience.



Face Painting



Inflatables



Food



WEEKLY EVENTS BREAKDOWN



Play Streets

Using the Hammersmith Flyover as our main hub, we hosted exciting activities like roller skating, boxing, manga drawing, yoga, art, and DJ workshops. The location was a hit, with many families requesting future events there. This collaboration allowed us to provide even more fun and engaging opportunities for children and young people.



Borough Events

Across the borough, we hosted a variety of events, including provider-led family fun activities targeting local communities. In Ravenscourt Park, we featured archery, fencing, STEM, and football workshops from Chelsea Football Foundation, alongside yoga, Veolia's litter-picking, and Hammersmith Community Garden workshops.



Family Hubs and Libraries

Old Oak Community Centre hosted intergenerational events led by Bubble and Squeak, focusing on each week's theme. Tudor Rose Family Hub held exciting workshops, including LEGO robotics, VR and STEM sessions, and sewing classes. Local libraries joined the programme, hosting weekly storytelling workshops that captivated children and encouraged a love for reading.

ECO EXPLORERS



Big Clean Up



HCGA



La Modista

This week was a celebration of nature and sustainability. Children and young people engaged in a variety of fun, creative activities, including:

- **Veolia's Big Clear-Up at Ravenscourt Park.**
- **Craft workshops with Hammersmith Community Gardens.**
- **Fashion sustainability sessions led by Saatchi Gallery.**
- **Eco-friendly bag designing at Tudor Rose Family Hub by La Modista.**
- **Art workshops by Painting Division, creating a mural celebrating local beauty.**

WELLBEING WARRIORS



NHS



Nourish Hub



Brand Inc Fitness

Wellbeing Warriors Week, held from Monday 29th July to Friday 2nd August, focused on promoting physical and mental wellness. This week aimed to help children and young people prioritise their health through a range of activities designed to enhance both body and mind.

- **Yoga workshops in Ravenscourt Park.**
- **Health and nutrition workshops led by NHS.**
- **Mindfulness and Art events led by Painting Division**
- **Yoga and Picnic intergenerational event at Old Oak Community Centre**
- **Nourish Hub's food sustainability workshop**

OLYMPIC CHAMPIONS



Doody Education



**Fighting Fit
Fencing**



Roll Wid Us

Olympic Champions Week brought the spirit of athleticism, teamwork, and competition to Hammersmith and Fulham's Summer in the City 2024. This week was about encouraging children and young people to stay active, challenge themselves, and celebrate the joy of sports.

- **Doody Education ran an Archery workshop in Ravenscourt Park**
- **Fighting Fit Fencing ran fencing workshops in Ravenscourt Park**
- **Boxing and Rollerskating sessions at Hammersmith Flyover**
- **Olympic Sports events by Solidarity Sports, H&F Mencap and Bubble and Squeak**

MASTERPIECE MAKERS



V&A



Noise Academy



Carnival

Masterpiece Makers Week unleashed the creativity of children and young people. This week focused on artistic expression, allowing participants to explore their imagination through a variety of visual and creative arts activities.

- **V&A led photography and museum curation workshops at Ravenscourt Park**
- **Noise Academy hosted DJ and music production workshops at Hammersmith Flyover**
- **Manga Drawing by Rich T at Hammersmith FlyOver**
- **Portraits of Hammersmith at Old Oak**
- **Script Writing workshop led by Papatango Theatre at Latymer Upper**

FUTURE INVENTORS



**Brainspark
Games**



HCGA



LEGO robotics

Future Inventors Week, sparked innovation and curiosity. This week was dedicated to Science, Technology, Engineering, and Maths (STEM), encouraging children and young people to think critically and explore the world of invention.

- **Veolia's Big Clear-Up at Ravenscourt Park.**
- **Craft workshops with Hammersmith Community Gardens.**
- **Fashion sustainability sessions led by Saatchi Gallery.**
- **Eco-friendly bag designing at Tudor Rose Family Hub.**
- **Art workshops by Painting Division, creating a mural celebrating local beauty.**

SEND SUPPORT

Hammersmith and Fulham are committed to ensuring inclusivity within their Summer in the City programme, particularly for children and young people with Special Educational Needs and Disabilities (SEND).

Through the Holiday Activities and Food (HAF) initiative, the borough provides enriching activities and nutritious meals during school holidays, making sure all children can participate, regardless of their abilities or backgrounds.

The programme creates a welcoming and accessible environment, with 94% of HAF providers offering spaces for young people with SEND. In addition, three specialist services are available to cater to those with more complex needs, demonstrating the borough's dedication to comprehensive support.

The success of this inclusive approach is reflected in the 1,497 attendances from young people with SEND, highlighting the positive impact the programme has on fostering a supportive and thriving community.



177

Unique young people

1,497

Total attendances

520

Sessions attended

HAF PROVIDER FEEDBACK

“We have children we know have challenging behaviour in school and are reluctant school attenders but at holiday club they are happy and engaged and have developed strong friendship groups.

The children have been cooking throughout the sessions and we have noticed that they are better at recognising a wider range of healthy produce compared to when they began attending”
Bubble and Squeak

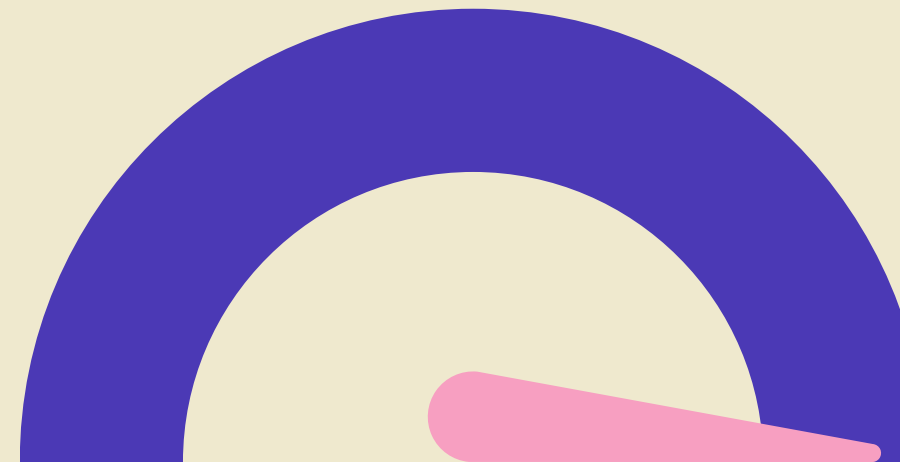
“Young people who may have previously lacked regular access to structured activities often show greater enthusiasm for sports and outdoor games. This increased physical activity has led to improved fitness, better motor skills, and greater energy levels. With access to nutritious meals during the programme, many young people better understand the importance of healthy eating.

Having the chance to have a free hot meal has also supported families financially. Participating in new activities, learning new skills, and simply being part of a group have increased young people’s self-esteem. We have observed young people who are quite shy become more outgoing, take initiative, and engage confidently in group activities.”

Action on Disability



100% of providers felt they were well informed about the delivery processes and expectations of the HAF programme prior to delivery.



100% of providers rated the management of the programme as 'good' or 'excellent'.

INCREASED
CONFIDENCE

IMPROVED
NUTRITION

IMPROVED
PHYSICAL HEALTH



PARENT AND CARER FEEDBACK

“This programme was fantastic and we truly are grateful to H&F for putting on these events and making them accessible to all. The pressures of having children over the 6 week holiday and finding things for them to do is challenging. However, the summer in the city programme helped us tremendously by giving the children opportunities to learn new skills, build confidence, and make friends”.

Parent from Hammersmith Events

“The recipes my son made were great! He brought them home and I was able to feed my youngest who is a fussy eater and even they loved it”.

Parent from Nourish Hub

“It has helped me during the six-week holidays and also has helped my son gain confidence and to make new friends”.

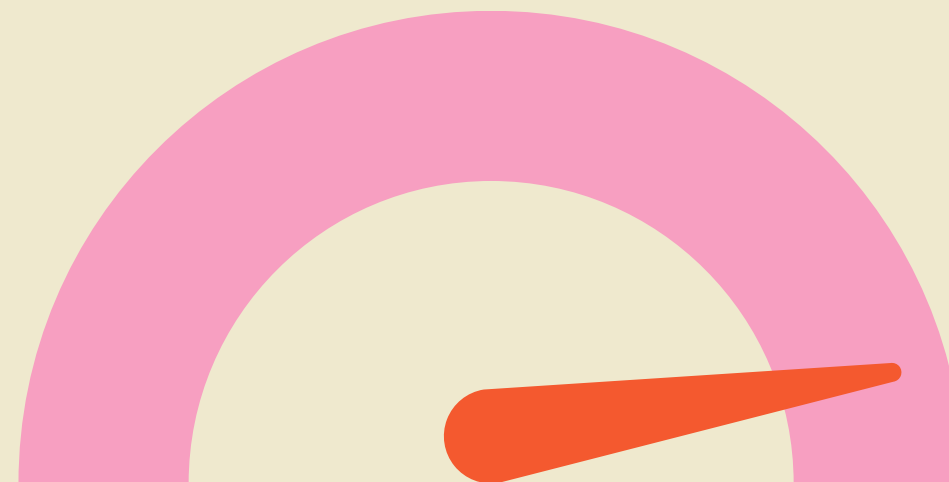
Parent from Let's Leap

“I am impressed that they have so many activities to keep kids of different ages engaged and happy. Thank you to everything you do!”

Parent from SEAPIA



97.1% of those surveyed said they would book their children onto the programme again.



92% of those surveyed said the quality of the programme was good or excellent.



87% of those surveyed said the programme ensured their children ate a healthy nutritious meal each day.

**INCREASED
CONFIDENCE**

**IMPROVED
MENTAL HEALTH**

**DEVELOPED
SOCIAL SKILLS**

YOUNG PERSON FEEDBACK

"I enjoyed all the classes provided, especially the self-defence classes as I feel more comfortable walking 2 alone as a woman as I now know what to do in that situation to protect myself. I enjoyed this experience, as the volunteers, coaches and managers are so kind and you can tell they genuinely care".

Young person, Fulham Reach Boat Club



"I can't believe I'm actually on a beach. I've never been to the beach before. There are rocks everywhere, and it's so beautiful."

Young person, Solidarity Sports

"The holiday club definitely improved my wellbeing. Playing football every day kept me active, which made me feel good. It also helped me make new friends and gave me something fun to do during the summer, which made me happier overall.."

Young person, QPR

"I loved learning new choreography every day and finishing the day playing games with my friends"

Young person, Dancewest

**MADE NEW
FRIENDS**

**NEW
OPPORTUNITIES**

**ATE GREAT
FOOD**

Child A is 14 and first attended our provision a few years ago. Their Mum was desperate to find somewhere for them to attend.

Child A has a visual impairment. They attended for a couple of mornings over the summer. This was successful and we allowed them to build up to a whole day and then a week.

Since then, they have attended every HAF Easter and Summer programme and are now a fully-fledged junior bursary member at FRBC, attending FRBC several times a week.

They recently acted as a FRBC Ambassador, showing great maturity and rowing ability at our first ever 'visual impaired adaptive' rowing taster session. We're so proud of them and everything they have achieved through our HAF programme.



**FULHAM REACH BOAT CLUB
CASE STUDY**

One young man learned to control his frustration/ aggression because it was pointed out to him (in a professional manner) that unless he could interact with everyone positively, he might have to stay at home and miss out on the trips.

No one is expected to be happy all the time but his behaviour was deteriorating and becoming detrimental to the group's enjoyment.

After he had a couple of days to think about this, he realised how much Summer in the City meant to him and he has been a pleasure to work with ever since! He told us: "It's boring and lonely sitting on my own at my care home with nothing to do and no friends. That's why I want to come out with everyone and be included. I don't want to be rude anymore, it's no fun. Also, I like the food and the snacks! "

H&F MENCAP CASE STUDY



WHITE CITY THEATRE PROJECT CASE STUDY

Child A is 12 years old and has been attending our youth theatre for two years. However, she only recently moved into our senior group, where she is one of the youngest members. Coming from a large family, Child A, as the oldest sibling, often finds it hard to be heard and get attention. She shoulders a lot of responsibility and has frequently shared with us the challenges she faces at home.

Participating in the performance week at WCYT was a real highlight for Child A, offering her the chance to enjoy a fun week without the responsibilities of caring for her siblings. She loved making new friends, working toward the show, and discovering her voice and confidence as the week progressed.

She especially enjoyed performing in front of a live audience with her family present. Additionally, she was very proud that her design was chosen to be used for our programmes. Taking part in this project has greatly boosted her confidence, and she is excited to continue attending the youth theatre.



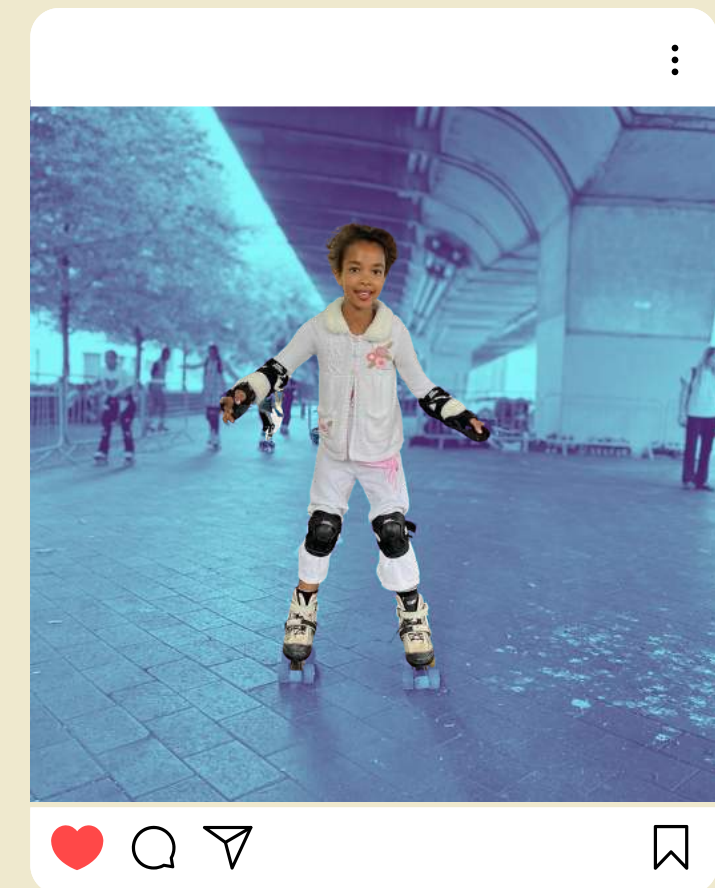
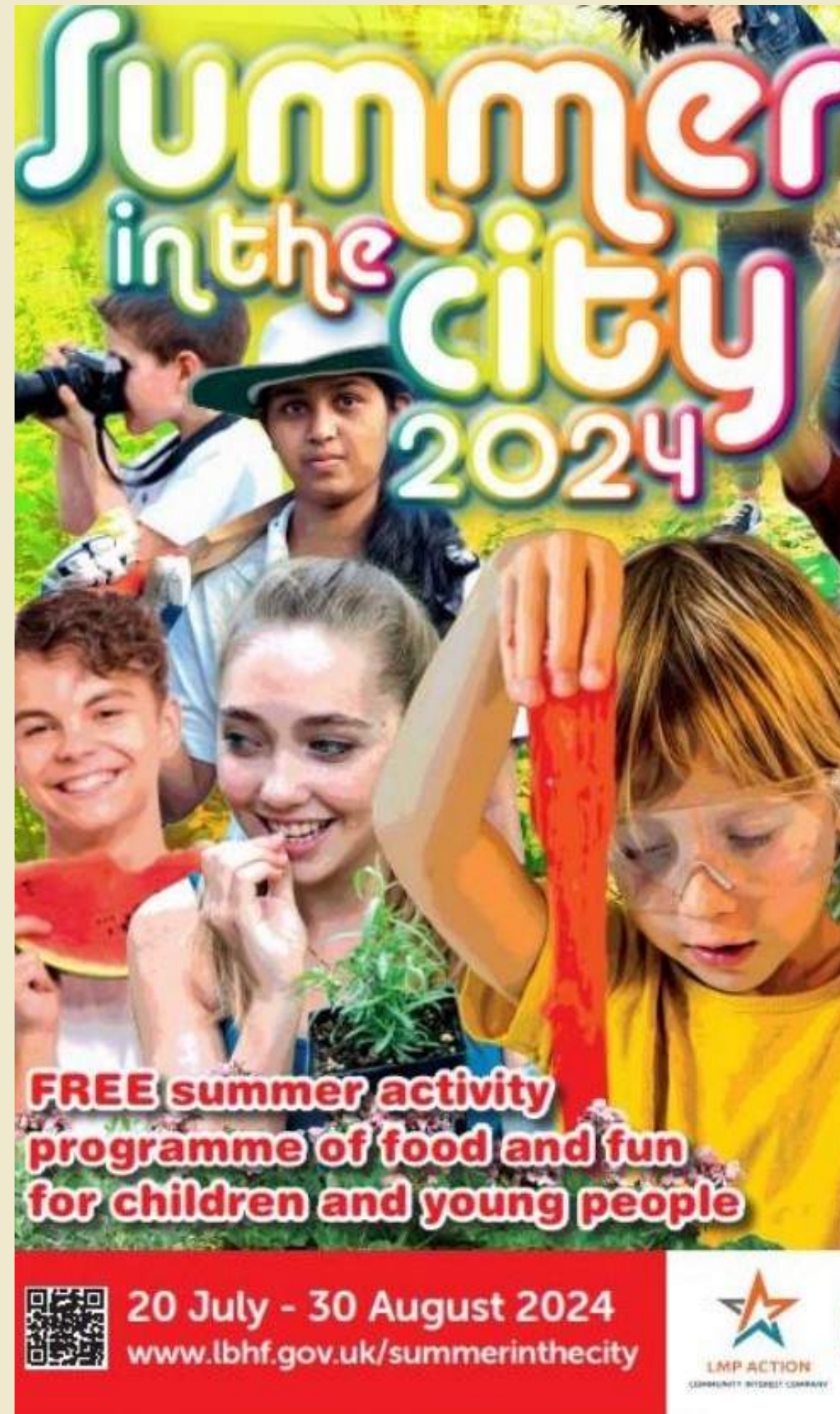
SUMMER IN THE CITY MARKETING

The Summer in the City programme is designed to offer accessible activities for all families in the borough. Providers offer flexible registration options, including online bookings, council referrals, and walk-in sign-ups. Many have long-standing relationships with families, particularly those from low-income households, allowing them to provide tailored support.

Information was shared a month in advance via the School Zone to promote the programme. For families without web access, printed brochures were distributed to children's centres, Family hubs and at the SITC launch event. Additionally, banners with QR codes were placed in parks across the borough, offering quick access to our website and further outreach.

In April we introduced our new booking system, Plinth, making it easier for families to register and allowing us to monitor bookings and data more effectively.

During the programme's delivery, council communication teams attended several events and providers, generating social media content and newsletter updates that promoted the programmes across the borough, further increasing community engagement.



PROVIDERS

Our providers were eligible for up to 25 days of funding, with nine providers operating throughout the holiday period. Providers are selected through a rigorous quality assurance process to ensure they meet the standards set by the Holiday Activities and Food (HAF) programme. To promote inclusive access across the borough, the location of each provider is carefully considered. As a result, 7-8 providers are delivering services in each area of the borough.

**Action on Disability
Brainspark Games
Bubble and Squeak
Dancewest London Limited
Fulham Boat Reach
Harrow Club
Jolof Sports Club
Let's Leap Sports Academy
LMP Action C.I.C
Minaret Community Centre
QPR in the Community Trust
SEAPIA**

**Shepherds Bush Families Project and
Children Centre
Solidarity Sports
Sulgrave Youth Club
The Ealing Trailfinders Foundation
The London Sports Trust
UK Harvest Limited - Nourish Hub
Urban Partnership Group - MASBRO
Centre
Urbanwise.London Limited
White City Theatre Project
YDP Hammersmith and Fulham Mencap**

8

**Providers located in
the North**

7

**Providers located
Centrally**

7

**Providers located in
the South**

PARTNERSHIPS

This summer, we proudly partnered with 66 diverse organisations to support our young people and the providers who serve them. These partnerships have been invaluable, enabling us to offer a wide range of services and opportunities to the community.

Many of these organisations hosted engaging workshops, giving young people the chance to explore new skills, develop their creativity, and participate in enriching activities. Others generously donated food, ensuring that every child attending our programmes received nutritious meals. Some partners provided delivery spaces for programme delivery, making it easier to host activities in accessible locations across the borough.

Additionally, many volunteers from these organisations dedicated their time and effort, working directly with young people and helping our providers run their programmes smoothly.

Together, these collaborations have made a significant impact, fostering a supportive and inclusive environment for all participants. By working with a variety of partners, we have been able to enhance the quality and reach of our services, ensuring that our young people have a positive, fulfilling experience throughout the summer.

**Baseball Knights
Brand Inc Fitness
Bush Theatre
Chelsea Football Club
City Harvest
Doody Educational Workshops
Eat Club
Embrace Mondo Fitness
Felix Project
Fighting Fit Fencing
Go Live Theatre Projects
Hammersmith Community Gardens
Hindleap Warren
Holland Park School
Home Instead
HS2
Imperial College London
Immediate Media
Janet Adegoke Swimming Pool
JKArts CIC**

**Jordan Campbell
Kew Gardens
Kindred Studios
Kitchen Social
La Modista
Latymer School Foundation
LBHF Libraries
LBHF Youth Council
Lyric Theatre
Molana Persian Restaurant
Moco Museum
Multi Sports Coach
Natural History Museum
NHS
Noise Academy
Oaker Wood
Octavia Foundation
Papatango Theatre
Painting Division
Petite Miracles**

PARTNERSHIPS

Pop Up Arcade LTD
Queens Club Foundation
Rich T Manga Academy
RNLI
Roll Wid Us
Saatchi Gallery
Sam's Riverside Restaurant
SASH
School Nosh
Stage Coach
St John's Ambulance
St Paul's School
Stubbers
Switch Sports
Tate Modern
Tennis Coach
Tesco

The Money Charity
Tiger Sonic Music Studio
Tideway Sailability
Turtle Key Arts
Tye Dye Drama
Victoria and Albert Museum
Veolia
West Zone



LMP ACTION CIC



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