

HOLIDAY ACTIVITY AND FOOD PROGRAMME

SUMMER IN THE CITY

HAMMERSMITH & FULHAM

Summer 2025

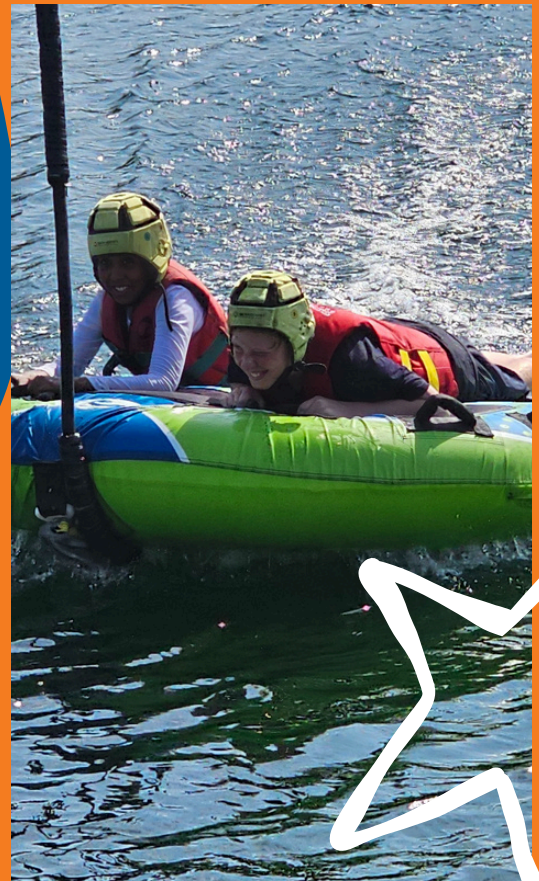


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HOLIDAY ACTIVITY AND FOOD

The Holiday Activities and Food (HAF) programme is a national initiative providing free holiday provision during the Easter, summer, and Christmas school breaks. It offers crucial support to families on lower incomes, ensuring children have access to enriching activities and nutritious meals outside of term time.

Research highlights that school holidays can be challenging for some families, with financial pressures and limited opportunities affecting children's experiences. Those from lower-income households may have fewer chances to take part in organised activities, are at greater risk of poor nutrition and reduced physical activity, and may experience increased social isolation.

The HAF programme helps to address these challenges by:

- Encouraging healthy eating habits among children and young people.
- Supporting physical activity and overall well-being.
- Providing engaging activities that build confidence, character, and resilience.
- Creating safe environments where children can socialise and feel included.
- Increasing awareness of nutrition and healthy lifestyles.
- Strengthening links between families, schools, and local communities.

SUMMER IN THE CITY

This Summer Hammersmith and Fulham's 2025 Summer in the City Holiday Activity and Food Programme, delivered in collaboration with LMP Action CIC, brought together fun, food, and engaging experiences for children and young people across the borough. Designed to support families during the school holidays, the programme offered a wide range of free activities alongside nutritious meals.

Over the five-week period, we worked with 32 local providers to deliver inclusive sessions and events for young people aged 4 to 18, and up to 25 for those with additional needs. From rock climbing and creative arts to cooking, storytelling, and science workshops, the programme offered something for everyone. Each setting created a safe and welcoming space for young people to build confidence, connect with others, and enjoy their Summer holidays.



£370,962
FUNDING AWARDED

2385
UNIQUE YOUNG
PEOPLE

16,491
ATTENDANCES

16,491
MEALS SERVED

2208
HOURS OF
DELIVERY



SEND SUPPORT

Hammersmith and Fulham remains committed to inclusivity within the Holiday Activities and Food (HAF) programme, ensuring all children, including those with Special Educational Needs and Disabilities (SEND), have access to enriching activities and nutritious meals during the school holidays.

All providers offer spaces to young people with SEND, while four specialist provisions are equipped to support those with complex or profound needs who may require more tailored support. This Summer, one new SEND specific providers joined the programme, WormWood Scrubs Pony Centre, bringing a unique opportunity for young people with additional needs and helping to strengthen the overall offer.

We continue to focus on creating safe and supportive environments where young people can thrive. This remains a key priority as the number of young people with SEND in the borough continues to rise, while suitable provision remains limited. During Summer in the City, we recorded 2097 attendances from young people with SEND, reflecting the programme's reach and impact.



SEND Numbers

179
**UNIQUE YP IN
UNIVERSAL
PROVISION**

123
**UNIQUE YP IN
SPECIALIST
PROVISION**

2097
ATTENDANCES

224
**HOURS OF
SPECIALIST
DELIVERY**

IMPACT INSIGHTS

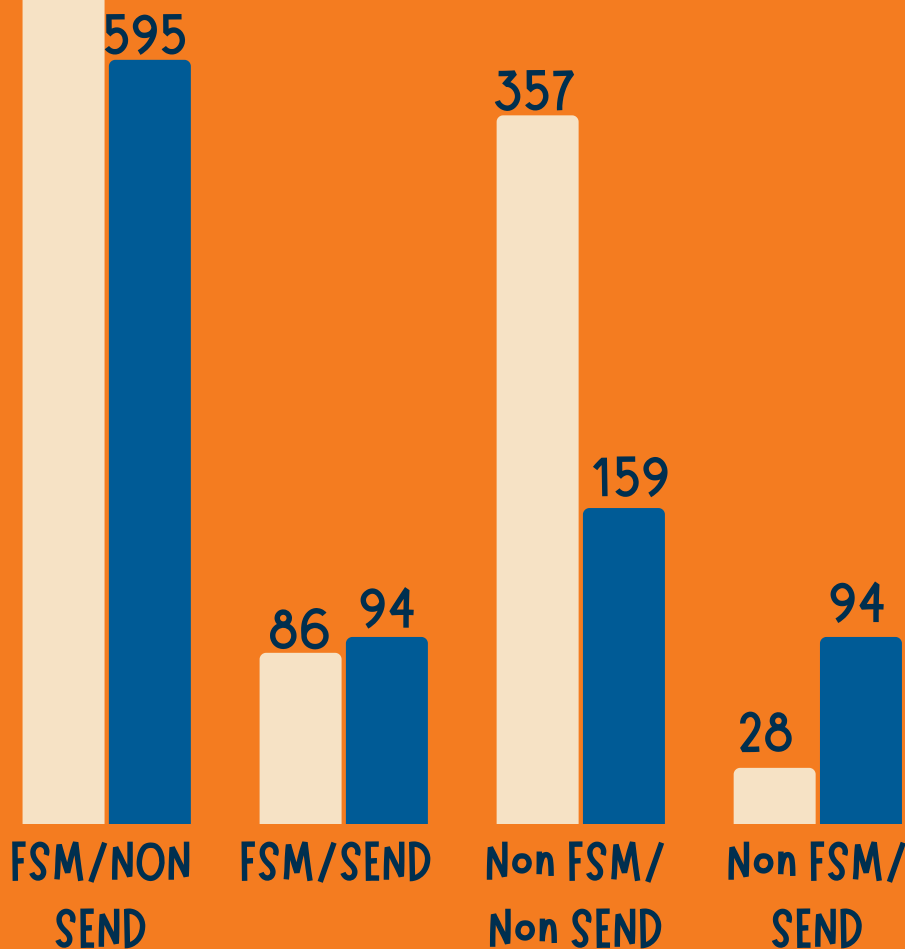


972

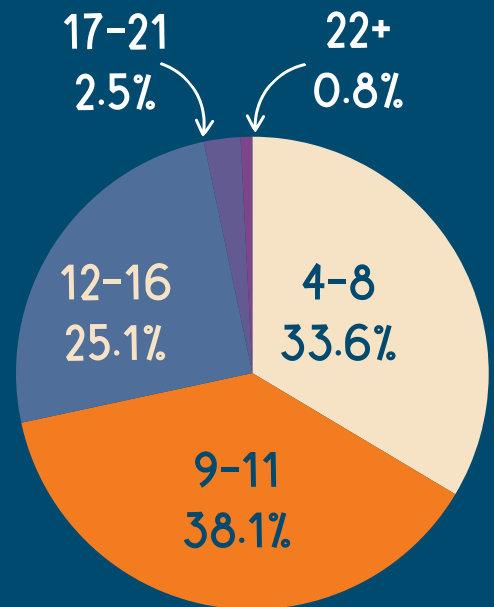
UNIQUE BREAKDOWN

Primary School

Secondary School



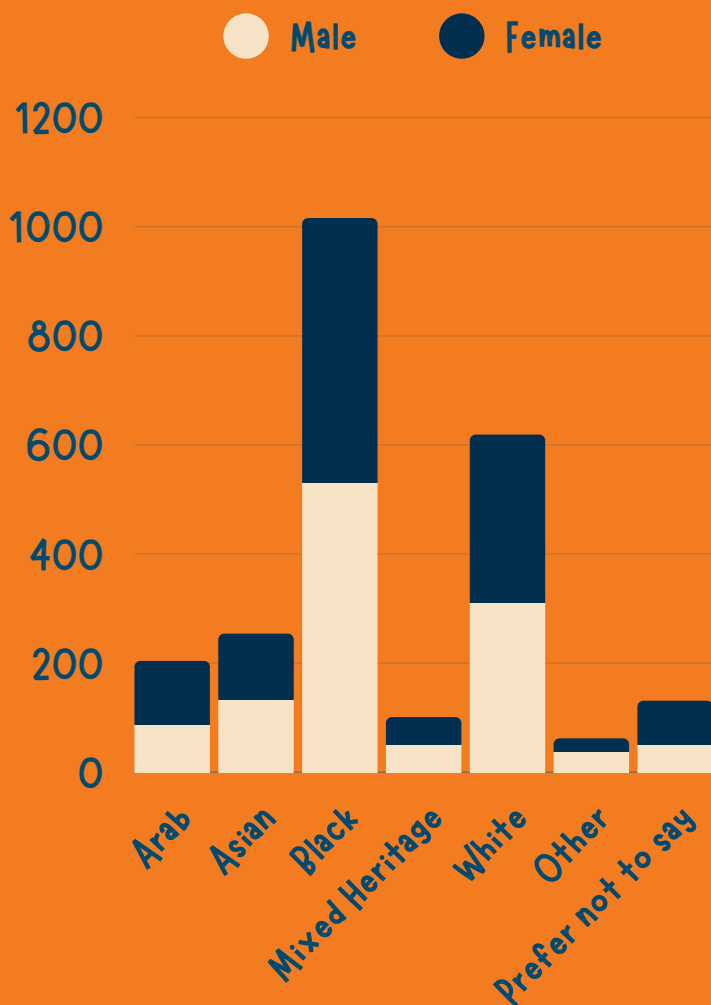
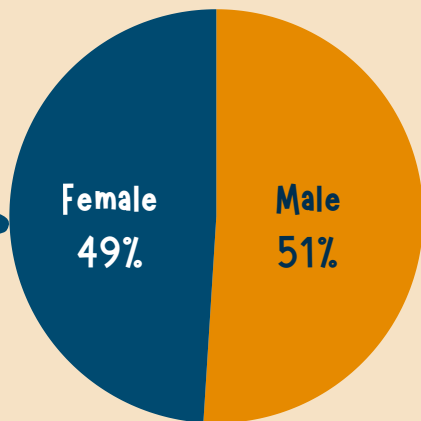
**BENEFIT
RELATED FSM**



AGE



GENDER AND ETHNICITY



ATTENDANCE

Average attendance	13 sessions
Most Common	8 sessions
Range	5-31 sessions

North

6885 Attendances

903 Unique Young people

12 Providers

Central

5221 Attendances

845 Unique Young people

10 Providers

South

4385 Attendances

637 Unique Young people

10 Providers



FOOD & EDUCATION



Food remains a central element of the Summer in the City programme, combining daily nutritious meals with meaningful food education for young people and their families. During the Summer delivery, 80 percent of providers served hot meals, with 55 percent cooking onsite and involving children in the process through informal cooking sessions. A further 20 percent partnered with local restaurants, school catering companies, and community food trucks to provide high quality hot food.

To further support families, providers received food boxes from the charities and food education organisations. These were distributed to families to ensure access to nutritious ingredients and help reduce holiday food insecurity at home. Food education was embedded through a variety of approaches. While children ate together, staff encouraged discussions about food origins, healthy choices, and how meals were prepared. Activities such as food themed art projects, interactive games, and cooking workshops helped build knowledge and interest in a practical and engaging way. Children were more willing to try new foods and grew in confidence around food preparation and choices.



A recipe booklet was shared with families before and after delivery, offering easy, affordable meal ideas to try at home. Parents reported that children were more enthusiastic about cooking, often bringing home what they had learned to share with siblings and care givers.



80%

of providers serve hot food



55%

of providers cook hot meals on site and involve young people in cooking their lunch



100%

of providers ensure a minimum of 1 hour of food education per day

PROVIDERS




The Summer in the City programme was delivered in partnership with a diverse range of local organisations. This Summer saw 32 providers take part, including seven new additions to the borough for one off events. One of these was a specialist SEND provider, reflecting our commitment to expanding inclusive opportunities for young people with additional needs.

Providers were a combination of long-standing delivery partners and first-time contributors. Their shared commitment to supporting families and delivering high quality provision was central to the success of the programme.

Selection and Reach

All providers were selected through a transparent application process, ensuring:

- A borough-wide geographical spread
- Inclusion of SEND specific and inclusive providers
- Alignment with programme priorities: safety, enrichment, nutrition, and accessibility



“THE PROGRAMME WAS VERY WELL MANAGED AND DELIVERED, WITH STRONG COMMUNICATION AND POSITIVE ENGAGEMENT FROM THE LMP TEAM.”



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'.

CASE STUDY

**“I FEEL MORE
CONFIDENT NOW, I
EVEN HELPED
YOUNGER CHILDREN
WITH THE GAMES.”
— AGE 13”**



Child D and his family recently arrived in the UK. His mother shared that he was struggling to settle at school and worried he might become disengaged over the summer. To keep him positively occupied, she booked him onto Summer in the City provision.

Reflecting on the impact, she said, "Such activities have been invaluable. It's lovely for him to be positively engaged in the community. He can now lead us all to the places of activity for family events!"

Child D also recognised the benefit, saying, "I can meet other people and stop playing PlayStation!"

Staff at the club are now planning to offer him a young volunteer role supporting Club sessions which is a positive next step in his confidence and development.

YOUNG PERSON FEEDBACK

**“IT’S A FAMILY, AND I FEEL
HAPPY WHEN I’M HERE.”**

Young people remain at the heart of the Summer in the City programme. Activities were shaped with direct input from Hammersmith and Fulham's Youth Council and Youth Board. Their contributions helped inform decisions about delivery, accessibility, and the types of activities offered, ensuring the programme remained relevant and engaging.

“I WISH WE COULD GO EVERY DAY.”

Providers also played a key role in capturing young people's experiences, using their own feedback forms to review and improve their sessions. In addition, a borough-wide feedback form was shared with young people and families after each week of delivery. This anonymous survey allowed us to gather honest, constructive feedback and ensure the programme continues to evolve in response to what young people value.

**“I WAS SHY WHEN I FIRST CAME TO
HOLIDAY CLUB BUT NOW I TALK TO LOTS
OF NEW FRIENDS”**

Across all provisions, 92% of young people surveyed rated the quality of the programme as good or excellent, and 97% said they would attend again. The majority reported that attending HAF sessions improved their physical and mental wellbeing, enhanced their confidence, and helped them develop new friendships and social skills.



CASE STUDY

A young person joined the youth service one year ago and now regularly attends both term time and holiday sessions, including music and youth club activities. Before joining, they had limited social interaction and struggled with confidence and communication, often leading to isolation.

Since becoming involved, the young person has made significant progress in developing friendships and confidence. They have actively taken part in art, dance, and sports sessions that support their self-expression, coordination, and wellbeing. Music has become a particular passion, with regular attendance at weekly sessions where they have created and performed their own pieces. Taking part in group performances has boosted their self-esteem and helped them to feel included and valued.

Through consistent engagement, they have developed new skills, built strong relationships with staff and peers, and gained confidence in expressing their thoughts and ideas. The youth service continues to provide a supportive environment that enables them to grow in independence, emotional resilience, and communication, creating a lasting foundation for future personal and social development.



“THE FOOD WAS REALLY NICE, AND I TRIED PASTA WITH VEGETABLES FOR THE FIRST TIME.”

CARE GIVER FEEDBACK

“THIS IS THE BEST THING THAT’S HAPPENED TO FAMILIES LIKE OURS.”

Parents and carers expressed strong satisfaction with the HAF programme, highlighting its positive impact on children's confidence, social skills, and overall wellbeing. Many noted that activities helped their children make friends, stay active, and learn new life skills in a safe and supportive environment.

Parents praised staff for being welcoming and caring, describing the programme as “a great camp” and “a safe and happy place for children.” Several families said they valued the accessible booking system and the variety of activities offered.

Overall, parents reported that HAF provided vital support during school holidays, helping children thrive both socially and emotionally while easing family pressures.

“THE RECIPES MY SON MADE WERE GREAT. EVEN MY YOUNGEST, WHO IS A FUSSY EATER, ENJOYED THEM.”

Of the 200 parents surveyed:



100%

said the programme supported their family by easing financial pressures



100%

said it ensured their children ate nutritious meals each day



80%

described noticeable improvements in their child's confidence and social development



MARKETING

To support the Summer in the City programme, all bookings were managed exclusively through Plinth. This centralised system has significantly improved the accessibility and coordination of the programme across the borough. Having all booking information in one place makes the overall management of delivery more efficient and ensures families can easily access what they need.

Programme details were shared via School Zone and directly to families through Plinth, with the digital brochure achieving an 84 percent click through rate among those who opened it. Printed brochures were also made available through children's centres to support those without digital

While all bookings are processed through Plinth, providers are encouraged to share their individual booking links with families to help promote their own sessions. They can also promote the main calendar of activities page, which is linked to the Hammersmith and Fulham HAF website, ensuring families can browse and book sessions across the entire borough.

Summer in the City 2025

Summer activity
ne of food and fun
en and young peop

July - 29 August 2025
ov.uk/summerinthecity

HOLIDAY ACTIVITIES AND FOOD PROGRAMME

The 2025 Summer in the City programme demonstrated the continued strength and impact of Hammersmith and Fulham's Holiday Activities and Food (HAF) provision. Through a wide network of local providers, the programme delivered enriching, inclusive, and high-quality activities across the borough, ensuring children and young people had access to safe spaces, nutritious meals, and positive summer experiences.

Over the course of the summer, feedback consistently highlighted the value of the programme to both young people and families. Children reported feeling happier, more confident, and proud of what they achieved, with 97% saying they would attend again.

**“IT WAS FUN
DOING SPORTS
EVERY DAY. I
FEEL FITTER
AND HAPPIER.”**

Parents and carers echoed this positivity, with 100% confirming the programme supported them financially and ensured their children had access to healthy meals. Providers praised the strong coordination, communication, and borough-wide collaboration that allowed them to deliver impactful sessions to a wide range of ages and needs.

The success of Summer in the City 2025 is a reflection of strong local partnerships, committed delivery teams, and the collective effort to give every child the opportunity to thrive. As we move forward, feedback from families, providers, and young people will continue to shape delivery, ensuring the programme remains responsive, inclusive, and deeply embedded in the community it serves.



WINTER FESTIVE FUN

Winter remains a quieter delivery period, with a smaller group of providers offering five days of activity across the borough. These sessions will continue to provide a safe and engaging environment for young people, combining creative, physical, and wellbeing-focused activities with access to nutritious meals during the school holidays.

CHRISTMAS HAMPERS

A key focus this season will be the Christmas Hamper initiative, with 1,000 hampers being assembled and distributed on 17th and 18th December for young people and families in Hammersmith and Fulham. Each hamper will include 2 meal kits, books donated by the Children's Book Trust and hygiene products provided by The Hygiene Bank, supporting both wellbeing and literacy during the festive period.



HAF CONTINUATION

With the national HAF programme confirmed for a further three years, there is now a strong opportunity to reflect on successes and shape the next phase of delivery.

YOUTH VOICE

The Youth Board, formed through the Youth Service contract, will spend this term consulting with young people across the borough to identify new ideas and priorities for both term time and holiday provision.

The Youth Board will also begin a partnership with Bite Back, a campaign founded by Jamie Oliver that empowers young people to advocate for healthier, fairer food and improved food marketing. It is hoped that this partnership will extend into the HAF programme, supporting future initiatives that place nutrition, youth leadership, and social impact at the centre of local delivery.



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Holiday Activity and Food Programme

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