



Feed Ur Everyday Lives (FUEL) Holiday Activitiy and Food Programme (HAF)

FUNDED BY THE DEPARTMENT FOR EDUCATION

Summer Programme Initial Report

September 2021



FUEL

Feed Ur Everyday Lives



What is FUEL?

On 8 November 2020, the government announced the holiday activities and food programme (HAF) that had been running since 2018 in 17 local authorities would be expanded across the whole of England in 2021. The programme aims to provide healthy food and enriching activities to disadvantaged children, aged 5-16 years who are in receipt of free school meals for four hours a day, four days a week for six weeks a year during the Easter, Summer and Christmas School holidays.

The aim is that the children who attend the provision will be supported:

- To eat healthily and understand nutrition
- To be more active through engaging and enriching activities
- To be safe and not to be socially isolated
- To learn more about the different services Achieving for Children have available in the local area

Within RBWM the programme has been renamed FUEL (Feed Ur Everyday Lives) which was a name provided by the borough Youth Ambassadors.

FUEL in The Royal Borough of Windsor and Maidenhead

RBWM were initially allocated £266,370 to deliver the Fuel programme. Due to the increase in the number of children receiving free school meals between November 2020 - June 2021, RBWM were allocated a further £55,320 taking the total allocation to £321,690. FUEL is being coordinated by the Achieving for Children Family Hub Service on behalf of RBWM.

Summer Programme Overview

The main programme ran Tuesdays - Fridays between 3rd -27th August. Additional sessions were provided outside of the main programme due to the demand for spaces and the availability of facilities. Although the funding criteria outlines that four days a week should be provided a decision was made to purchase week long places with some providers. This decision was made as it was felt that asking a child to join an activity week having missed the first day would not be in the best interests of the child.

In addition to coordinating the FUEL programme the newly formed Achieving for Children Family Hub Service provided sessions across the borough. Three young people who were users of the service were recruited to assist with the delivery of the Family Hub sessions.

Providers

An exercise was undertaken to map where the families accessing free school meals lived in order to identify hotspots and the level of need for provision in each area of the borough. Providers were then commissioned to deliver provision based on the area of need.

Provider	Area Catered	Age Range	Provision	Spaces provided
Premier Sports	Larchfield	5-11	Sporting activities, from traditional sports to less popular activities like fencing, archery and many more	750
Sports4Kids	Holyport and Windsor	5-13	Leisure activities including messy play, arts and crafts, outdoor learning and sports games.	1400
U sports	Datchet and Dedworth	5-12	Dance, sports and games in the park	360
The Sports	Riverside	5-11	Sports activities incorporating social and emotional skills, and	320

Project	(Maidenhead)		using Maths and English	
Family Hubs	Datchet, Riverside (Maidenhead), Larchfield, Windsor, Dedworth	5-16	A range of activities delivered by the Family Hub Service: <ul style="list-style-type: none"> • Activity days consisting of dance, skipping, yoga, arts and crafts - provided by Sanders Street, Norden Farm, Anika's Yoga and Dan The skipping Man • Offsite activity days - Trips to Thorpe Park and Liquid Leisure activity parks • SEN days, sensory activities for children with special educational needs and their parents • Esteem Project: Canoeing, climbing, crazy golf and scavenger hunt activities for children with low self esteem and confidence 	700
Little Muddy Me	Bray	5-10	Outdoor 'messy play including tree climbing, using garden tools, swinging in the hammock, playing in the mud kitchen, hunting for bugs and cooking on the camp fire.	170
GAP Club	Englefield Green and Staines	5-11	Cooking, art and craft activities, messy and sensory play and dressing up and roll play	300
4 Motion Dance	Windsor	7-12	High energy, fun street, commercial and contemporary dance classes	80
BA Sports	Cox Green and Acot	5-12	Sports-focused with an emphasis on learning and developing skills.	640
Magpies In the Community	Dedworth	5-13	Football camp	250 - 326 Increased due to demand

Partners

The following organisations supported the programme through volunteering or through giving free use of facilities:

- Datchet Parish Council
- Windsor Christian Action
- St Edward's & St Mark's Church
- West Windsor Hub
- Abri Housing Association
- RBWM Library Service

Promotion

All eligible families were sent the FUEL programme booklet (Appendix A) via their schools. Publicity messages were tweeted via the Family Hub and RBWM accounts. Achieving for Children staff also promoted the opportunities to the eligible families that they work with.



Attendances

Note: The data is still being checked by some of the providers so may change before the final submission to the DfE.

	Spaces Available	Booked	Attended	%of bookings attended	Individual children
Premier Sports	750	750	517	69	82
Sports4Kids	1400	1021	805	79	106
U sports	360	70	54	77	31
The Sports Project	320	280	263	94	65
Family Hubs	700	564	381	68	151
Little Muddy Me	170	170	107	63	41
GAP Club	300	90	61	68	5
4 Motion Dance	80	48	48	100	11
BA Sports	640	600	529	88	63
Magpies In the Community	250 - 326 increased due to demand	326	326	100	87
Other	15	15	15	100	3
TOTAL	5061	3934	3106	79	645

Highlights

- To remove the barrier of travel provision was available across the borough based on the areas of most need. Provision was available in Windsor Central, Dedworth, Datchet, Ascot, Larchfield, Riverside Area, Cox Green, Holyport and Staines (for the Old Windsor and Wraysbury areas)
- The larger providers covered a wide age range meaning a parent could drop children of different ages off at one location.
- Over 5000 spaces were provided to families
- Activity packs were provided to families. Packs contained art and craft materials, tennis balls, frisbees and a copy of the new Marcus Rashford book aimed at inspiring children to be the best they can be. Information on local support services were also provided within the packs.
- All children received a healthy lunch - local community organisations within West Windsor supported provided the food for a number of sessions within the local area
- Feedback from families highlights the importance of having affordable/free activities available to children during the long summer holiday period
- Football kits were provided to children attending the Magpies football session who did not have the appropriate clothing
- Take home food kits and recipes were provided to families in Windsor - by the West Windsor Hub
- 24 sessions were provided internally by the Family Hub Service including 4 for children with SEN and 3 for children with low esteem.
- 3 young people known to the Family Hub Service were employed as FUEL workers to assist with Family Hub sessions
- Travel was provided to the Family Hub SEN sessions if required
- Minibus pick ups were available from Datchet, Old Windsor, Dedworth, Larchfield and Maidenhead town centre for Family Hub run offsite trips.

Challenges

- The logistics involved with sourcing and organising the food for the children attending sessions where the provider did not provide the food themselves.
- The attendance rate of those children that had booked onto sessions. Many/all local authorities foresaw this challenge and following the completion of the programme every local authority that attended the regional HAF meeting identified this as their biggest challenge. There was no effective solution found to this challenge.
- Knowing the demand. The number of eligible children was known but the demand for spaces was not and too many spaces were booked with some providers.

Family Feedback

The feedback was very positive from families. There were 95 responses received from a parents survey and the average scores were as follows (1 = very poor 5- very good):

- Booking Process 4.4
- Staff 4.9
- Food 4.1
- Activities 4.4

98% of respondents indicated that they would book their children onto future FUEL sessions in the future.

The staff were amazing

Thank you!!! This has made the summer holidays significantly easier and the kids have had a great time, mixing with new friends too.

It was nice to attend a group when you don't feel your child is being judged because there is disability and your child is happy, safe and free to explore and make friends

Staff were lovely - children loved it.

I think it is wonderful that you are making this happen for children.

FUEL programme is excellent, it gives my kids the chance to join the great camps which they wouldn't go otherwise. Both of my kids enjoyed the sessions a lot, thank you so much to FUEL organisation and all the staff, I really appreciate there is a programme like FUEL, hope FUEL programme can carry on in the future.

The chance for my son to attend has been amazing and something completely unachievable for us without this scheme for which we are very grateful. He had an amazing time. Particularly loved the forest school experience and the freedom to explore outside.

Thank you so much, it meant the children did things they could not have done without FUEL. I am so grateful

The fuel programme has been amazing, we would have spent majority of our time at home isolated with little activities to do. One of my children has special needs and I believe this will make a huge impact on the return to school.

My kids were happy attending the club they loved the activities and staff. The kids said we stayed active with loads of fun and made new friends

He enjoyed all sessions so much and it gave him so much confidence

My girls loved it. All coaches were great and very welcoming

My daughter absolutely adored going out to these activities she made so many friends and enjoyed having so much independent time alone, loved receiving a sticker for being an amazing dancer, I also loved the fact that they could choose what to do. The best thing was the balloon magician, blew our minds with the amazing balloon animal she came home with.

this opportunity was a godsend in the summer holidays very safe and secure environment so parents feel safe in knowing that children are cared for

It's been a blessing having this program. My kids have absolutely loved it and I can't speak more highly of this program.

Just wanna say what an amazing welcome my son got when he 1st arrived he normally a nervous child but him seeing all the smiling faces of the staff he went straight in and enjoyed everything and even come out saying mum when can I go again

The funding made a huge difference not only to boys but also to me as I was able to work without them interrupting me. Also thanks to the funding the boys felt entertained enough from the football school and were happy to just add local bike rides, walks or just being in the garden without the need to do something which cost money.

My daughter thoroughly loved the opportunity to socialise and take part in activities and sports with a variety of other children and the fantastic staff who ran the club

The kids had an amazing time and I wish I had booked them on more and sooner.

- Some parents fed back that their children did not attend their booked session due to concerns over catching COVID or being classed as a close contact and being required to isolate over the summer break.
- Some parents also fed back that their child would not attend as they did not know anyone else attending and none of their friends had access to the funding.

Next Steps

- Formal Summer Report submitted to DfE - By 15th October

- Christmas Programme organised and promoted. Providers that proved popular during the Summer are likely to be commissioned again.

Additional documents:

Appendix A: FUEL programme booklet:

(Booklet front page below)

