

Holiday Activities and Food (HAF)

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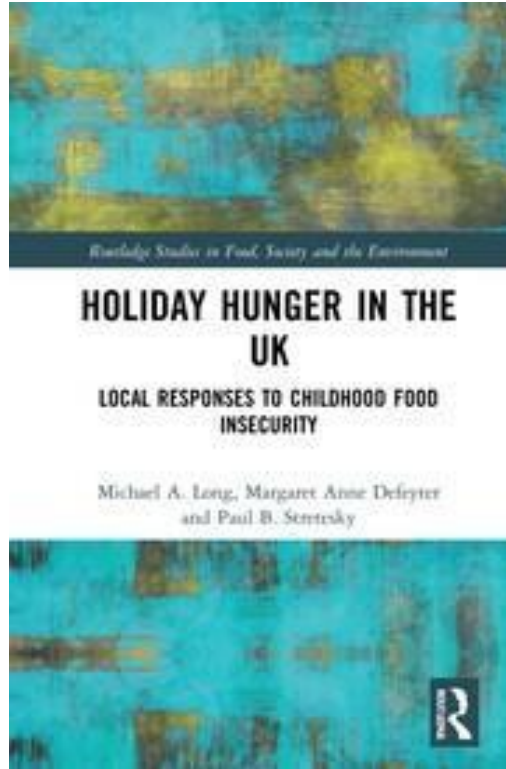
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Contents

- Summary of key research findings
- An economic evaluation of Bring it on Brum (HAF Birmingham)
- The HAF+ Framework: A HAF framework designed by young people for young people
- Impact



Context



Details of policy development, implementation and research findings on holiday clubs and HAF. This book concludes with recommendations for the role of government in fighting holiday hunger.

Child Poverty costs the UK at least £29 billion per annum (CPAG, 2021)

Education: FSM 3 terms lag behind affluent peers in terms of educational attainment and by age 14 this gap grows to over five terms (DfE)

Children in deprived areas twice as likely to be obese (NAO, 2020).

Increase in 7-17-year-olds experiencing food insecurity over the holidays: 20% in 2020 to 25% in 2022 (Childwise)

Food insecurity associated with poor health outcomes (Long, Convaless, Stretesky & Defeyter, 2020).

Cuts to local authority budgets/youth services

Siloed programmes and ways of working (national and local levels) (Defeyter, Finch et al., (2022)

Holiday Activities and Food (HAF) funded by the DfE

HAF £220M funding to all higher tier local authorities in England (DfE)

730,000 children attended HAF in 2021, & 685,000 in 2022 (DfE)

Majority (76% primary school aged children) (DfE)

Benefits of HAF

Alleviates financial strain (Defeyter et al., 2015; Shinwell & Defeyter, 2021; Stretesky et al., 2020)

Alleviates food insecurity (Long et al., 2018)

Improves children's dietary intake (Crilley et al., 2022; Mann & Defeyter, 2109; Shinwell & Defeyter, 2019)

Improves parental wellbeing (Defeyter et al., 2018; Stretesky et al, 2020)

Improves parental and child wellbeing (Defeyter & Stretesky, 2021, 2022)

Increases children's engagement in MVPA (Crilley et al., 2020)

Supports connected communities (Stretesky & Defeyter, 2020)

Attenuates learning loss (reading and maths) (Defeyter & Shinwell, forthcoming)

For a summary, see www.northumbria.ac.uk/takeontomorrow/it-is-time/holiday-activity-and-food-programmes

BRING IT ON BRUM 2022

An Evaluation of Birmingham's HAF Programme

February 2023



Authors:
Professor Greta Defeyter,
Professor Paul Stretesky,
Dr Jackie Shinwell

Total HAF spend per child: **£250.93**

Total estimated SROI per child: **£2787.79**

Total spent on HAF: **£8,029,880**

Total estimated SROI for HAF in Birmingham:
£89,209,280

An Economic Evaluation of the Holiday Activities and Food (HAF) programme, titled, 'Bring it on Brum', in Birmingham (April 2023).

Authors: Tobyn Eagles, Peter McMeekin, Andrew McCarthy, Paul Stretesky, & Margaret Defeyter (April 2023) [see

<https://www.northumbria.ac.uk/takeontomorrow/it-is-time/holiday-activity-and-food-programmes/>]

Areas for Improvement

Variable uptake across local authorities

Implementation at the local authority level often not fully embedded (Mann, Widdison, Sattar & Defeyter, 2021; Defeyter, Finch, Crilley, Shinwell, & Mann, 2022).

Need to increase overall funding and uptake of HAF to meet the growing number of children and young people living in relative poverty

Need to explore ways to extend HAF provision throughout the year, coherent multi-programme offer at national and local levels of government

Variable food offer and cases of low compliance to all School Food Standards/Nutritional Standards (Vitale, Crossland, Shinwell, Stretesky, Defeyter & Brownlee, 2023).

Food/nutrition education offer variable (Round & Defeyter, 2021) and no significant evidence of impact (Round, Stretesky & Defeyter, under review).

Need to develop a specific HAF+ Framework for adolescence



Co-producing and co-designing a HAF+ Service Framework with young people

Purposive sampling (HAF and non-HAF)

13–16-year-olds

Adults with experience of HAF/other services

Northumberland, Gateshead, London (Brent) and Birmingham

Design Sprints: intensive guided group and individual activities to support creative idea generations (Knapp et al., 2016)

Ownership, power, language, cultural differences etc.

Academic research expertise (nutrition, PA, design, psychology, education).

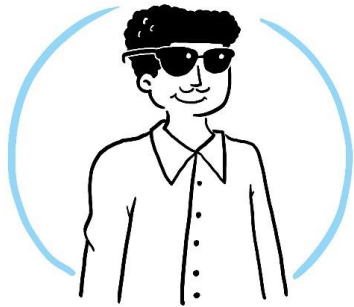
AARON



AARON LIKES TO PLAY THE BASS.
HE LIKES POST PUNK MUSIC.
HE IS IN A BAND WITH EVE AND LUKE.
HE IS HARDWORKING.

SLEEPINESS	6
VOLUME	4
LEADERSHIP	10
COURAGE	7
LOYALTY	10
CLUMSINESS	3
PERSONAL HYGIENE	10
PRONE TO MAYHEM	3
INTELLIGENCE	8

CHARLIE SMITH



CHARLIE SMITH LIKES FOOTBALL.
HE'S CARING AND FUNNY WITH HIS FRIENDS AT FOOTBALL.
HE LIKES STIR FRIES AND CHOCOLATE.
HE DOESN'T LIKE MUSHROOMS OR TOMATOES.
CHARLIE USES SOCIAL MEDIA TO FOLLOW LOTS OF FOOTBALLERS.
HE GETS BORED WHEN HE DOESN'T PLAY FOOTBALL.

SLEEPINESS	6
VOLUME	9
LEADERSHIP	10
COURAGE	9
LOYALTY	10
CLUMSINESS	10
PERSONAL HYGIENE	10
PRONE TO MAYHEM	4
INTELLIGENCE	6
FOOTBALL	10

MAJDA



MAJDA LIKES TO SPEND HER SPARE TIME ON TikTok.
SHE HANGS OUT IN HER WITH HER FRIENDS WHERE THEY CHILL AND TALK ABOUT CATS.
MAJDA DOES NOT ENJOY READING IN HER SPARE TIME.
HER FAVOURITE FOOD IS PASTA AND SHE AVOIDS PORK FOR RELIGIOUS REASONS.
MAJDA WATCHES ENTERTAINING VIDEOS ON SOCIAL MEDIA.
SHE FINDS SCHOOL BORING.
SHE IS GOOD AT SOCIALISING.
MAJDA WANTS TO LEARN FRENCH.

SLEEPINESS	4
VOLUME	5
LEADERSHIP	0
COURAGE	10
LOYALTY	0
CLUMSINESS	6
PERSONAL HYGIENE	9
PRONE TO MAYHEM	10
INTELLIGENCE	2

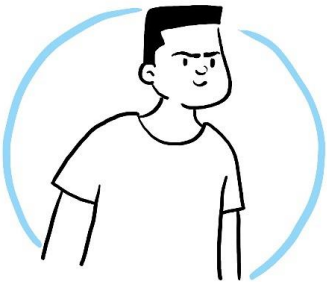
BOB MARLEY



BOB LIKES TO EAT, PLAY FOR TENNIS ON PLAYSTATION AND SLEEP ON REPEAT.
BOB PLAYS CRICKET OR GOES FOR FOOD WITH FRIENDS.
THEY HANG OUT IN THE TAKEAWAY SHOP AND TALK ABOUT CRICKET OR YOUTUBE.
BOB DOESN'T LIKE HOMEWORK IN HIS SPARE TIME BECAUSE IT'S BORING.
HIS FAVOURITE FOODS ARE KRAZE CEREAL AND STING ENERGY DRINK.
BOB DOES NOT LIKE LAME.
HE LIKES TO WATCH FOOTBALL AND CRICKET CONTENT ON SOCIAL MEDIA AND FOLLOWS ALL THE CRICKETERS.
BOB IS GOOD AT CRICKET AND SPORTS.
HE WANTS TO IMPROVE AT BATTING.
BOB ALSO WANTS TO GET BETTER AT GAMING ON HIS PS4.

SLEEPINESS	6
VOLUME	5
LEADERSHIP	9
COURAGE	10
LOYALTY	8
CLUMSINESS	7
PERSONAL HYGIENE	9
PRONE TO MAYHEM	3
INTELLIGENCE	8
ACTIVE	8
OPEN	7

TYRONE



TYRONE IS A PUA GEORDIE.
HE'S VERY OUTGOING AND CONFIDENT.
HE LIKES TO PLAY RUGBY AND WIND PEOPLE UP.
HE'S VERY RELAXED.

SLEEPINESS	2
VOLUME	10
LEADERSHIP	5
COURAGE	9
LOYALTY	10
CLUMSINESS	3
PERSONAL HYGIENE	10
PRONE TO MAYHEM	9
INTELLIGENCE	9
ADHD	10

LUCAS LIDDLE



LUCAS LIDDLE LIKES TO GO FISHING OUTDOORS.
HE LIKES TO EAT NUTELLA WITH A SPOON.
HIS FAVOURITE FOOD IS CHOCOLATE.
HE LIKES TO WATCH YOUTUBE, PLAY FIFA AND GO TO THE LAKE DISTRICT.
HE LIKES SPEEDBOATS AND FOOTBALL.
LUCAS SUPPORTS NUFC.
HE LIKES TO EAT A CRISP SANDWICH.

SLEEPINESS	10
VOLUME	7
LEADERSHIP	6
COURAGE	8
LOYALTY	9
CLUMSINESS	7
PERSONAL HYGIENE	10
PRONE TO MAYHEM	10
INTELLIGENCE	8

NAMZ



NAMZ LIKES TO CUT HAIR IN HIS SPARE TIME.
HE HANGS OUT WITH HIS FRIENDS IN HER AND PITCH 2 PROGRESS WHERE THEY SOCIALISE, JOKE ABOUT, CHILL AND PLAY FOOTBALL.
THEY TALK ABOUT FOOTBALL AND GIRLS.
HE DOESN'T LIKE TO PLAY ON THE NINTENDO SWITCH IN THEIR SPARE TIME.
HIS FAVOURITE FOODS ARE TAKEAWAY PIZZA AND BURGERS.
HE DOESN'T LIKE VEGETABLES AND AVOIDS PORK FOR RELIGIOUS REASONS.
NAMZ WATCHES FOOTBALL AND MUSIC CONTENT ON SOCIAL MEDIA.
NAMZ FOLLOWS FRIENDS ON SOCIAL MEDIA TO SOCIALISE.
NAMZ THINKS EDUCATION, READING AND HOMEWORK ARE BORING.
NAMZ IS GOOD AT FOOTBALL AND WANTS TO IMPROVE HIS BARBERING SKILLS.

SLEEPINESS	5
VOLUME	N/A
LEADERSHIP	8
COURAGE	10
LOYALTY	2
CLUMSINESS	3
PERSONAL HYGIENE	5
PRONE TO MAYHEM	7
INTELLIGENCE	6

HOZETA



HOZETA LIKES TO PLAY FIFA ON HIS PS5.
HE LIKES TO GO TO THE GYM.
HOZETA PLAYS FOOTBALL AND BASKETBALL.
HE CARES ABOUT HIS HAIR LOOKING GOOD.
HE HANGS OUT WITH HIS FRIENDS IN THE PARK AND VILLA KICKS.
THEY LIKE TO HAVE FUN AND PLAY FOOTBALL TOURNAMENTS.
HOZETA TALKS ABOUT FIF AND GIRLS WITH HIS FRIENDS.
HE DOESN'T LIKE STUDYING, TYPING UP AND DOING LAUNDRY IN HIS SPARE TIME.
HIS FAVOURITE FOODS ARE CHOCOLATE AND APPLE JUICE.
HE DOES NOT LIKE FRUIT OR VEGETABLES.
HOZETA WATCHES SIDEMEN, FILLY, CHUNKS, KSI, MESSI AND MR BEAST ON YOUTUBE.
HE FOLLOWS KSI, FILLY AND DREGO ON SOCIAL MEDIA BECAUSE THEY ARE INSPIRING.
HE THINKS SILENCE, SCHOOL AND AMINA ARE BORING.
HE'S GOOD AT FOOTBALL AND FIFA.
HE WANTS TO IMPROVE HIS HANDWRITING AND SPELLING.

SLEEPINESS	2
VOLUME	9
LEADERSHIP	8
COURAGE	7
LOYALTY	9
CLUMSINESS	9
PERSONAL HYGIENE	10
PRONE TO MAYHEM	10
INTELLIGENCE	8
CUTE	10
HAIRSTYLE	9

WHAT'S IN YOUR LOCAL AREA?

WHAT DO YOU USE? WHAT DON'T YOU USE?
THINK ABOUT IT... WHAT WOULD YOU LIKE TO USE? =



SURPRISE DAY



FREEDOM OF YOUTH

BIRMINGHAM

KEY SELLING POINTS

DIFFERENT FORMS OF ENGAGEMENT - RANGING FROM SHORT ACTIVITIES TO DAY-LONG TRIPS, A FEW DAYS LONG CAMPING OR RESIDENTIAL TRIPS

DIFFERENT START TIMES OF ACTIVITIES TO ACCOMMODATE DIFFERENT SCHEDULES

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
1	- ICE BREAKERS - SPINNING TEAM GAMES - SNACKS - BURGERS - ROLLERSKATING	- COACHING OVER DAY - ARTS & CRAFTS - FRUIT SALAD	- SWIMMING TRIP - DODGEBALL - BUFFET	- VOLLEYBALL - PHOTOGRAPHY - PASTA	- COOKING - UNDER 16 DRAWING - BARBECUE
2	- CHARITY DAY - BAKING & SELLING - FOOTBALL - PACKED LUNCH	- FOOT GOLF - TRACTORING - CULTURAL FOOD	- BASKETBALL GAMES - UNDER 16 DRAWING - FOOD FISH	- FACE PAINTING - BUSINESS - MAKING MONEY - SPAGHETTI	- ALTON TOWERS - MUSIC STUDIO - PIZZA
3	- FREE TIME - ARCHERY - LASAGNE	- CV PRACTICE - ROCK UP (LUNCH)	- LEARN TO PLAY A MUSICAL INSTRUMENT - LEARN A CHESS/DANCE - HOT DOGS	- GYM - ARAB FOOD	- BASKETBALL - THEME PARK - SHAWARMA
4	- TRIPS - LASA TAG - GYROBARS - PHOTOBALLING	- BARBER COURSE - HAIRDRESSING COURSE - FREE TIME - TABLE TENNIS - POOL TABLE - TABLES - MEXICAN FOOD	- FILMING A SHORT FILM - GO APE TRIP - CARIBBEAN FOOD	- GO-KARTING - FRUIT PICKING - COOKING - GREEK FOOD	- DRAYTON MANOR - BRING YOUR OWN FOOD
5	- STADIUM TOUR - GRAFFITI - McDONALDS	- WORK EXPERIENCE - HORSE RIDING TRIP - SANDWICHES	- MARKETING AND BRANDING SKILLS - SILENT DISCO - PASTA	- THEATRE - INDIAN FOOD	- WATER SPORTS - WIPE OUT - HOT BEACH - CHINESE FOOD
6	- THEATRE - CHEMISTRY - GUN RANGE	- BAKING - TOTTERY - MAKE YOUR OWN BULGOGANE - GULCH BREAD	- CRAZY GOLF - DESIGN LOGOS PRINTING - HUMMERS - TSHIRTS - KFC	- TRIP TO SHOPPING CENTRE - STAY AT LONDON BOUTIQUE HOTEL	- EXPEDITION

EACH WEEK IS THEMED
↓
eg SPORTS WEEK
ARTS & CRAFTS WEEK etc.

OTHER ACTIVITIES WILL STILL BE OFFERED, BUT THE MAIN ACTIVITIES WILL FOCUS ON THE MAIN THEME

WE HAVE FOOD OPTIONS INSPIRED BY DIFFERENT NATIONAL CUISINES

DAY-LONG TRIPS TO LOCAL ATTRACTIONS...
eg: PARK, BEACH OR MUSEUM

YOUTH NORTH EAST

NORTHUMBERLAND

KEY SELLING POINTS:

WE OFFER BUS/METRO PASSES TO HELP YOUNG PEOPLE GET TO THE ACTIVITIES.

ACCESS TO SPECIFIC FOOD OUTLETS LIKE SUBWAY TO ALLOW FOR CHOICE.

ACCESS TO LEISURE CENTRES ON ALL DAYS IF POSSIBLE, IF THE ACTIVITIES ARE NOT APPROPRIATE FOR THE PERSON.

ACTIVE SOCIAL MEDIA TO ANNOUNCE PROGRAMMES AND ADVERTISE ACTIVITIES!

CHOICES OF ACTIVITIES AND FOOD, BUT ALSO A STRUCTURE EACH DAY, REPEATED IN A 2 WEEK CYCLE.

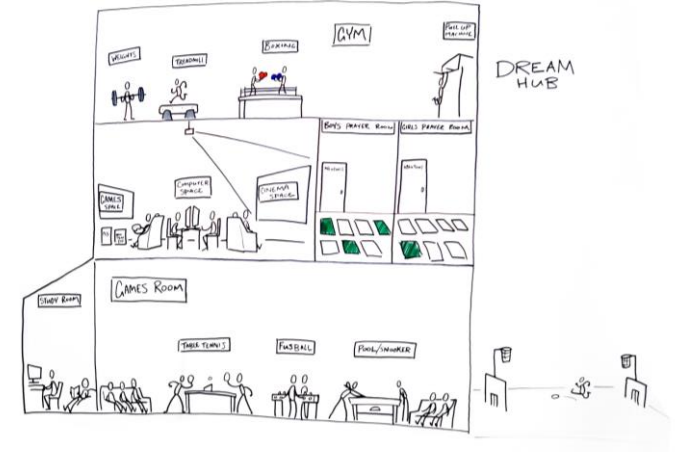
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
1	- SKILLS DAY - ARCHERY - FOOTBALL - GAMING	- MIX ACTIVITY DAY - BEAT MAKING/DJING - SPORTS - TENNIS - FOOTBALL - BASKETBALL	- WORK EXPERIENCE - BEAUTY - MECHANICS - CONSTRUCTION - SCAFFOLDING	- MIX ACTIVITY DAY - HORSE RIDING - BOXING - YOGA	- CULTURE DAY - MUSIC GIGS (LATE AFTERNOON TO EARLY EVENING)
2	- SKILLS DAY - COOKING & BAKING - PHOTOGRAPHY	- MIX ACTIVITY DAY - SONGWRITING - SPORTS - DODGEBALL - SWIMMING	- WORK EXPERIENCE - FINANCES - HOME ECONOMICS - LEARN TO CODE	- MIX ACTIVITY DAY - HELP AT FARMS - FOREST SCHOOL	- CULTURE DAY - MUSIC GIGS (LATE AFTERNOON TO EARLY EVENING)
3	- CULTURE DAY - CINEMA	- SKILLS DAY - ARCHERY - FOOTBALL - GAMING	- MIX ACTIVITY DAY - BEAT MAKING/DJING - SPORTS - TENNIS - FOOTBALL - BASKETBALL	- WORK EXPERIENCE - BEAUTY - MECHANICS - CONSTRUCTION - SCAFFOLDING	- MIX ACTIVITY DAY - HORSE RIDING - BOXING - YOGA
4	- CULTURE DAY - MOTORCROSS - MUSIC GIGS (DIFFERENT GENRES)	- SKILLS DAY - COOKING & BAKING - PHOTOGRAPHY	- MIX ACTIVITY DAY - SONG WRITING - SPORTS - DODGEBALL - SWIMMING	- WORK EXPERIENCE - FINANCES - HOME ECONOMICS - LEARN TO CODE	- MIX ACTIVITY DAY - HELP AT FARMS - FOREST SCHOOL
5	- SKILLS DAY - ARCHERY - FOOTBALL - GAMING	- MIX ACTIVITY DAY - BEAT MAKING/DJING - SPORTS - TENNIS - FOOTBALL - BASKETBALL	- WORK EXPERIENCE - BEAUTY - MECHANICS - CONSTRUCTION - SCAFFOLDING	- MIX ACTIVITY DAY - HORSE RIDING - BOXING - YOGA	- CULTURE DAY - MUSIC GIGS (LATE AFTERNOON TO EARLY EVENING)
6	- SKILLS DAY - COOKING & BAKING - PHOTOGRAPHY	- MIX ACTIVITY DAY - SONGWRITING - SPORTS - DODGEBALL - SWIMMING	- WORK EXPERIENCE - FINANCES - HOME ECONOMICS - LEARN TO CODE	- MIX ACTIVITY DAY - HELP AT FARMS - FOREST SCHOOL	- FINAL CELEBRATION - BRING TOGETHER ALL PARTICIPANTS FOR A GATHERING WITH FOOD AND ACTIVITIES AT THE LOCAL YOUTH CLUB!

EACH DAY OF THE WEEK HAS A SPECIFIC THEME LIKE CULTURE DAY, WORK EXPERIENCE AND MIX ACTIVITY DAY!

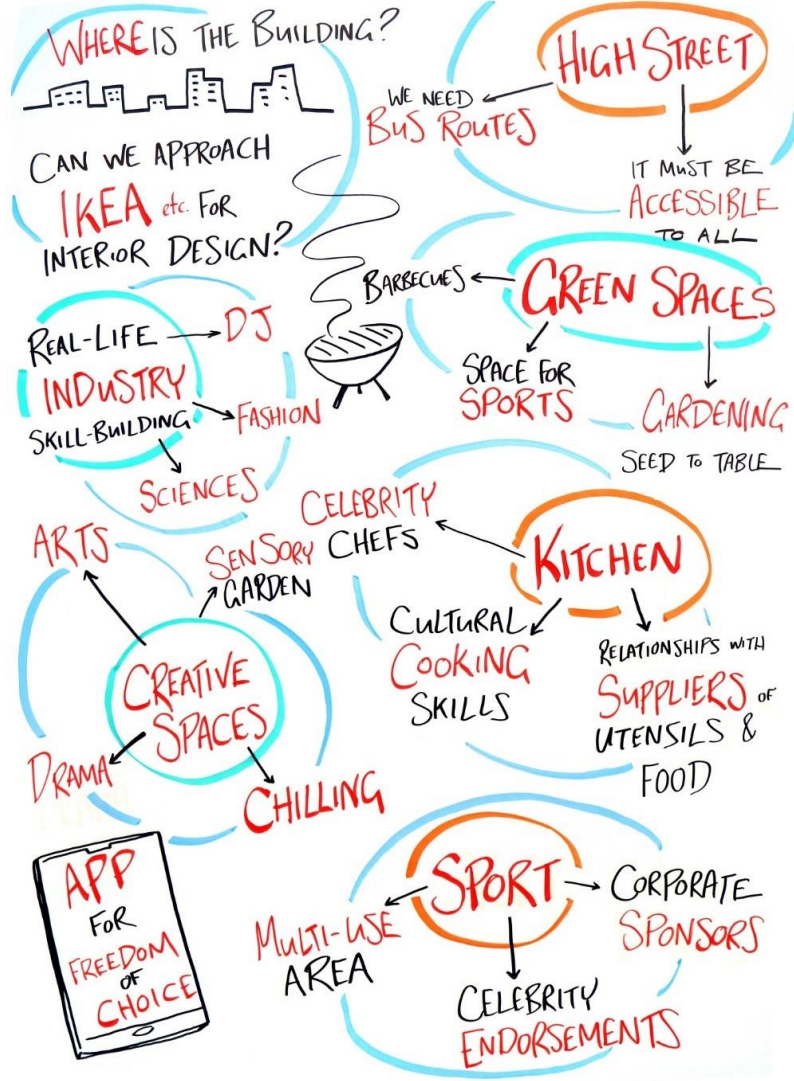
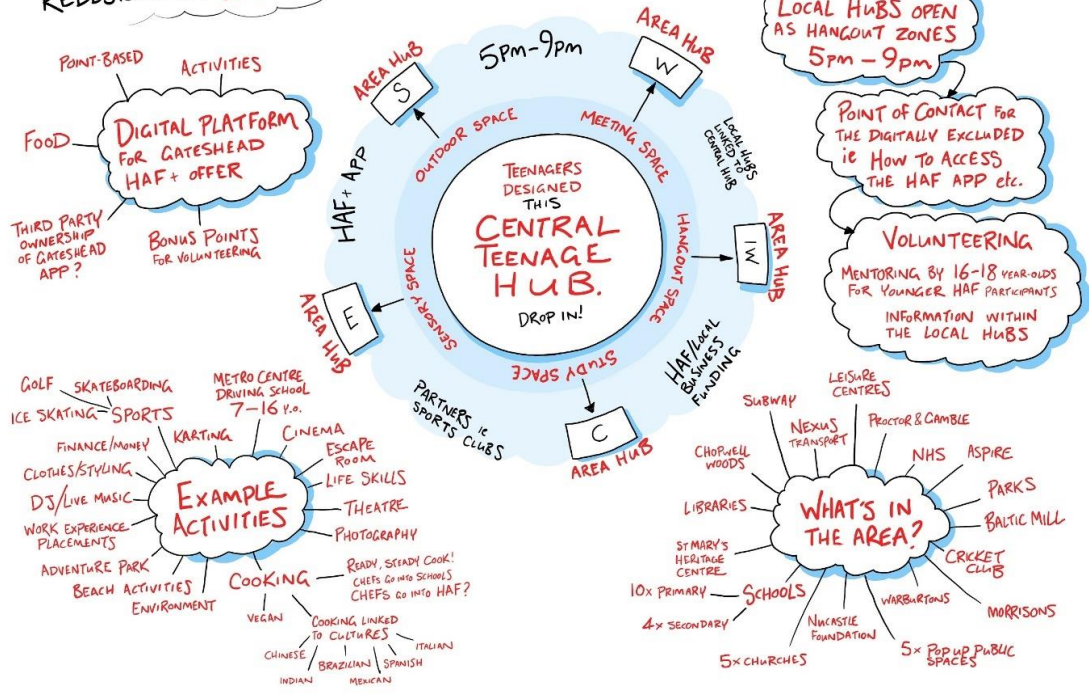
ACTIVITIES ARE REPEATED IN A 2 WEEK CYCLE BUT MOVED TO THE FOLLOWING DAY IN CASE A YOUNG PERSON IS NOT ABLE TO ATTEND A SPECIFIC DAY.

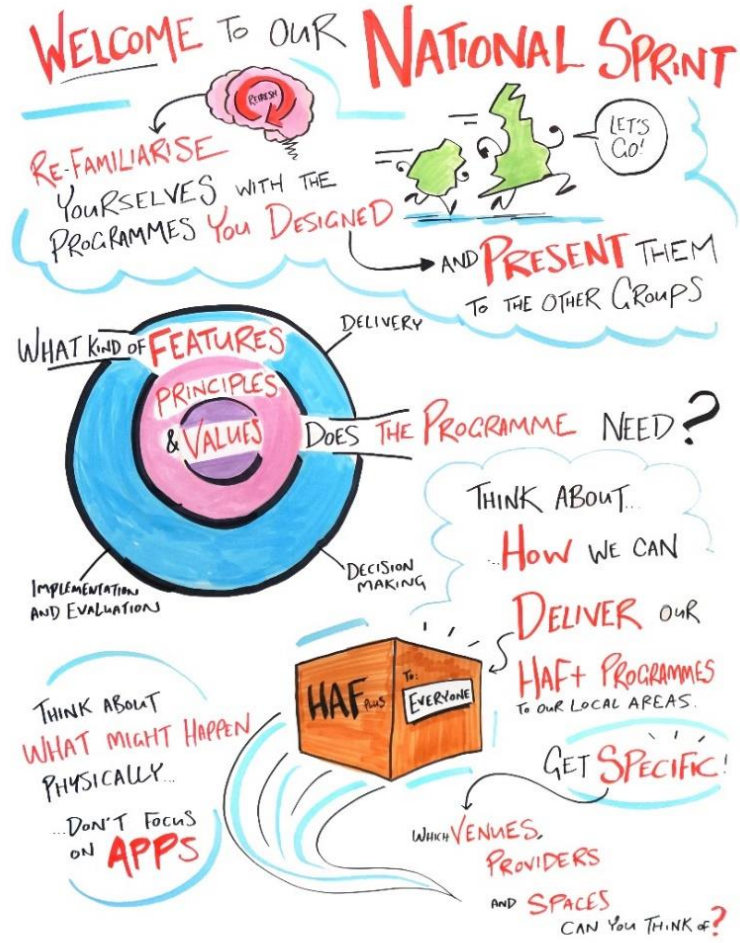
THERE IS A FINAL CELEBRATION DAY AT THE END OF THE 6 WEEK PROGRAMME TO BRING ALL PARTICIPANTS TOGETHER TO CELEBRATE AND EVALUATE THE ACTIVITIES.

ACE



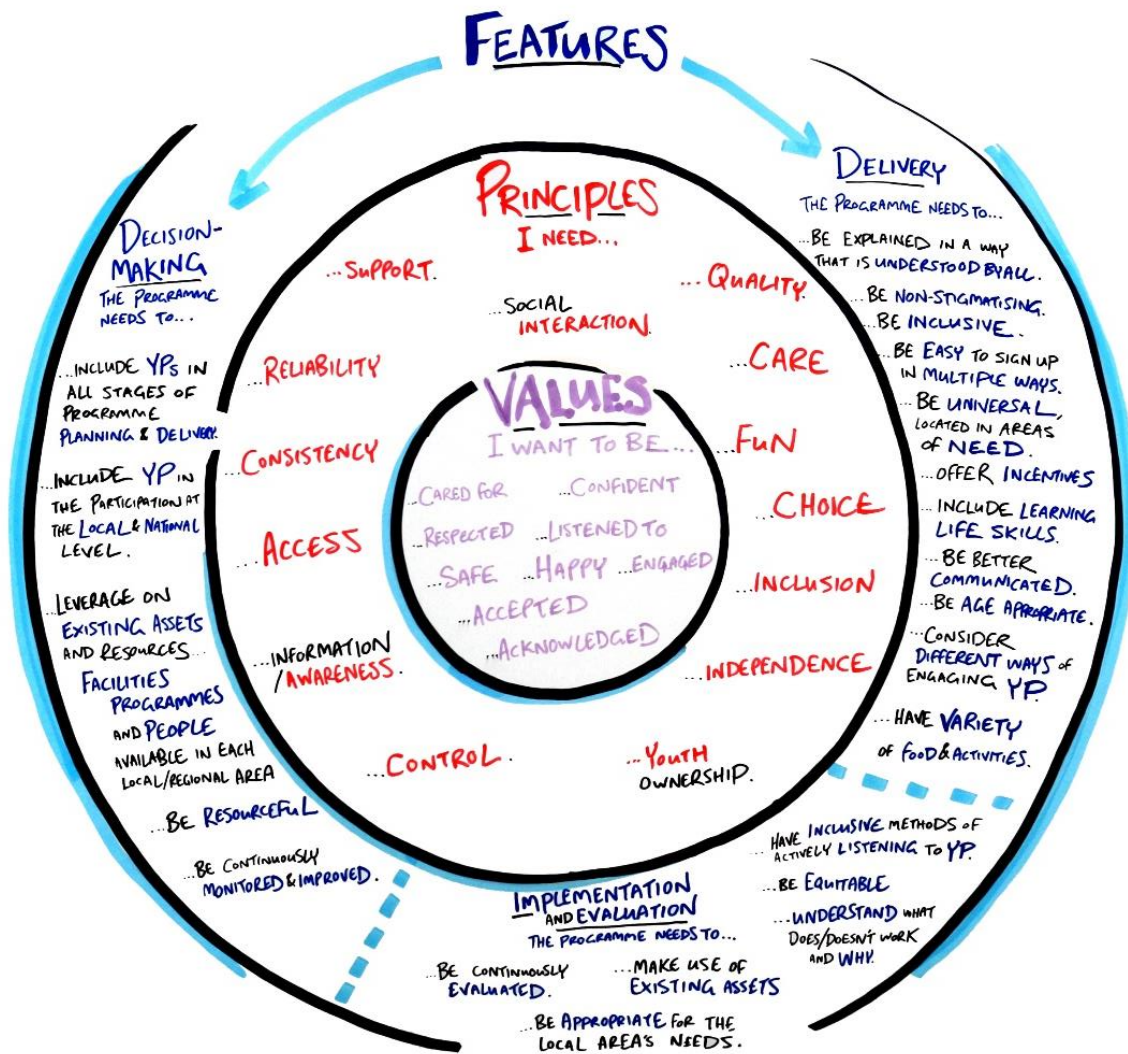
GATESHEAD ADULTS REDESIGNING HAF PLUS





Northumbria University
NEWCASTLE





- Research team conduct affinity analysis (data clustered based on similarities and type) to develop a consolidated HAF+ National Framework. Young people reviewed (Day 2).
- Further details on local authority and national actions see: <https://www.northumbria.ac.uk/takeontomorrow/it-is-time/holiday-activity-and-food-programmes>.

London HAF Plus

What we learned from young people

Where the ideal space is:
Local to their homes with good transport and in well-lit areas, it can be a school facility, a community youth group or in a green space.
No further than 30 mins from their homes

What the building looks like:
The building should have multiple rooms and spaces, key things to include are computer and internet access, space to relax with friends, a kitchen and space to eat, spaces to play games and do sports, a space to be creative podcast studio/film videos, and a place to learn or revise.

What food they want:
All different types of food. Young people want to try different cultural foods and learn to cook authentic meals for their friends and families.
The food should be exciting and easy to make.

What activities they want to do:
Football, arts and crafts, dance, mental wellbeing workshops, trampolining, paintballing, and canoeing. Trips were also referenced exploring their local areas, trips to the cinema, museums, picnics in parks, VR, escape rooms, job fairs, and cooking classes in restaurants.

How should we promote the hubs:
Through schools and youth spaces
Social media - Snapchat, Tik Tok, Instagram. - through challenges and adverts
Videos - "seeing is better than reading"
Have an app that they use to sign up to sessions

What we were missing:
Life skills and opportunities to ready themselves for careers were key components that young people expressed a need in having this included: Mentoring, Internships, Cooking classes, CPR, Finance and money lessons, Swimming and local employability links.

- Partners supporting redesign of all hubs across all London boroughs.
- Establish links to employability opportunities through the MFL employability programmes
- Offering cooking sessions with community chefs and putting community food boxes into hubs so young people can cook together and learn life skills with peers and their families.
- Working with growing partner projects including pot gang and tower gardens to ensure food can be grown and then eaten on site.
- We are also bringing in community partners such as the London Fire Brigade, NHS health check services, Metropolitan Police, financial experts from Debt Free London, Thrive, Citizen Advice Bureau, and Young Minds
- To support families further, the Mayor of London has just announced a £3 million fund for a partnership between The Felix Project and Mayors Fund for London this will enable 7 million more meals to be provided through the holidays

Gateshead Local Authority

- Piloting a HAF+ model 2023
- Partnership between Gateshead Council, Newcastle United Foundation and Northumbria University
 - Involving 50 organisations across Gateshead/Newcastle
 - Self-serve choice of activities
 - Free travel
 - Free National Trust Membership
 - Free 1 year pass to Beamish
 - Free cinema entry (+1)
 - Free lifeguard training....and more

Northumberland County Council

- Children's University
- Youth Council
- Youth led communities-provided a budget
- Youth voice within the council
- Piloting HAF+ model 2023

Birmingham City Council

- Youth representation on HAF Steering Group
- Youth Council
- Partnerships with all three universities (widening participation)
- Plans for a new building in partnership with Birmingham's Childhood Trust
- Flexible access to activities
- Job placement and employment skills development (Google)
- Links to multiple sports agencies and charities (Sport England, English Athletics)

Impact at the individual level



<https://northumbria.cloud.panopto.eu/Panopto/Pages/Viewer.aspx?id=c822dc17-d2c2-4332-ac0a-afa800f85b97>

- For further information:

<https://northumbria.cloud.panopto.eu/Panopto/Pages/Viewer.aspx?id=83569d68-07d4-475b-b452-aff600e9491c>

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