

NORTH NORTHAMPTONSHIRE ANNUAL REPORT

April 2025 - March 2026



North
Northamptonshire
Council

northamptonshire
sport
let's move together

“ My parenting view of the camp is I feel my children are safe, well cared for, are happy and content and have made some amazing friendships, gained skills which they can then take into their community as well ”



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SECTION 1

INTRODUCTION

The Holiday Activities and Food (HAF) programme provides healthy meals and funded places at enriching activities to children from low-income families, benefiting their health, wellbeing and learning.

Since 2018, the HAF programme has provided support to children in receipt of benefit related free school meals through holiday periods. Following successful pilots between 2018 and 2020, the government provides over £200 million each year for the HAF programme across England.

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 HAF programme is a response to this issue. Evidence shows that free holiday clubs can have a positive impact on children and young people.

They work best when they:

- provide consistent and easily accessible enrichment activities
- cover more than just breakfast or lunch
- involve children and parents in food preparation
- use local partnerships and connections, particularly with the VCSO sector

In North Northamptonshire, the 2025 HAF programme was managed by Northamptonshire Sport, who work closely with North Northamptonshire Council and the government to deliver the outcomes of HAF.



SECTION 2 HIGHLIGHTS



EASTER

Easter 2025 was delivered between the 7th April and the 17th April 2025, offering a total of 9 days of delivery. We had good engagement with schools and partners which resulted in the distribution of 12,750 vouchers to eligible families and those who have been identified as part of the 15% additional cohort. Attendance rate of 84%.

Places available	7,688
Bookings	8,539
Attendances	7,139
Individuals	1,978
SEND	479
Non Attendance - Not Paid	664
Non Attendance - Paid	736
Providers / Camps	32 / 69
Vouchers issued	12,750



SUMMER

For the summer 2025 programme, we moved booking platforms to EEUQ. This was a significant project for all involved as schools, providers and families needed to adjust to a new system, which is always a challenge. The benefit of changing booking systems mean we no longer have to issue vouchers, instead using a database of eligible families. Delivery took place between the 23rd July and the 29th August 2025, a total of 27 days of delivery.

Attendance was slightly better than Easter, at around 85%. We continue to see an increase in the price per head largely related to the increased cost of living.

Places available	19,707
Bookings	19,707
Attendances	16,690
Individuals	2,168*
SEND	761
Non Attendance - Not Paid	749
Non Attendance - Paid	2,268
Providers / Camps	43 / 104

*985 of whom had not attended so far in 2025

WINTER

Our main Winter delivery took place between 22nd December and 2nd January 2026. 7 days were available to our main deliverers, but because of the HAF experiences, which includes pantomimes and sports fixtures, there were 13 days available to families.

Our HAF winter experiences were fully booked and oversubscribed. We did increase the number of places available to provide as much access as possible (as well as restricting children to one HAF experience) but still had significant waiting lists. Attendance dropped to 83%.

Places available	3,934
Bookings	3,583
Attendances	2,975
Individuals	1,289*
SEND	487
Non Attendance - Not Paid	0
Non Attendance - Paid	608
Providers / Camps	29 / 59

*316 of whom had not attended so far in 2025



FEBRUARY HALF TERM

A half term HAF programme was delivered for the first time in North Northamptonshire and was delivered for 5 days in February 2026. Attendance was 88%

Places available	2,882
Bookings	2,517
Attendances	2,203
Individuals	842*
SEND	359
Non Attendance - Not Paid	5
Non Attendance - Paid	309
Providers / Camps	23 / 48

*105 of whom had not attended so far in 2025

A total of **3,384** unique individuals attended camps during one of the four funded holiday periods, some of whom will have attended every one of the four funded programmes.

Price per head based on the number of places secured – **£33.11**
(an increase of £2.59 per place on 2024)

Price per head based on actual attendance – **£39.05**
(an increase of £2.33 on 2024)

FINANCE

Grant Awarded:

£1,132,550

Total Expenditure:

£1,132,784

Delivery Expenditure:

£1,019,529

Administration:

£113,255

Overspend:

£234



A selection of
quotes recieved
from parents

SECTION 3 FEEDBACK

“ There is a lovely calm peaceful atmosphere at the club where it feels safe and secure to try new things and make mistakes without facing ridicule

Lily had an amazing week at dance. She said its been one of the best weeks she had Thank you to all

This gave me the breathing space to keep working through the break without worrying about childcare or food – and my son came home every day buzzing about what he'd done

My son Henry really enjoyed attending. He came home full of smiles after every session he attended. The staff were very friendly, kind and extremely helpful. They made my son feel at ease and very welcome at holiday club. I cannot thank them all enough. Henry will definitely want to attend holiday club next year

Jacob loved his time over the summer! He even asked me to book more dates! Jacob doesn't attend the school but was made to feel so welcome- he feels part of the school community

My son absolutely loved every minute of the holiday club! There are many holiday clubs he refuses to go to, but at XXXX he feels really safe, happy, and confident. It's wonderful to see him enjoying himself so much and looking forward to each day

I just think he really enjoys making progress every time he's here. He met Jayden Sharman (Scooter World Champion) so he's over the moon about that. The making friends element of it really brings him out of his shell.

My daughter was so excited every morning! She spoke highly about the activities and couldn't wait to come back each day

The holiday club has been amazing. My son really enjoyed all the activities and can't wait for the next one! ”

SECTION 4 FOOD

The food offered in North Northamptonshire varies depending on the camp and where the camps are being held. In some camps, such as those delivered by schools and commercial organisations with their own facilities, the food offered is often hot food. However, in other settings, where it is logistically more of a challenge to serve hot food, the providers opt for a cold meal, such as a packed lunch or a buffet. Most providers will at some point do some food preparation with the participants.

There are no central partnerships across the authority that help with the HAF food offer, therefore, providers have developed their own networks to source food. However, some supermarkets have provided support to the food offer (mainly Morrisons and Asda).

Food remains an ongoing issue as some young people do not want the food that is offered, often bringing their own food. Providers work hard to offer a wide variety of food and with the work being done with the University of Northampton, we are developing insight into the views of children and parents on the food offer.

Challenges remain around sourcing food, especially hot food at the scale and the locations needed.



SECTION 5 NUTRITIONAL EDUCATION

Northamptonshire Sport has been working with The University of Northampton on a food and nutrition project, which involved sponsoring a PHD student to develop resources on nutrition and healthy eating. Providers were supported to offer a variety of nutritional education opportunities, including trying new foods, cooking and fun food related activities.

Providers now have access to a suite of resources, including posters, plans and lesson plans that they can use as needed in their sessions, covering a range of topics such as breakfast, food allergies, food safety, nutrients and hydration.

SECTION 6 ENRICHING ACTIVITIES

The HAF programme in North Northamptonshire continues to evolve and providers work hard to offer enriching activities to their participants. We continue to be approached by new organisations and we actively try to recruit new providers.

We have a broad offer that is not just sport / physical activity based, including arts and crafts, performing arts, STEM activities, and experiences like pantomimes. We had two specific SEND providers and a myriad network of multi-sport / multi activity providers who alongside their physical activity offer, also include arts-based activities in their provision.

We encourage all providers to diversify the range of opportunities they provide. Many providers include trips and visits to local attractions as part of their offer, with visits including local museums, sports facilities, swimming pools, parks and other outdoor spaces. Other providers have themed days such as Harry Potter, Marvel and Disney events so they can offer other enrichment activities.

SECTION 7 PHYSICAL ACTIVITIES

Physical activity is a key element of the HAF provision across the authority. All providers are supported to offer at least one hour of physical activity per day at their camps. A significant number of providers are physical activity based, such as Adrenaline Alley, Premier Education, Athena Activities and Macca Sports Academy, whilst others such as Northants Steelbacks, Kettering Town Community FC and One Touch Football offer sports specific activity. The vast majority of providers have a background in sports coaching but for those who don't, they have access to resources to support them in providing high quality activities; we have also coordinated training to non-sporting organisations on how to effectively incorporate a physical activity offer.

Furthermore, campaigns such as the Daily Mile have been promoted with HAF providers, again providing additional ideas and support for their physical activity programme. Throughout the year, physical activities covered include archery, athletics, badminton, basketball, boxing, climbing, cricket, dance, football, fitness, gymnastics, hockey, multi-sports, rugby, swimming, and tennis.

SECTION 8 SEN/D

Engagement by children and young people with special educational needs continues to outstrip supply. Over the four programmes, those attending HAF who had special educational needs have increased to 33% of all attendees. This is despite the lack of SEN specific camp, only 2 providers offered SEN specific camps in North Northamptonshire during 2025.

Therefore, the vast majority of attendance by children with SEN/D were in the mainstream HAF provider camps. We had multiple requests from providers for additional resources, including additional 1-2-1 staffing support, to enable them to cater for children with SEN. We do try to provide as much support as we can to help with the cost of 1-2-1 provision, but the budget doesn't allow for this on a programme wide basis. We continue to work to find new organisations who can offer further opportunities for children with SEN/D.

SECTION 9 MARKETING & COMMUNICATIONS

Significant efforts were put into marketing and communication, especially around the change in the booking system, between Easter and Summer delivery. Emails, letters, social media and direct contact with families and schools was carried out to ensure a smooth transition to the new system.

We did see a drop in numbers booking, possibly as a result of the switch to a new system, so we did coordinate a leaflet drop to all eligible families and commenced a commercial radio advertising campaign to increase awareness.

Social media is another well used marketing tool. Organic posts to raise awareness of the programme to eligible families were shared on – Facebook, Twitter (X), LinkedIn and Instagram. Key times included the build-up to the Easter, summer and winter holidays. Plus, just before the booking system was made live. Promotion continued throughout the bookable holiday periods.

When required, activity providers were supported with social media promotion to raise awareness of clubs where take-up is slower

SECTION 10 PARTNERSHIPS / USE OF RESOURCES

We continue to build strong partnerships with local providers and organisations to ensure HAF progresses.



SECTION 11

KEY REFLECTIONS/ FORWARD PLANS

HAF continues to provide eligible families with a range of fantastic activities and opportunities. Significant progress has been made to ensure the programme moves forward but many of the challenges faced in 2025 have been there since the start of the programme, including:

- **No shows**
- **Range of opportunities for older young people and SEND**
- **Communication with families and schools**

Having surveyed families throughout 2025, we are now looking to implement some of the suggestions, especially around new providers / activities. We will be looking to add providers, around secondary aged provision and SEND specific provision.

We are working to support the provider network around challenges with the programme, including the cost-of-living crisis and how this is impact providers ability to offer high quality opportunities at a price that is affordable to HAF.

SECTION 12

CONTACTS / THANKS



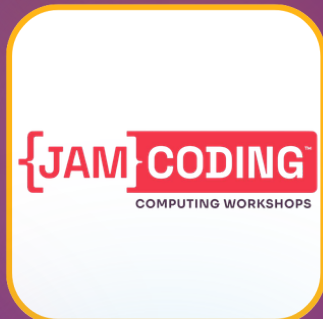
THANK
YOU

North Northamptonshire Council
North Northamptonshire Parent Forum

Childcare Works

All HAF Providers





NORTHAMPTON
TENNIS COACHING



NORTHAMPTON TOWN F.C.

COMMUNITY



PACESETTER
SPORTS & WELLBEING



SPORTY
HOLIDAY CLUB



SOS
SCHOOL OF
S P R T



**CASTLE
THEATRE**
Wellingborough

The Core
at Corby Cube

the lighthouse
theatre

PINNACLE
CLIMBING AND CAVING CENTRE

TITAN

FITNESS
BOXING ACADEMY

 **Wellingborough**
Town Council

**YOUTH
WORKS** 
YOUTH ACTIVITIES

