



Welcome to the Big Norfolk Holiday Fun Guidance Document.

We commit to working in partnership with the FLOURISH network, identifying areas to collaborate and using our shared knowledge and expertise to empower the children and young people of Norfolk.

Active Norfolk pledge to embed youth voice into our programmes and partnerships, using the power of physical activity to improve outcomes for those young people who can benefit most from engaging.

We are delighted you want to support this programme and are here to give you all the support you need to get you up and running as a provider.

The Big Norfolk Holiday Fun programme is Norfolk County Council's name for the national Dept of Education Holiday Activity and Food programme, (HAF). It is specifically for free school meal children aged 5-16years.

The programme in Norfolk has enabled over 18000 children so far to have a great time doing fun activities and eating good food during the main school holidays, Easter, Summer and Christmas. We have a 9/10 satisfaction rating from our families' feedback.

It is extremely popular, and we are always looking to improve the choice to the families across the county and the overall safety and accessibility of the provision, as well as maintaining transparency and best value for money as a public fund.

With this in mind, we have made some substantial changes to the application and contract details with which you should become familiar, before you decide to apply.

It is a great programme to be part of as a provider, and over 91% of our providers agree they have improved their practices or offer by taking part, so please carefully consider how you can fulfil the funding requirements and join us in 2025!

Safeguarding (Questions 17-29)

Further provider training on safeguarding for the programme is offered online and will form part of the new mandatory elements to the new contract agreement planned for summer.

The cohort of children on this programme are particularly vulnerable with a higher than average likelihood to have a SEN or disability. Over the delivery period of the programme we have seen an essential need to ensure a commitment to only the very highest standards of safeguarding from our providers. As such there is a clear safeguarding process for providers to follow when delivering, and we expect full and timely cooperation in all and any issues raised around this subject.

It is mandatory for you to be a Safer Programme member and your designated safeguarding officer will require up to date specific designated safeguarding officer training. To apply for Safer programme membership please see their website [HERE](#). On the Big Norfolk Holiday Fun application form, you are asked for the income of your organisation for us to pay your Safer annual membership accurately on your behalf. Already a member? Please check your membership has not expired.

We expect you to manage your safeguarding incidents referring to your own policy documents, but we have seen that the standard of these can be variable, so we suggest all providers revisit their policy using the Safer Teams Safeguarding template as a guide to your annual policy reviewing.

At Summer we will be introducing further mandatory safeguarding requirements.

You will be expected to send your DSO, deputy DSO or delivery safeguard lead to attend a BNHF safeguarding briefing. This will be online and take place over a choice of dates prior to your first delivery. Failure to engage in the training will likely prevent us extending your contract to the next holiday period.

Staffing (at least 1 per 10 attendees, or 1 per 8 attendees for 8-year-olds or younger, **with a minimum of 2 staff to run the activity regardless of the amount of attendees**). Early years providers must abide by OFSTED guidance. We have built relationships with Step Teachers Agency which can support staffing requirements if needed, contact information for this can be found on the resource bank. Please note providers will be required to correspond with agency prior to delivery to utilise the bank of staff they offer.

NB The BNHF has a higher-than-average number of SEND children attend and have therefore set the staffing ratio at a level that may be higher than you usually have. Funding is available to enable higher staffing ratios on the programme and failure to comply may result in your contract not being extended.

Registers

We expect all registers to be completed at the start of the session, and for these to be readily available to Active Norfolk colleagues who conduct Quality Assurance visits.

Reporting a safeguarding concern

All safeguarding issues should be reported into us using the safeguarding@norfolk.gov.uk inbox, whether they have been resolved or not. This way we can track incidents around specific children and escalate the issue or advise you where necessary.

Risk Assessments:

This Easter we are introducing a standard template for risk assessments – [CPSU](#)

Food and nutritional education: (Questions 44-48)

You are not expected to be a professional cook or nutritionist. However, these are both key elements you are funded to deliver on the programme. They should be integral to your timetabling and ideally embedded in the overall activities. Therefore, if you feel you cannot adequately offer food or nutritional educational activities then you should reconsider if you can be a suitable BNHF provider.

There are lots of resources available for free on our Active Norfolk Website.

For children who are on free school meals, holiday hunger is a very real issue and we do not accept repetitive or heavily processed food options as suitable. Food should ideally be hot, or have a warm drink in winter/cold weather, and offer a variety of options daily, especially in summer where a child may come daily for up to 16 days. Children are asked to be physically active for at least one hour in a four hour session and many may be in sessions for up to twice that long, so it is essential they are eating enough to keep up their energy levels and stay healthy. Food costs should include snacks and drinks.

Children may need to be encouraged to try new or different things and their parents or carers equally encouraged to let them. Under the terms of the funding agreement it is not allowable to differentiate the offer to non funded children in any way to those who are funded, and this includes food, so no one should be bringing their own lunch. The only acceptable deviation is where there is particular dietary, physical, or neurodiversity requirements.

The nutritional education should be embedded in your offer where possible. For example, ensure the food type and quality being offered matches the healthy foods you talk about. You may offer tasting or cooking as part of the nutritional education.

Where the children can plan or prepare the food there is less waste and will combine both the food and nutritional education element most readily.

If you are buying in your food, only a food business rated 3 stars or above OR Awaiting a Rating is acceptable. Check how it is listed here <https://ratings.food.gov.uk/> This may mean your organisation if you are to provide the food yourself. To find out more about food registration, please see here: <https://www.food.gov.uk/business-guidance/getting-ready-to-start-your-food-business>

All staff handling food, even if it is just to distribute it, must have a Level 2 Hygiene rating which you can get for free if needed if your application is successful- just email us on BNHF@norfolk.gov.uk with the name and contact email of the staff member needing the training.

Finance (Questions 51-66)

Costs should be calculated on a sessional basis and included on the application form. Larger providers with multiple venues may send their costs in separately. You may select which option you will do on the application form.

A session is a minimum of 4 hours a day, but may be longer.

How to work out your costs

The funding covers:

- Food, including snacks and drinks for the funded children
- Staffing
- Venue hire
- Marketing (see Marketing section for further details)
- Administrative costs to ensure your time for data collection
- Enrichment activity items such as for craft or cookery
- 121 staffing and transport costs for the funded children- in prior agreement /application with the BNHF team
- Safer Programme membership
- Level 2 Hygiene rating on request
- Regular drop in events with free training opportunities, networking, and funding updates
- Transport as part of organised trips

Funding does not cover

- Transport costs for staff or volunteers
- Food, drinks or snacks for staff or any other supporting adults (eg at family events)
- Safeguarding training/other associated staff training costs
- Generic items for your business not directly and exclusively for the delivery of the BNHF programme; eg if you run a football club, we will not pay for new footballs.

Completing the application form accurately

You are asked for an amount under each element of the programme and then its total.

- *Staff
- Venue
- Food
- Marketing
- Other

You will be expected to invoice using each of these lines per date of delivery.

***Staffing costs:** at least 1 per 10 attendees, or 1 per 8 attendees for 8-year-olds or younger, with a minimum of 2 staff to run the activity regardless of the number of attendees and regardless of your organisation's usual staffing ratio.

Working out your costs

If you are offering sessions with funded and non funded places, we will only pay for the percentage of funded places agreed. Eg: You apply to run 4 sessions with 20 children per session, and 12 of them per session will be funded places. Your cost per session is £500. So your requested funding is:

$500/20 = £25\text{pp}$

$12 \times 25 = £300$

Total requested funding is $£300 \times 4 = £1200$

We expect that your advertised funded places cost no more than your paid places.

There might be a minimum cost per child per session needed to make running activities viable. Please do stress this in the costs. The cost breakdown should demonstrate this.

Payment Methods

If you are a Local Authority School or a Norfolk County Council service area then payments are made via an internal journal to the appropriate cost centre.

For Early Years providers we work with the Early Years Finance team to pay providers.

Most activity providers will have a purchase order raised to enable payments. If you need payment details updated or you are a new supplier then please complete the **ESI form** (Electronic Supplier Information) **and return via email to** BNHF@norfolk.gov.uk.

With the exception of internal journals you will have to invoice us ensuring that the PO number is included on the invoice (if applicable). Invoices should always be sent to BNHF@norfolk.gov.uk as we do a number of checks and actions.

How to collect your payment

As mentioned in the Every Move section you may wish for an optional advance payment. The amount you can claim in advance is dependent on your use of Every Move, see Terms and Conditions section 3.11 and 3.12. Please do not invoice for the full amount in advance as this will be rejected.

The final payment will be made on receipt of your completion of the Provider Survey and when we have received your final attendance data. Attendance data can be obtained via Every Move, you simply update your registers. For those that do not use Every Move, the

document to complete is a spreadsheet which will be sent to you before provision starts. **This information is required by our Department of Education funders, so must be completed by the deadline. Failure to do so may result in your contract not being extended.**

Email the invoice to bnhf@norfolk.gov.uk **NOT** invoices@norfolk.gov.uk. It is your contractual responsibility to ensure your finance person/yourself sends this in correctly.

You will be asked on the application form for the contact details of the person who sends in invoices if it is not yourself, so we can send them the Terms and Conditions and make them aware of how to invoice.

Underbooking

Where you have failed to get bookings for 50% or less of the agreed funded places at a given venue, we will only pay you for 50%. We may discuss cutting sessions completely based on your pre delivery booking numbers if we feel they are too low. You will not be compensated for any sessions we feel we need to cut.

No Shows

We expect you to have a waiting list and to manage regular no shows. We support your own policy around no shows and where no policy exists, we expect you to have a three strikes and out policy. Please inform us of any persistent no shows as we may take further action against their other bookings.

Overbooking

Where you have staffing ratio and venue space to accommodate it, we are always pleased to support your additional costs arising from overbookings. Please contact us to agree to their payment in the first instance. We will base the additional costs on price per person as outlined in your application costs.

Transport and 121

We wish to run an inclusive programme and this may mean you organising transport for some BNHF attendees or additional 121 support where appropriate. Please check using BNHF@norfolk.gov.uk in the first instance to see if the child is already on the list for either, and if not apply via our [Awarded Place form](#)

Awarded Places

15% of funding is for children who would benefit from the scheme although they are not in receipt of Free school meals. This place must be made via a professional referral. If you would like to apply on behalf of a family/child, please do so using the [Awarded Place form](#)

Changes to the agreed programme: you must inform us to any changes that may affect the costs you have agreed; this includes staffing, venue or change of dates or times. Failure to disclose such changes may prevent us extending your contact.

Transparency of public funds:

By agreeing to become a provider for the programme you are using public funding and agree to send in all your supporting receipts for your costs is and when required within 10 working days if and when requested by the Norfolk County Council or their representatives.

Marketing (Questions 74- 83)

You are expected to outline how you propose to promote your activities and with which schools you plan to approach to do so.

When writing your copy for EveryMove and for the Catalogue pdf, please ensure your activity description is as detailed as possible, to enable those families with children who have special educational need, the opportunity to see if your offer is suitable and on which days.

Our biggest challenges are No Shows - bookings where the child doesn't turn up and you are not told until it is too late; the cohort you are working with may be more difficult to engage with than you are used to. We encourage you to keep a waiting list, overbook places if possible and in keeping with your staff ratios, and call in the morning or the night before to remind parent/carers. More information on this and managing bookings can be found under **Finance**.

Marketing Guidelines:

- All marketing materials must feature the following logos - Big Norfolk Holiday Fun. Active Norfolk and Norfolk County Council logos are also available to use at your discretion. These logos must be clear and readable. You will be given access to these once you have signed and returned your contract.
- The Big Norfolk Holiday Fun logo must be of equal size to your organisation's logo.
- All marketing materials must make it clear that Big Norfolk Holiday Fun scheme is free if you claim means tested free school meals for your children.
- To ensure materials are accessible for all, please use a minimum font size of 12, and ensure all bulk text is either white on dark backgrounds or black / navy on pale backgrounds.
- If you are offering a blended offer, you must ensure you promote the BNHF places as well as your own paid places in your marketing.

We encourage:

- Using messaging and imagery that conveys the wider wellbeing benefits of young people's participation in Big Norfolk Holiday Fun, i.e., fun activities, socialising with friends, building confidence.
- Including images of younger and older children to indicate that it is for all children, not just younger children (if applicable).
- Using local communication channels to promote the scheme wherever possible, e.g., village/parish newsletters, notice boards in local area, local Facebook groups.

- Using clear, plain English (avoiding jargon and acronyms) to remain accessible to those who have English as a second language, as well as young people.
- Using multiple communication channels to reach parents/carers, as many of the families we target are hard to reach and may not respond to some approaches as well as others. Try and reach families through social media channels, youth groups, schools, and community organisations.
- Applying for and distributing out free marketing printed resources- flyers, venue banners and posters. Access to order these will be given once you have signed and returned your contract.
- Being explicit in describing your activities as possible to ensure SEND families can make a decision if it may be a suitable for their child.
- Speaking to schools local to your venue and ideally asking them to help you promote the scheme.

Tone and Wording

We know your organisations already have strong connections with many of the families we are aiming to reach, and we trust your expertise in engaging with them.

We wish to avoid terms such as ‘vulnerable’ or ‘deprivation’ as these can be perceived as stigmatising and could create a potential barrier to families choosing to book activity spaces or get involved. Instead, please refer the programme as Big Norfolk Holiday Fun, and opt for words such as active, creative, inclusive, nutrition, support and connect.

Social Media

- Please be sure to use the following hashtag in any posts **#BigNorfolkHolidayFun** and **#HAF2025**
- Always tag Active Norfolk and Norfolk County Council so that we can share your content; families can easily see lots of fun and informative posts and other holiday activity providers across the country can see the incredible work of our Norfolk delivery partners.
- Be sure to follow our Active Norfolk and Every Move social media pages and share relevant posts.

Social media content

- You **MUST** have completed filming/ photography permission forms before sharing any photos/videos on social media.
- Photos/ videos are a great way for families to see all the fun their children are having, new families can see the support that is available to them, and Active Norfolk/ Norfolk County Council can share your posts on our social media too.
- Please note that in keeping with GDPR and safeguarding, if you are asked to remove or take down any image or film of a child, you must do so immediately.

Every Move

All activities open to the public should be listed on our centralised website booking system, Every Move for your advertising and promotion.

We strongly recommend all providers to use it for taking your bookings. It has a 9/10 satisfaction rating from the users and enables us to make timely 'Free School Meal' and 'Awarded' eligibility checks, as well helping you collate your attendance data more accurately and readily.

Every move includes:

- New waiting list function: Ability to add your email to a waiting list and be notified if a space becomes available.
- The ability to manage and cancel bookings on your own activities.
- 'Featured Activities': Allowing us to highlight any activities that might need a bit of an extra push.
- Integrated comms: Send out auto generated emails/texts to people signed up to your activities through the system
- Activity Duplication Option: Create your own activity template and duplicate it with ease to save having to input all the details again
- Bespoke BNHF search page: Customers can find their activities easier
- Improved Analytics: Easily filter and export your activity records.
- Improved interface and user journey: Overall reduced number of glitches and easier-to-use interface to save time when setting up and managing your account.

Providers who use the Every Move booking system can claim higher upfront costs of up to 50% in order to deliver their provision; if you do not use Every Move for bookings you can claim only up to 20%.

Training will be available for all providers, to ensure a smooth set up of your activities.

You will be expected to set up your activity on Every Move by a given deadline. Failure to meet this may result in your contract not being extended.

Inclusivity

We aim to encourage all children to take part in the Big Norfolk Holiday Fun activities and we have been successful in attracting in around 25% attendance of children with Special Educational Needs and Disability (SEND) each holiday.

This is one of the reasons we request a higher staffing ration than you may be used to. We expect any booking where the parent/carer has ticked SEND or awaiting assessment for SEND to be contacted for a sharing of information, so both you and the parent/carer can feel confident you can accommodate their child's needs.

There are documents available to help you frame your questioning and find out more, and to help you feed back to parents how their child did at an activity at pick up time in our free resources.

Additional 121 support and transport costs may be available- see Finance for more information on how to apply.

Quality Assurance Visits

We are obliged under the funding requirements to conduct a quality assurance visit during delivery. This does not need to be prearranged and can be unannounced. Your quality assurance visitor will have a Norfolk County Council lanyard and be DBS checked. We will visit you at least once a year and if we find anything that needs rectifying, we will let you know immediately, usually during the visit. You will have time to make any agreed changes and a further visit is likely within the same delivery period to check you have managed to do so. If we feel you have not put the agreed measures into place, we will ask you to agree on a more structured Improvement Plan. Failure to comply will prevent you from being a provider for us in future.

It is part of our funding agreement that we visit all the providers at least once a year, therefore if for **ANY** reason you find you must change a venue, date or time of delivery or a cancelled session you **MUST** inform us immediately to avoid us missing you on a visit via emailing us on BNHF@norfolk.org.uk.

Not doing so will prevent us extending your contract for the following holiday period.

A copy of the quality assurance visit check document will be sent to you after delivery. You can refer to the recommendations when you reapply. You will be expected to explain what changes you will make/have made when you reapply in light of the recommendations made

Before you start your application:

Ensure you have read the above guidelines and the Standard Terms and Conditions.

Gather your documents and your ideas together- it will save time when you complete the form.

The application form will take approximately 35 minutes and once you start, you cannot pause and continue or submit the form later.

Check list :

- Membership of Safer Programme customer account number
- Public liability Insurance in date for the delivery period of the application
- Health and Safety Policy
- Safeguarding Policy- using the Safer Programme Template OR your own internally revised safeguarding policy.
- Names and contact details of your safeguarding DSO, DSO deputy and safeguard lead if necessary

- Name and contact details of the person who handles your invoicing if not yourself
- Inclusivity/EDI Policy
- Risk Assessments - for each activity/venue if you have more than one you will be working in. You will be required to use [this standard template](#) for completing your risk assessment. For supporting information on how to complete this, please see [here](#)
- Safe mobile phone policy- this may form part of your safeguarding policy
- Level 2 Food and Hygiene certificate for anyone handling food during delivery
- The complete name and address of your chosen food provider
- Costs broken down into Staffing; food; venue hire; marketing; Other
- Then final % of the overall cost requested for funding as an amount.
- A session plan/timetable that considers all three of the provision elements: an hour of activity; good food- ideally hot; and nutritional education/ helping the children and their families to think about healthy eating choices.
- Your typical menu options
- A marketing plan to get the children to come to your activity
- A short write up of your activity we can use in our catalogue
- Confirmed venue/s with their full address
- Your understanding of FLOURISH and how it is met through your offer; for more information on FLOURISH or to make your FLOURISH pledge, please see [HERE](#)

The Application Process

1. Ensure your form is completed by the application deadline.
2. Your supporting documents need to be emailed to us at bnhf@norfolk.gov.uk at the same time with Your Organisation Name and **'Supporting documents'** in the subject line.
3. Most providers should expect to know if they have been accepted with two working weeks of applying.
4. Once these has been completed and returned you will receive your funding agreement.
5. When the funding agreement is signed and returned we will set up a Purchase Order (if applicable). You may invoice for your first payment.

Please note:

- You cannot change your form once it is submitted.
- New providers or providers that are applying for funds that are in the top 15% of application costs, may go to a panel for consideration prior to any agreement. Any clarifications or amendments required to your application will be communicated to you afterwards.
- Acceptance of a grant for one holiday period, does not automatically ensure funding for any other holiday periods requested in the application form. Instead, contracts

will be extended only after the BNHF team agree the quality assurance visit and the attendance level to be acceptable.

A problem shared...

For further advice and support, please email the BNHF team on bnhf@norfolk.gov.uk and ensure you come to our regular monthly drop ins, on-line for training and advice- as well as support from other providers. You will be invited to these once you have your funding agreement in place. Support and information on sorting any of the training or supporting documents you need can be gained from:

- **Momentum**: Support for all voluntary Norfolk organisations working with young people
- **Adult Learning**: A great range of free introductory training to help get you feeling confident you have the skills to apply. For funding information on courses click: [here](#)
- **Safeguarding Partnership**: To give you all the help and training you need to keep you up to date on the latest safeguarding regulations and support.
- Safer Programme: An excellent low cost option to get training and help from the Norfolk County Council' safeguarding team [NSCB Safer Programme \(norfolkscb.org\)](https://www.facebook.com/groups/saferprogrammenorfolk/)
<https://www.facebook.com/groups/saferprogrammenorfolk/>

Now you have read the guidance document and got your necessary supporting documents and copy ready, please apply here [Application Easter 2025](#)

We look forward to seeing your application!