



Big Norfolk

Holiday Fun



Big Norfolk Holiday Fun
(Holiday Activities and Food)

Annual Report: April 24-March 25

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Welcome

Welcome to the Big Norfolk Holiday Fun's 2024-2025 Annual Report!

Welcome to our second annual report for the Big Norfolk Holiday Fun (BNHF) programme. As a national initiative, BNHF is fully funded by the Department of Education and plays a vital role in supporting children and their families during the main school holidays. This report covers the delivery of the programme which took place in Easter, Summer and Winter 2024.

What Is BNHF?

The BNHF, also known nationally as Holiday, Activity, and Food (HAF), focuses on two essential cornerstones:

- 1. Activities for all:** We offer a diverse range of activities, from multi-sports and dance to theatre and arts and crafts. These engaging experiences are designed for children aged 4 to 16 in Norfolk.
- 2. Nutritious food:** Children eligible for benefits-related free school meals can claim free places on our activities. All participants receive a nutritious free meal as part of the programme.

Our Providers and their Impact

Our dedicated providers have risen to the challenge of delivering not only physical activities but also tasty food and education on nutrition. Their efforts have resulted in great survey scores from participating families, demonstrating the success of this approach.

Making a Difference

BNHF has assisted over 20,000 of our county's most vulnerable children. By providing access to food and fun, we contribute significantly to their well-being. The impact of this support is evidenced in the feedback received from parents, providers, and the children and young people themselves – examples of which are shared in this report.

Acknowledgments

We extend our heartfelt appreciation to everyone who supports the delivery of this important programme. Their hard work and commitment shine through in this report. Enjoy exploring the results and thank you for being part of Big Norfolk Holiday Fun.

***Warm regards,
Eve Dewsnap, Director, Active Norfolk***

Mapping Demand

We've taken a data-led approach to enhance the Big Norfolk Holiday Fun (BNHF) provision.

By mapping postcodes of children who receive benefits-related free school meals (FSM), we gain valuable insights that inform our decision-making.

How it works

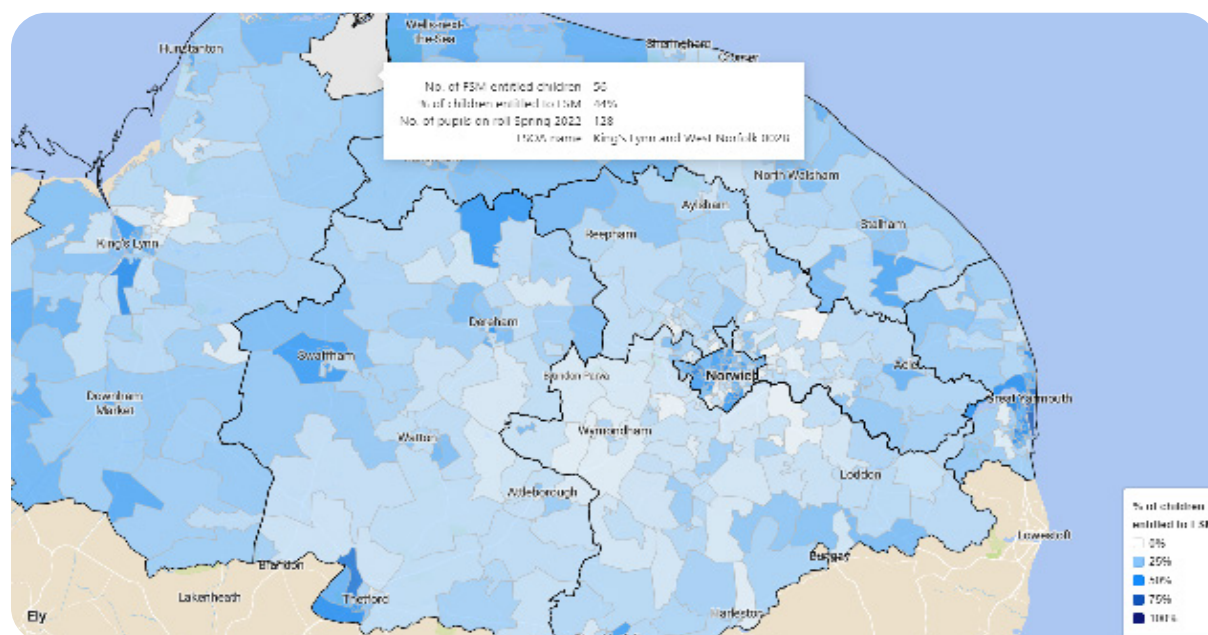
The postcodes collated serve as markers for understanding the distribution of vulnerable children across Norfolk. We overlay the details of the provider applications received. By aligning these applications with the FSM maps we can assess the suitability of proposed activities based on several factors:

Location: We consider the geographical distribution of both FSM-children and proposed activity providers. We also factor in provision for more rural areas, ensuring equitable access across the county.

Value for money: Evaluating the cost of activities helps us to strike a balance between affordability and quality.

Target audience: We tailor activities to different age ranges and children with SEND to ensure inclusivity.

Nature of activity: Whether it's sports, arts, or educational programmes, we assess the variety and suitability of offerings.



Achievements

No. of unique children attended/booked



3,108

Easter

Total places booked: 9,616

4,497

Summer

Total places booked: 26,378

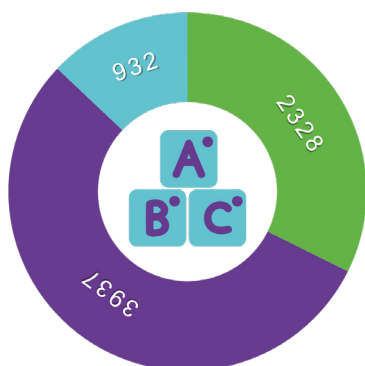
1,104

Winter

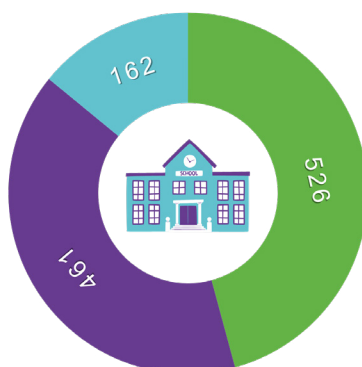
Total places booked: 4,099

No. of children by age and with SEND

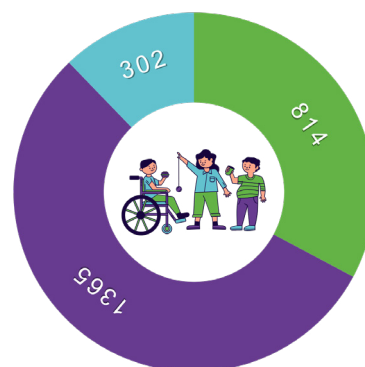
Primary



Secondary



SEND



■ Easter ■ Summer ■ Winter

Each ring shows the number of children who attended in the **Easter**, **Summer**, and **Winter** programmes.

Delivery

Over the past year, we have continued to work with partners and families to improve the BNHF offer.

SEND Provision:

Across 12 providers, 2726 specialist SEND places were offered, responding to the high demand we have seen from families for this provision.

Overall attendance of SEND children also continued to improve to 29% (having increased from 20% to 25% between 2023 and 2024).

Secondary School Age Take-Up:

Last year, we reported an increase in secondary school age take up, from 11% at Easter 2022 to 25% at Easter 2023. In 2024-25 this has dropped back again to 13%. In response, we have sought new providers for 2024-25 programme to provide a more diverse range of activities for young people.



Food Provision

Meals were provided with all activities, including snacks and refreshments.

Many activity providers either cooked in-house or used local food suppliers. Some providers experienced challenges including lack of facilities at venues and meeting specialist dietary needs. Several providers partners with Fresh Food for Now, a recommended local food supplier, where they lacked skills or facilities to meet the required standards.

Children's Attitudes:

69% said that they 'had enough food',

62% had 'enjoyed the food',

Only 51% said that they had learned about healthy eating, so we will be looking to improve on this next year.



Food Education

To complement the nutritious meals the children and young people enjoyed, we sought to empower participants and their families by providing nutritional education to encourage healthy food choices and cooking at home. A qualified family nutritionist attended our provider forum and shared tips on involving children and young people and healthy recipes to try with participants.

53% of families reported an increase in healthy eating habits after taking part in BNHF

Several providers held advice sessions for parents and carers, sharing information on balanced diets, portion sizes, and making healthier choices. Providers emphasised practical tips for every day meals.

Provider Activity Examples for Nutrition Education:

- Robert Kett had a food assault course, a water hydration race, and made lollipops with fruit.
- Hautbois Activity Centre organised food scavenger sessions. Natural Wonder planted seeds for cress, salad and herbs, foraged for food that grows naturally on their site, and froze fruit in ice 'candles'.
- Banham Zoo had children looking at the diets of different animals and comparing them to human diets.

Impact and Attitude Change:

- Peer-to-peer support encouraged providers to exchange ideas during drop-in sessions, fostering creativity and sharing successful approaches.
- Over the programme duration, attitudes toward healthy eating evolved positively.
- Participants gained a better understanding of nutrition, including food budgeting.

Enrichment

Big Norfolk Holiday Fun offers diverse activities beyond sports, including film-making, robot making, coding, drama, music, dance, trips, family events, and behind the scenes experiences at a local zoo.

Our focus has been to provide a variety of opportunities for children and young people to learn and engage in fun environments. Movement and staying active is an indirect benefit. This approach has proven successful, especially in reaching children who haven't previously participated in conventional sporting activities.

Top rated programme benefits:

1. The activities
2. The people delivering the activities
3. Learning new things
4. Getting out of the house
5. Spending time with friends

Impact Examples from our providers:

- Easter 2024: A disengaged young person who did not want to enter the room or join the other children, was given a space slightly away from the other participants. When they felt more relaxed they joined the group and by lunchtime was eating with the rest of the group and led a game at the end of the session. They were very proud of the movie they had made and shared it with the group.
- Summer 2024: The parent of a child who does not attend a mainstream school and had not attended any out of school activities was concerned that he may not cope. The provider met with the family ahead of attending the activity. The child integrated with the group and achieved a piece of music at the end. His family were grateful for the support given to enable him to participate fully.
- Winter 2024: A child with autism who had needed time out of school settings due to feeling overwhelmed, joined the BNHF scheme and had a positive experience of working with other children and trusted adults. His family were astonished and proud to hear he gave a reading of a poem to the whole group, was making friends and really flourishing.

The programme's varied offer and personalised approach contributed to positive outcomes for participants.

Physical Activities

Physical activities included swimming, cycling, gymnastics, karate, nature walks, sailing and paddleboarding, as well as more traditional team sports such as football.

Easter 2024: Provider Story

A child did not want to join in but was offered that chance to be an 'Assistant Coach' and place the cones out, allocate bibs etc. This gave them a route into participating that they were comfortable with and eventually they joined in with normal activities.

**96% of parents
plan to use BNHF
again**

**48% of families reported increased physical
activity among CYP who had attended BNHF
activities.**

Summer 2024: Provider Story

A teenager attending a paddleboarding activity shared that he had recently started swimming lessons. He had the chance to practice swimming in the river at the end. He was proud and excited to try out his new skills.

Winter 2024: Provider Story

A child who was initially very shy and reluctant to separate from her sibling became more confident and outgoing as the day progressed. The structured activities allowed her to form new friendships and become more confident.

**“My son still likes letting people how much fun he had, and
that he came away with 3 certificates and a medal.”**

Our Providers

Here are a handful of our provider case studies, click an image to watch the video.



Echo Youth Theatre

Echo Youth Theatre is a volunteer-led company specialising in varied theatre experiences for young people, with their BNHF workshops exploring different themes and skills surrounding acting, musical theatre, and dance.

Top Banana

A Great Yarmouth based community group where young cyclists can enjoy engaging cycling lessons accompanied by experienced instructors. Children learn about riding bikes, bike safety, and nutritional education.



East Norfolk Sixth Form College

East Norfolk Sixth Form College run a variety of themed sessions during the holiday period, such as football, glow-in-the-dark sports, basketball, dance, as well as some arts and crafts activities and more.

Swan Youth Project

The Swan Youth Project was one of 9 regional winners of the 2024 HAF Awards invited to the House of Commons. Their bespoke activity programmes targeting the unique needs of their community, alongside a range of inventive activities, led to their nomination.



Reflections

We strive to continuously improve the Big Norfolk Holiday Fun programme. We ensure to survey providers, parents, and children after every delivery and the feedback helps to identify where we can make further improvements.

Reducing the number of paid-for places which are unused remained a challenge in 2024. We have implemented several measures to address this:

- Providers contacting families before activities start
- Providers contacting families when there are “no shows”
- Repeat “no shows” followed up by Active Norfolk
- Calibrating the number of funded places awarded based on previous attendance data

It has been challenging to accurately forecast budgets, particularly for 1:1 support where we do not know the demand until bookings have been made and the needs of CYP are shared. We continue to use data from the previous 3 years of delivery to improve our forecasting.

Due to increasing provider costs, e.g. National Insurance contributions, venue hire, and food, this has affected the cost per session. We have needed to adjust our value for money estimations to take account of this.

Marketing

We effectively engaged families, schools, providers and other partners to promote the scheme. See below some examples of our effective, targeted approach to reach the most vulnerable children in the county:

Targeted Communications:

We directly emailed families on the Norfolk County Council Free School Meal database asking them to sign up to our Big Norfolk Holiday Fun newsletter. We have build a contact database of over 10,000 individuals.

We also send out communications via e-courier to teachers and support workers to allow them to share information on the scheme to the children and families they work with.

Provider Accountability and Promotion:

- All our providers are accountable to market their funded places. This includes a commitment to link with 2-3 local schools to promote their activities.
- Providers are given a pack of marketing materials including printable and editable flyers, posters, social media assets and copy.

Other Channels:

- We are partnering with other services providers that families may be in regular contact, including JobCentres, GP surgeries and Family Hubs.
- We held drop-in session at Family Hubs during the February 2025 half term period to talk to families and promote the scheme.



Partnerships

The objectives of BNHF align with those of many other organisations. We have sought to collaborate with partners to enhance the impact of the programme and leverage additional funding.

Active Travel and Cycling

We have formed a valuable partnership with the Active Travel Team at Norfolk County Council. For a second year we worked with two BNHF providers to promote cycling among children.

Each provider accessed up to an extra £2000. This funding facilitated the development and extension of cycling equipment and training.

Our aim was to extend the cycling offer beyond holiday periods, encouraging sustained physical activity. By integrating with BNHF we increased our impact and reached our target cohort more effectively.

Wrap Around Care

We have been sharing learning, insights and provider networks with the Norfolk County Council team responsible for implementing the Wrap Around Care scheme. We have established a working group to ensure that there is join up across these programmes locally.



Expenditure

We secured grant funding from the Department for Education (DfE) to administer the Holiday, Activities, and Food programme in Norfolk.

The Department for Education allocate a budget to each Local Authority based on the number of children eligible for benefits-related free school meals in each area. The grant covers the provision of free holiday places and local programme administration (up to 10% of the grant).

2024-2025

Costs	Easter	Summer	Winter	Total
Face to Face Holiday Club Provision	£613,639.25	£1,509,062.97	£190,508.06	£2,313,210.28
Remote Holiday Club Provision	£0	£0	£0	£0
Publishing the Scheme	£15,677.38	£13,309	£21,412.9	£50,399.28
Capital Expenditure	£0	£0	£0	£0
Management and Administration	£46,205.67	£184,822.67	£46,205.67	£277,234
Other costs	£1501.43	£14,147.67	£23,771.84	£39,420.94
Total Expenditure	£682,903.72	£1,727,875.31	£325,651.47	£2,736,430.5

Provider List

A.T. SPORTZ & SPORTS UNITED	ICS Coaching Ltd	The Norwich School of Hair & Beauty Ltd
Able2B CIC	JW Sports and Fitness	The Oak Circus Centre
Action Community Enterprises CIC (ACE)	Koala Klubs	The Playden Childminding
Active Education	LB Coaching Ltd	The Treasure Box
Alburgh with Denton Preschool Nursery	Limelight Theatre Company	Thetford Town Council
Alive West	Litcham Childcare	Thorpe Woodlands
Aylsham High School	Little Footsteps of Dereham	Adventure Centre Trust
Back to Basics Bushcrafters	Little Footsteps of Mattishall	Time Childcare
Broadland District Council (tots2teens club)	Mad Science Norfolk	Top Banana
Broadway Bella's	Mr Bee's Springwood	Traquinas Hub
Brooke Primary School	Natural Wonder	UEA Sportspark
Bush Adventures UK CIC	New Stages	Urban Spec-Ops
Chapel Break OSC CIC	Norfolk Active Kidz	WHAM Theatre Schools
Crea Norfolk CIC	Norfolk Hoopstars	Whitlingham Adventure
Dads Matter	Norfolk Music Hub	X Adventure Activities
Dereham Education & Soccer Academy	Norwich City Community Sports Foundation	YMCA
East Anglia Gymnastics	Norwich Puppet Theatre	Sunbeams Play
East Dereham Day Nursery	OffShoot Foundation	Sunflower After School Club
East Norfolk Sixth Form College	Pav Fun Ball Academy	Woodrow Childminding
Eastern Shotokan Association (ESKA)	Pilot IMS Ltd	Brundall Primary School
Echo Youth Theatre	Premier Education	New Routes Integration
Engage Sports Coaching	Ruth Stanley Childcare Services	St William's Primary
EP Youth Ltd	Seabreeze Day Care	The Clare School
Everyone Active	Sin Cru	The Wherry School
Extra Time at Robert Kett Primary School	South Norfolk Council Kids Camp	Twinkle's SEN Activity Days
Fen Zen CIC	Sproston Youth	CIC group
Football Fun Factory	Enagagement Project (SYEP)	Banham Zoo
Go Geronimo	Summers Childcare	Little Stars Childminding
Hautbois Activity Centre	Swan Youth Project	National Tennis Association
Hempnall Primary School	The Beehive Childcare Group	Next Thing Education
Henderson Trust	The Benjamin Foundation - Kidzone	Camps Ltd
Holt Youth Project	The Garage & Workshop	Playdays Plus
	The Horstead Activity Centre	Sports United
		STIR IT UP
		Sunflower Federation
		The Horstead Centre
		Ukraine Support Team
		Caring Together
		Green Lizard Wood



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County Council

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Be the first to hear when booking opens and get regular
updates and news about the Big Norfolk Holiday Fun scheme
www.norfolk.gov.uk/bignorfolkholidayfun