



**LMP ACTION**  
COMMUNITY INTEREST COMPANY

# **HOLIDAY ACTIVITY AND FOOD PROGRAMME**

**HAMMERSMITH &  
FULHAM**

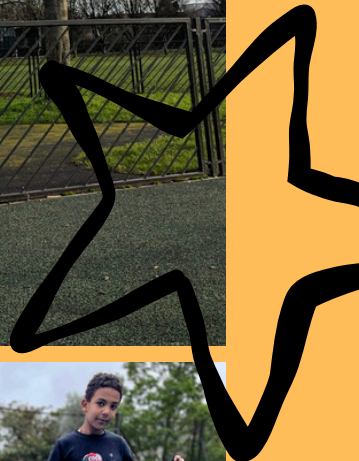
**2024/2025**

**h&f**  
hammersmith & fulham



Department  
for Education









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## HOLIDAY ACTIVITY AND FOOD

The Holiday Activities and Food (HAF) programme is a national initiative providing free holiday provision during the Easter, summer, and Christmas school breaks. It offers crucial support to families on lower incomes, ensuring children have access to enriching activities and nutritious meals outside of term time.

Research highlights that school holidays can be challenging for some families, with financial pressures and limited opportunities affecting children's experiences. Those from lower-income households may have fewer chances to take part in organised activities, are at greater risk of poor nutrition and reduced physical activity, and may experience increased social isolation.

**The HAF programme helps to address these challenges by:**

- Encouraging healthy eating habits among children and young people.
- Supporting physical activity and overall well-being.
- Providing engaging activities that build confidence, character, and resilience.
- Creating safe environments where children can socialise and feel included.
- Increasing awareness of nutrition and healthy lifestyles.
- Strengthening links between families, schools, and local communities.



# 2024 DELIVERY

LMP Action CIC has worked on behalf of the London Borough of Hammersmith and Fulham to coordinate the local implementation of the HAF programme since 2021. The programme is funded by the Department for Education (DfE) with additional funding from the council to support delivery to more children.

We continue to work hard each year to improve services and provide a better experience for children and their families. This year we aimed to increase the number of attendances and provision across the borough and to increase the number of SEND places. We were successful in reaching our targets and continue to aim to further our reach.



## OUR MAIN PROGRAMMES OF DELIVERY ARE:



**EASTER HOLIDAYS 2024**  
**'SPRING SPECTACULAR'**



**SUMMER HOLIDAYS 2024**  
**'SUMMER IN THE CITY'**



**WINTER HOLIDAYS 2024**  
**'WINTER FESTIVE FUN'**

Across these programmes, in 2024 we worked with 30 providers and recorded 26,437 attendances by children across the year.

Food remains essential to the HAF programme, more than 31,500 meals were provided throughout the year, with 93 percent of providers delivering hot meals and the remaining 7 percent offering cold meals. In addition to this, providers delivered 512 hours of nutritional education, embedding food learning into everyday activities through cooking sessions, discussions, and hands on experiences.

This delivery was supported by total funding of £537,799, made up of Department for Education HAF funding and additional support from the Household Support Fund. This combined funding enabled the borough to increase provision, strengthen inclusion, and support more families during holiday periods.

The funding also allowed for a centralised booking system through Plinth, helping to improve access, monitor attendance, and reduce barriers for low-income families. The result was a consistently high-quality offer across each holiday period, ensuring that children had access to enriching activities, nutritious meals, and safe environments to grow and connect.

# SPRING SPECTACULAR

Our 'Spring Spectacular' initiative ran over two weeks, delivering provision across the borough and marking the start of the HAF programme with a range of vibrant spring activities. This collaborative effort provided families and young people with exciting opportunities to engage in creative, active, and inclusive experiences while ensuring access to nutritious meals throughout the fortnight.

The programme included cooking sessions, sports, outdoor play, arts and crafts, and themed workshops such as STEM and environmental projects. Activities were designed to support wellbeing, build confidence, and offer a positive space for young people to connect with peers and trusted adults.

**23**

**PROVIDERS**

**1084**

**UNIQUE YOUNG PEOPLE**

**5492**

**ATTENDANCES**

**5492**

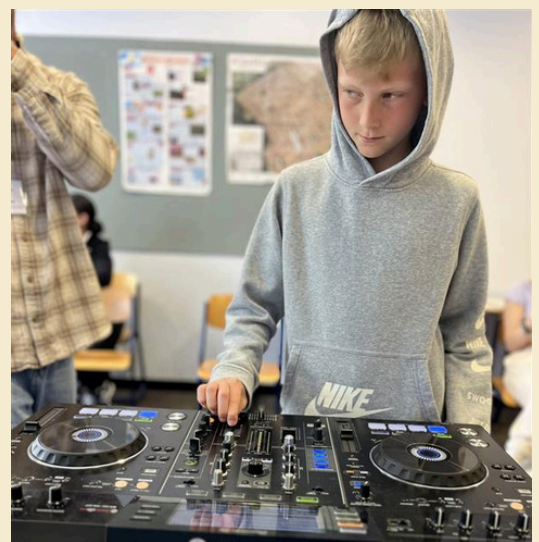
**HOT MEALS SERVED**

**708**

**HOURS OF DELIVERY**









# SUMMER IN THE CITY

Our Summer in the City programme offered a rich and varied experience for young people aged 4 to 18, and up to 25 for those with additional needs. The programme ran over five themed weeks, each designed to inspire curiosity, creativity, and confidence through a range of free activities and events delivered across the borough.

Children and young people took part in environmental exploration, sports and fitness, creative arts, STEM workshops, and wellbeing-focused activities. From Olympic-style tournaments to dance, drama, and digital design, the summer provided opportunities for young people to try new things, develop skills, and build social connections in a safe and welcoming environment.

**24**  
PROVIDERS

**2398**  
UNIQUE YOUNG PEOPLE


**17,655**  
ATTENDANCES

**16,139**  
HOT MEALS SERVED

**2020**  
HOURS OF DELIVERY





A photograph of a parent and a child in a kitchen, preparing food. The parent is on the right, wearing a dark shirt, and the child is on the left, wearing a dark shirt. They are both focused on their task. In the foreground, there is a large pot of soup and a tray of food. The background shows a tiled wall with various signs, including one that says "FOOD PREPARATION" and another that says "FOOD STORAGE".

**“IT’S GREAT TO KNOW THAT  
OUR CHILDREN HAVE  
SOMEWHERE SAFE AND  
WARM TO GO WHEN WE ARE  
AT WORK. KNOWING THEY  
WILL GET A HOT MEAL HELPS  
TAKE THE PRESSURE OF  
MEAL COSTS DURING THE  
HOLIDAYS.”**

**– PARENT FROM DANCEWEST**

# WINTER FESTIVE FUN

Our 'Winter Festive Fun' initiative ran over two weeks during the Christmas period, offering families and young people a mix of engaging activities, festive celebrations, and essential support. The programme included multi-generational events that brought communities together and created welcoming spaces for families to spend time, connect, and take part in meaningful experiences.

Alongside themed sessions and creative workshops, over 1,000 Christmas activity packs and food hampers were distributed to families across the borough. These resources helped extend the impact of the programme beyond delivery venues, supporting wellbeing and reducing pressure at home during the holidays.

A key focus was on reaching families who may face isolation or financial strain during the festive season. Events were held in accessible community spaces and supported by a broad range of local partners, ensuring that young people of all ages and needs could take part.



**14**  
**PROVIDERS**

**627**  
**UNIQUE YOUNG PEOPLE**

**2601**  
**ATTENDANCES**

**4601**  
**HOT MEALS SERVED**

**264**  
**HOURS OF DELIVERY**







# OVERALL IMPACT



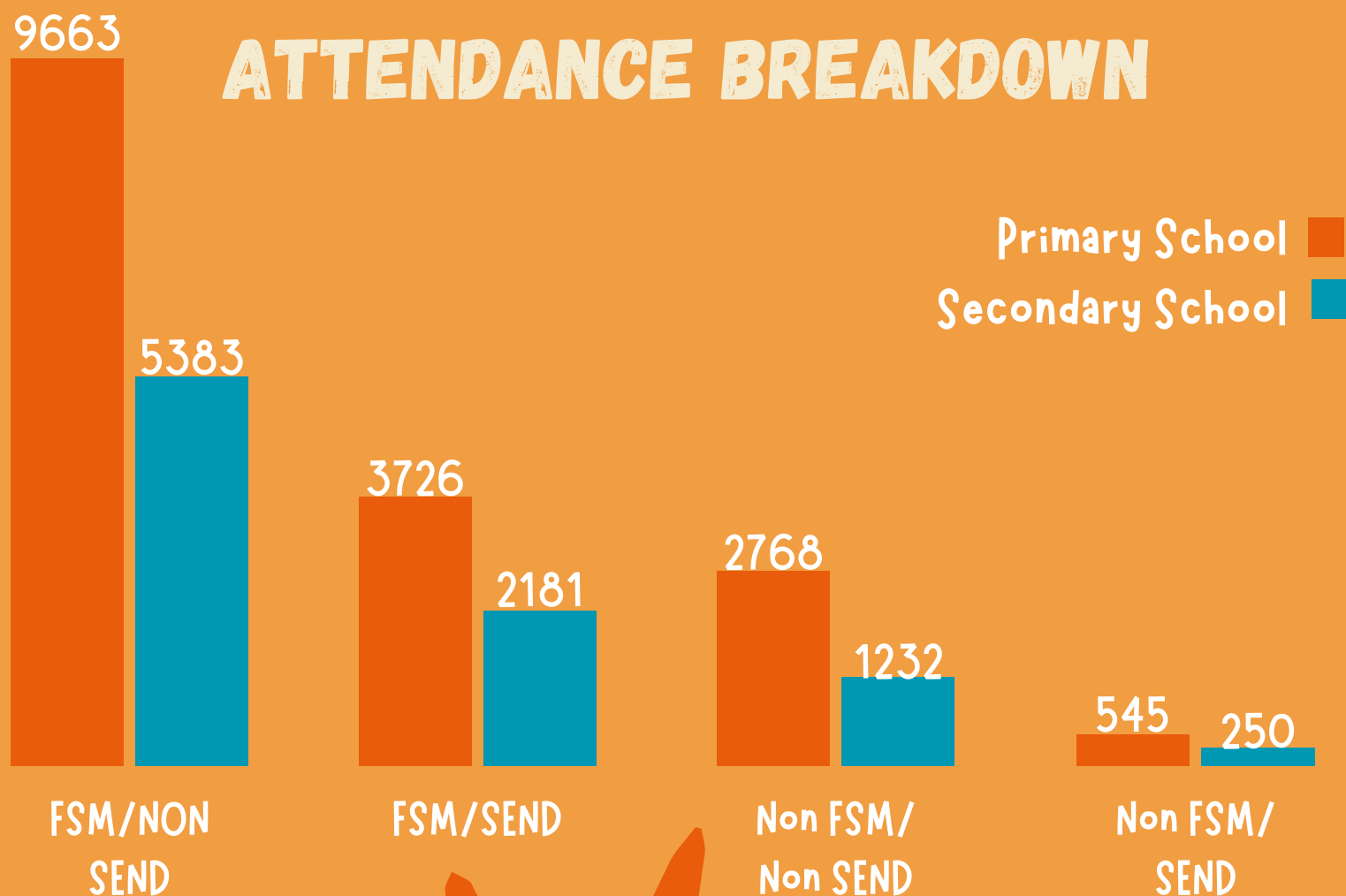
**2630**  
**UNIQUE YOUNG PEOPLE**

**25,748**  
**ATTENDANCES**

**26,232**  
**MEALS SERVED**

**2992**  
**HOURS OF DELIVERY**

## ATTENDANCE BREAKDOWN





# SEND SUPPORT

Hammersmith and Fulham remains committed to inclusivity within the Holiday Activities and Food (HAF) programme, ensuring all children, including those with Special Educational Needs and Disabilities (SEND), can access enriching activities and nutritious meals during school holidays.

With 94% of HAF providers offering places for young people with SEND, alongside three specialist services for those with complex and profound needs, the borough prioritises a supportive and accessible environment. This commitment is reflected in the 2,719 attendances from young people with SEND, highlighting the programme's success in creating an inclusive and welcoming community.

**277**  
**UNIQUE**  
**YOUNG**  
**PEOPLE**

**2497**  
**ATTENDANCES**

**688**  
**HOURS OF**  
**DELIVERY**



# FOOD EDUCATION



Family engagement with nutrition was embedded throughout the HAF programme. Across all three holiday periods, providers delivered over 512 hours of nutritional education, incorporating hands-on activities such as cooking classes, recipe sharing, and healthy eating discussions.

To strengthen this strand of the programme, we commissioned Nourish Hub and Vegimi to develop bespoke educational resources. These included interactive materials and home-based games designed to help young people explore nutrition in fun, accessible ways with their families. The resources were shared with providers and distributed across settings to ensure consistent messaging and engagement borough-wide.

**This educational content supported both young people and their families to:**

- Learn how to prepare simple, affordable meals
- Understand food groups and balanced diets
- Improve budgeting skills for grocery shopping
- Build practical food knowledge through playful, collaborative activities

**Feedback from families highlighted the positive impact of this approach. Parents noted:**

- Their children's increased interest in cooking at home
- Using HAF recipes to prepare meals for the wider family, including fussy eaters
- Greater awareness of food choices and a desire to make healthier decisions

Some provisions also included take home resources, such as Christmas recipe packs and activity hampers, which enabled continued learning outside of sessions. These efforts supported families in building long term healthy habits and made nutrition a shared, inclusive experience.

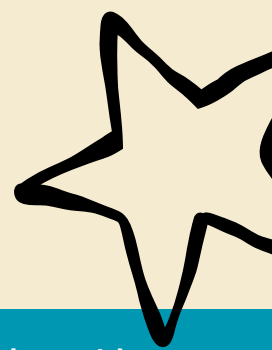








# PROVIDERS



When planning our HAF programmes, we focus on delivering a diverse range of high-quality provisions across the borough. This year, we received an exceptional number of proposals from local providers eager to support our mission, reflecting strong community engagement.

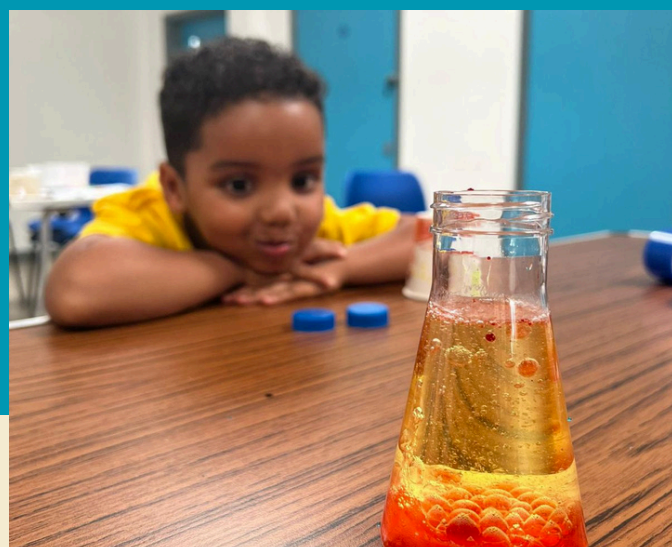
Our selection process ensures that funded provisions meet a wide range of needs, including specialist support for children with additional requirements. We also prioritise an even geographical spread, making services accessible to all young people across the borough.

Regular quality assurance checks reinforce our commitment to safety and high standards, with all providers achieving ratings of good or outstanding in their assessments.

Key features of our programme:

- **Free Access** – All activities are fully funded.
- **Daily Sessions** – Running for a minimum of four hours, with week-long bookings available.
- **Nutritious Meals** – Each session includes a free meal, predominantly hot.
- **Comprehensive Support** – Programmes incorporate nutritional education and physical activity.

Through these efforts, we continue to provide enriching experiences and vital support for children, young people, and families across the borough.





# PROVIDER FEEDBACK

Increased Confidence | Improved nutrition |  
Improved physical health

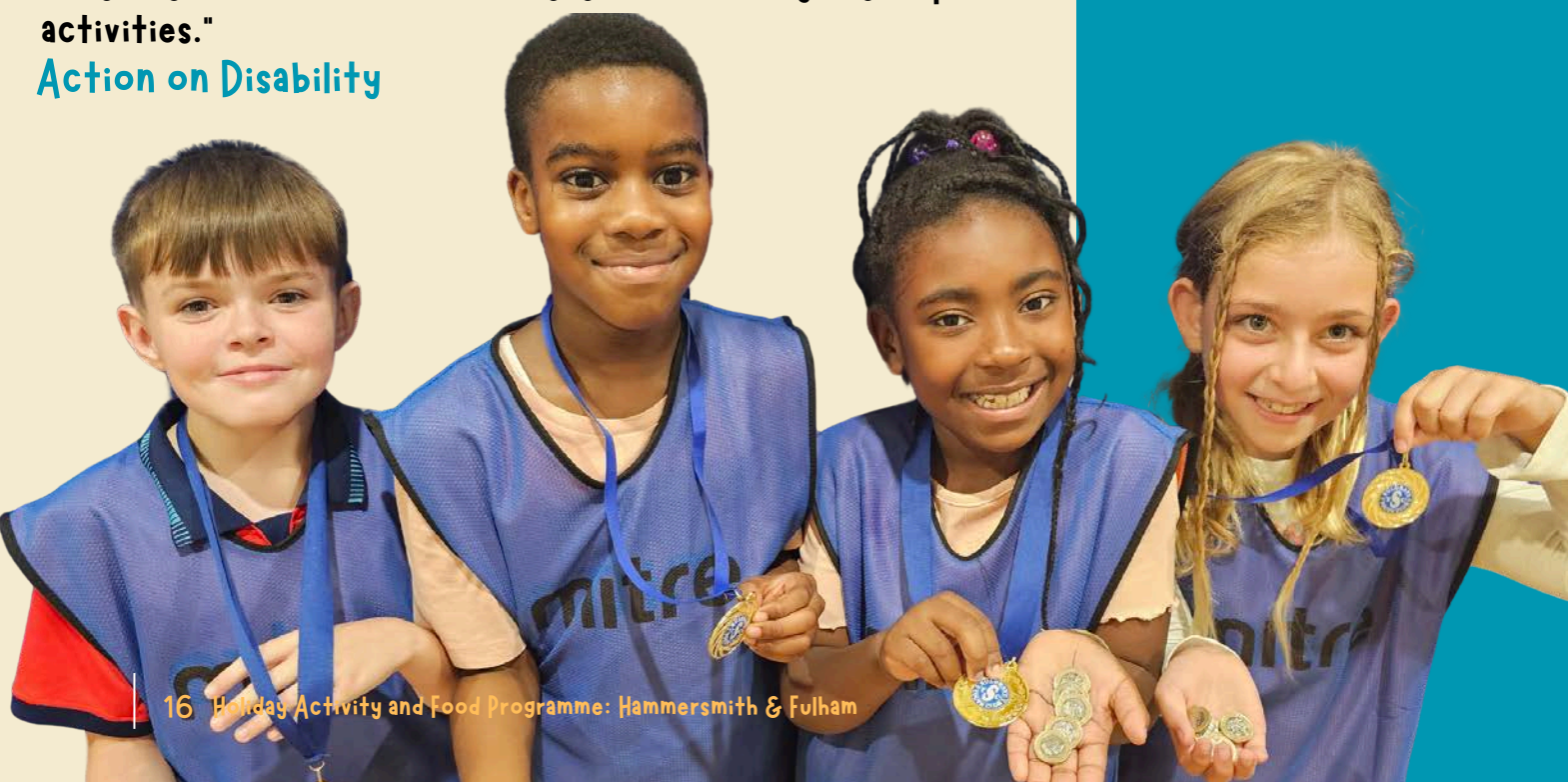
"We have children we know have challenging behaviour in school and are reluctant school attenders but at holiday club they are happy and engaged and have developed strong friendship groups.

The children have been cooking throughout the sessions and we have noticed that they are better at recognising a wider range of healthy produce compared to when they began attending"

## Bubble and Squeak

"Young people who may have previously lacked regular access to structured activities often show greater enthusiasm for sports and outdoor games. This increased physical activity has led to improved fitness, better motor skills, and greater energy levels. With access to nutritious meals during the programme, many young people better understand the importance of healthy eating. Having the chance to have a free hot meal has also supported families financially. Participating in new activities, learning new skills, and simply being part of a group have increased young people's self-esteem. We have observed young people who are quite shy become more outgoing, take initiative, and engage confidently in group activities."

## Action on Disability



# 100%

of providers felt they were well informed about the delivery processes and expectations of the HAF programme prior to delivery.



# 100%

of providers rated the management of the programme as 'good' or 'excellent'.

# SUMMER IN THE CITY LAUNCH

COMMUNITY DAY, 20<sup>TH</sup> JULY 2024



To mark the start of the summer Holiday Activities and Food programme, Hammersmith and Fulham hosted a large-scale community launch event at Ravenscourt Park. Held in partnership with H&F's Community Day, the event welcomed over 450 children, young people and families, bringing together local organisations to raise awareness of the free summer provision available across the borough.

The event featured a range of free activities delivered by seven local providers, including sports, crafts and live performances. It created a welcoming space for families to engage with the HAF programme, ask questions, and find out what was happening in their area.

Information stalls and booking support helped parents register their children for summer activities on the day. Printed brochures and QR codes were made available for those without digital access, ensuring that no family was left out of the conversation.

Volunteers, council staff and youth workers supported delivery, helping to manage activities and answer questions. The launch also strengthened partnerships with providers and services who connected directly with families in a relaxed, informal setting.

A staff member from a local youth club said, "The launch gave us a chance to speak with families face to face and explain what we offer. It helped break down barriers and encouraged more families to get involved who might not otherwise have signed up."

The Ravenscourt Park launch has now become a key date in the summer calendar and continues to play an important role in promoting access, raising awareness and building community connections at the start of the holiday period.



# YOUNG PERSON FEEDBACK

Made New Friends | New Opportunities | Ate Great Food

"I enjoyed all the classes provided, especially the self-defence classes as I feel more comfortable walking 2 alone as a woman as I now know what to do in that situation to protect myself. I enjoyed this experience, as the volunteers, coaches and managers are so kind and you can tell they genuinely care".

—Young person, Fulham Reach Boat Club

"I can't believe I'm actually on a beach. I've never been to the beach before. There are rocks everywhere, and it's so beautiful."

—Young person, Solidarity Sports

"The holiday club definitely improved my wellbeing. Playing football every day kept me active, which made me feel good. It also helped me make new friends and gave me something fun to do during the summer, which made me happier overall.."

—Young person, QPR

"I loved learning new choreography every day and finishing the day playing games with my friends"

—Young person, Dancewest





# CHRISTMAS HAMPERS

Each winter, the Holiday Activities and Food programme delivers over 1,000 Christmas hampers across Hammersmith and Fulham to support families during the festive period. The hampers include essential food items, seasonal treats, and creative activity packs to help ease pressures that many face at the end of the year.

Delivered through a borough-wide network of community centres, youth clubs, refugee support services and local charities, the hampers reach families who may otherwise struggle with increased costs over the holiday season. In many cases, they provide much-needed support at a time when household budgets are stretched.

The initiative was made possible by a team of 25 volunteers who packed and distributed the hampers in the lead-up to Christmas. Their help ensured the process ran efficiently and allowed local venues to collect and share hampers with the families they support. The project also relied on strong partnerships with organisations such as PANNI, local schools, and family hubs who helped identify families in need. A staff member from a partner school shared, "These hampers made a huge difference for so many of our families. For some, it meant the difference between heating or eating over the holidays."

This annual effort reflects the borough's commitment to supporting residents beyond structured activities. It continues to be a valued part of the HAF programme and one that families and services look forward to each year.



19 Holiday Activities and Food Programme: Hammersmith & Fulham



# PARENT & CARER FEEDBACK

Increased Confidence | Improved Mental Health |  
Developed Social Skills

"This programme was fantastic and we truly are grateful to H&F for putting on these events and making them accessible to all. The pressures of having children over the 6 week holiday and finding things for them to do is challenging. However, the summer in the city programme helped us tremendously by giving the children opportunities to learn new skills, build confidence, and make friends".

– Parent from Hammersmith Events

"The recipes my son made were great! He brought them home and I was able to feed my youngest who is a fussy eater and even they loved it".

– Parent from Nourish Hub

"It has helped me during the six-week holidays and also has helped my son gain confidence and to make new friends".

– Parent from Let's Leap

"I am impressed that they have so many activities to keep kids of different ages engaged and happy. Thank you to everything you do!"

– Parent from SEAPIA



**97.1%**

of those surveyed said they would book their children onto the programme again.



**92%**

of those surveyed said the quality of the programme was good or excellent.



**87%**

of those surveyed said the programme ensured their children ate a healthy nutritious meal each day.







# MARKETING

This year, we introduced Plinth, a new booking system to streamline registrations and improve accessibility. While providers continue to offer their own sign-up methods, Plinth enhances coordination across the borough, ensuring better support for low-income families.

Programme details were shared via School Zone a month in advance, and printed brochures were distributed through children's centres for those without web access. To further promote the programme, we placed banners with QR codes linking to the Hammersmith and Fulham HAF website, which now includes a direct link to the Plinth booking page for easy access to registration.



# KEY CHALLENGES

## DATA TRANSITION

- The roll-out of Plinth brought improvements to data accuracy but also presented some initial access and training barriers for families and providers. While these were addressed through support and communication, it temporarily affected early bookings and engagement.

## RISING DEMAND FOR PLACES

- With increased awareness of the programme, we faced very high levels of demand, particularly in summer. Managing expectations and ensuring fair access required careful coordination.

## VENUE AVAILABILITY

- Sourcing suitable and affordable venues for delivery, especially for specialist SEND provision or multi-generational events, was a continued challenge in some areas of the borough.

## WORKFORCE CAPACITY

- Recruiting and retaining skilled staff and volunteers for holiday delivery remains a pressure, particularly given the level of need and the ambition of the programme.

## COST OF LIVING IMPACTS

- The ongoing financial pressures faced by many families meant that the programme was more vital than ever. However, this also raised expectations for expanded provision and wraparound support, which was not always feasible within budget.





# 2024 HOLIDAY ACTIVITIES AND FOOD PROGRAMME

The 2024 Holiday Activities and Food programme made significant strides in tackling food insecurity and enhancing the wellbeing of children in the borough. With the introduction of the new Plinth booking system, we were able to collect more accurate data, resulting in a slight reduction in numbers but offering a clearer representation of unique attendees. This allowed us to better understand the reach of the programme and ensure services were appropriately tailored.

The programme continued to thrive, engaging over 2500 young people through partnerships with schools, community centres, and volunteers. Activities ranged from sports and creative arts to food education workshops, ensuring inclusivity and generating a sense of community and belonging.

A key focus was addressing food insecurity, with more than 26,000 nutritious meals provided to ensure no child went hungry during the holidays. Educational sessions on healthy eating and cooking equipped families with skills for making long-term healthy food choices.

Feedback from families was overwhelmingly positive, praising the programme for offering a safe, engaging environment that alleviated financial pressures. Children reported increased happiness, confidence, and lasting social and emotional benefits.



# PLANS FOR 2025

## INCREASE COLLABORATION WITH LOCAL ORGANISATIONS

- **New Partnerships:** Expand partnerships with local businesses, cultural institutions, and sports organisations to offer a wider range of activities, including vocational workshops, skill building sessions, and local trips.
- **Collaboration with Mental Health Services:** Partner with local mental health providers to offer more mental health focused activities.

## FURTHER PERSONALISATION AND INCLUSIVITY

- **Tailored Programmes for Diverse Needs:** Ensure even greater focus on personalising the activities to support children with SEND, mental health challenges, and other specific needs. Explore adaptive sports or creative arts programmes.
- **Multi-generational Engagement:** Expand opportunities for families to engage together, possibly through more multi-generational events or family wellness workshops.

## ENHANCED DATA COLLECTION AND FEEDBACK

- **Data-Driven Improvements:** Use Plinth and other tools to collect real-time data on attendance, engagement, and satisfaction to continuously improve programming and tailor future initiatives more effectively.
- **Increased Family Involvement:** Regularly gather feedback from families and young people to assess needs, improve services, and make the HAF programme more responsive to the community's evolving priorities.

## TARGETED OUTREACH AND ACCESSIBILITY

- **Broader Promotion:** Increase promotion of the programme through local media channels, social media, and community centres, ensuring all families, particularly those in underserved areas, are aware of the available services.
- **More Accessible Locations:** Identify and add new locations for HAF provisions in areas with limited access to services.

## COMMUNITY-LED PLANNING

- **Family-Led Programmes:** Involve families in the planning and design of future programmes, ensuring that their feedback and preferences are at the heart of programme development. This will include advisory groups or consultation sessions with families.





**LMP ACTION**  
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**Holiday Activity and Food Programme**

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