



# Overview and Scrutiny Committee

Alice Skaith  
Holiday Activities and Food  
Coordinator



# What is FEAST?

## The Holiday Activities and Food (HAF) Programme for North Yorkshire

In 2021, the government announced a three-year, £600m investment to enable every Local Authority in England to deliver a Holiday Activities and Food (HAF) programme. The programme primarily supports those who would receive benefits-related Free School Meals during the school term with access to enriching activities and healthy food during the Easter, Summer and Christmas holidays.

North Yorkshire Together is commissioned by North Yorkshire Council to coordinate the programme. We deliver a grant programme, which includes training/development, quality assurance and monitoring, funding c.£1m to over 100 activity providers a year. A significant proportion of this investment goes directly into North Yorkshire's voluntary and community sector.

# What is FEAST?

## All types of activities – within a DfE framework

There are FEAST activities from football to forest school, music-making to martial arts. We love providing a diverse range of activities for CYP and their families!

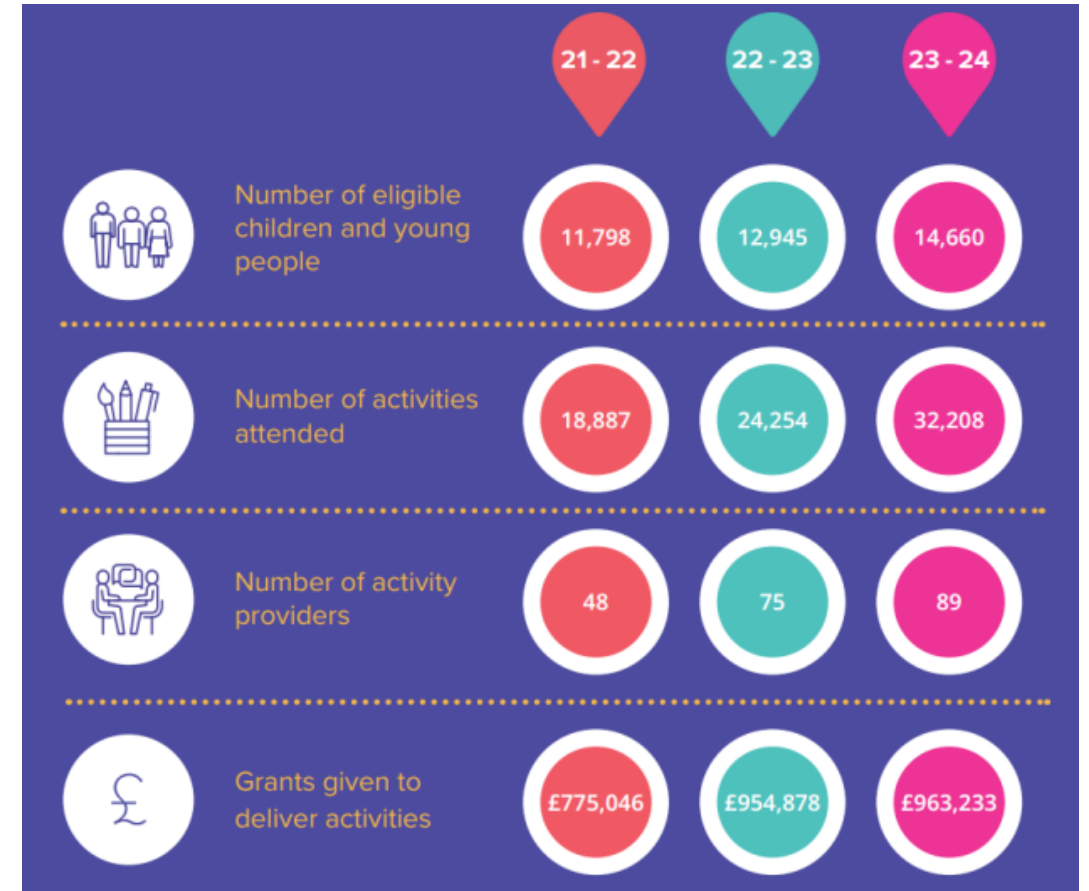
However, FEAST activities must comply with a relatively robust DfE framework, including:

- Min. 1 School Food Standard meal per four hours
- Min. 1hr physical activity per hour hours
- 'Enriching' activities
- Components that connect to the theme of 'healthy lifestyles', both for participants and their families
- Signposting to other services
- Standards around policies and procedures (e.g. safeguarding, accessibility etc.)

# FEAST in numbers

Since 2021, FEAST has developed into a robust, varied and much valued programme that is supporting more and more children and young people during the three main school holidays.

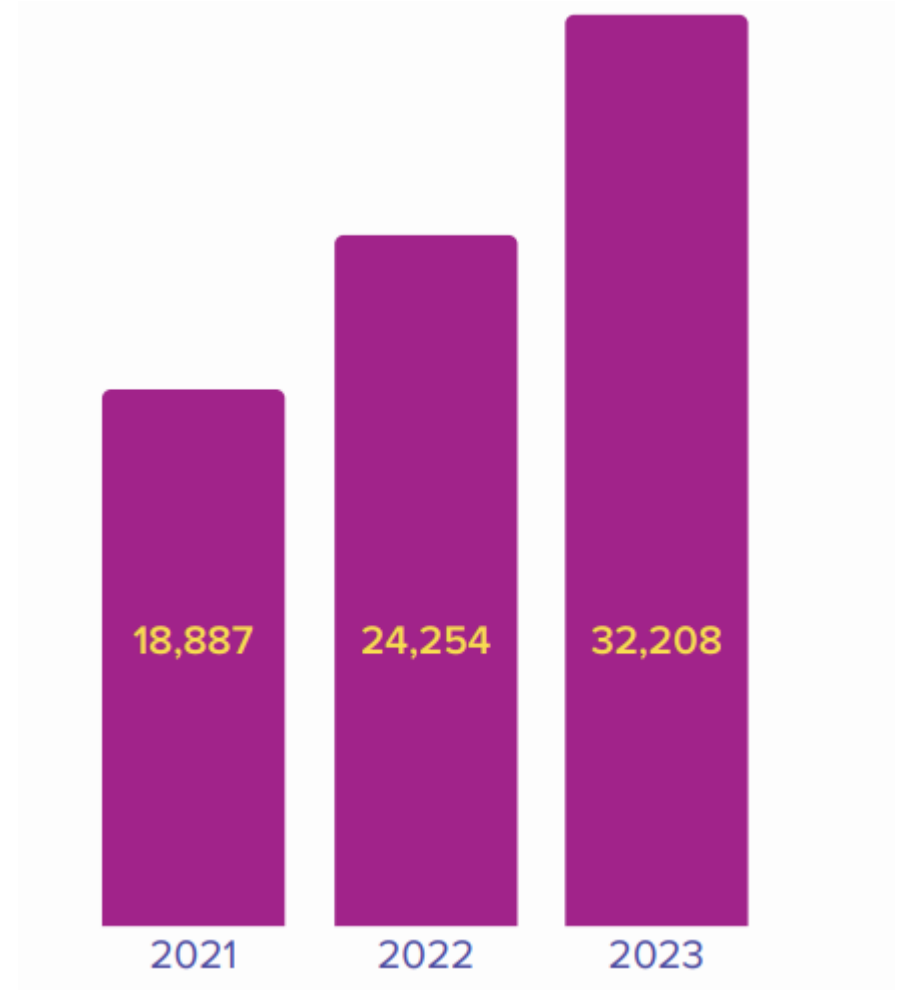
\*p5 of Impact report



# FEAST in numbers

These bar charts demonstrate how many sessions have run each year. Each session equates to at least one meal, so in effect, at least 32,208 meals were provided over 2023.

\*p12 Impact report



# FEAST in numbers

This table demonstrates how many individual children and young people participated in FEAST for the last three holiday periods.

It also shows that number as a percentage of the total children and young people eligible.

\*p11 Impact report

Holiday	Primary	Secondary	Total
Summer 2023	2591 (25%)	902 (15%)	<b>3493 (21%)</b>
Christmas 2023	1221 (12%)	226 (4%)	<b>1447 (9%)</b>
Easter 2024	1402 (13%)	395 (6%)	<b>1797 (11%)</b>

# Our most recent data: Easter 23 vs 24

## Easter '23

- 13,774 eligible children
- 71 activities
- 9,801 places, 90% booked, 78% attended (12% no-show)

## Easter '24

- 16,800 vouchers were issued (+22%)
- 74 activities
- 12,463 places, 95% booked, 86% attended (9% no show)

**10,673 sessions of activity attended – and at least 10,673 free meals!**



# Who is eligible for free places?

All children and young people across North Yorkshire can get involved in FEAST, with **free places and a free meal** for **eligible** children and young people.

- All children and young people receiving benefits-related Free School Meals are automatically eligible for FEAST.
- Children and young people who are **not** on benefits-related Free School Meals but who face significant financial and/or other disadvantage can be made eligible by exception by their school. This might include, for example, young carers, refugees and asylum seekers and those with SEND.
- Apart from receiving benefits-related Free School Meals, there are no criteria that guarantee a child/young person is eligible for FEAST, and there is no automatic entitlement to eligibility based on any experience, including those examples listed above.
- There are also limits on how many non-benefits related Free School Meal children/young people can be made eligible, to ensure that the focus of the programme remains on the Department for Education's key audience: those on benefits-related Free School Meals.



# Eligible children and young people

The number of children and young people eligible for FEAST has changed significantly since the start of the programme.

Initially, only those on benefits-related Free School Meals were designated as eligible. From Christmas 2021, North Yorkshire Together started to utilise the additional flexibility provided by the DfE to designate some children and young people not on benefits related Free School Meals as eligible by exception.

## Eligible children and young people

Year	Primary	Secondary	Total
2021	6748	4618	<b>11366</b>
2022	7547	5063	<b>12610</b>
2023	8251	5523	<b>13774</b>
2024	10584	6216	<b>16800</b>

**48%** increase in eligible children and young people (2021 to 2024)

\*p11 Impact report

# How are partners involved?

## Families

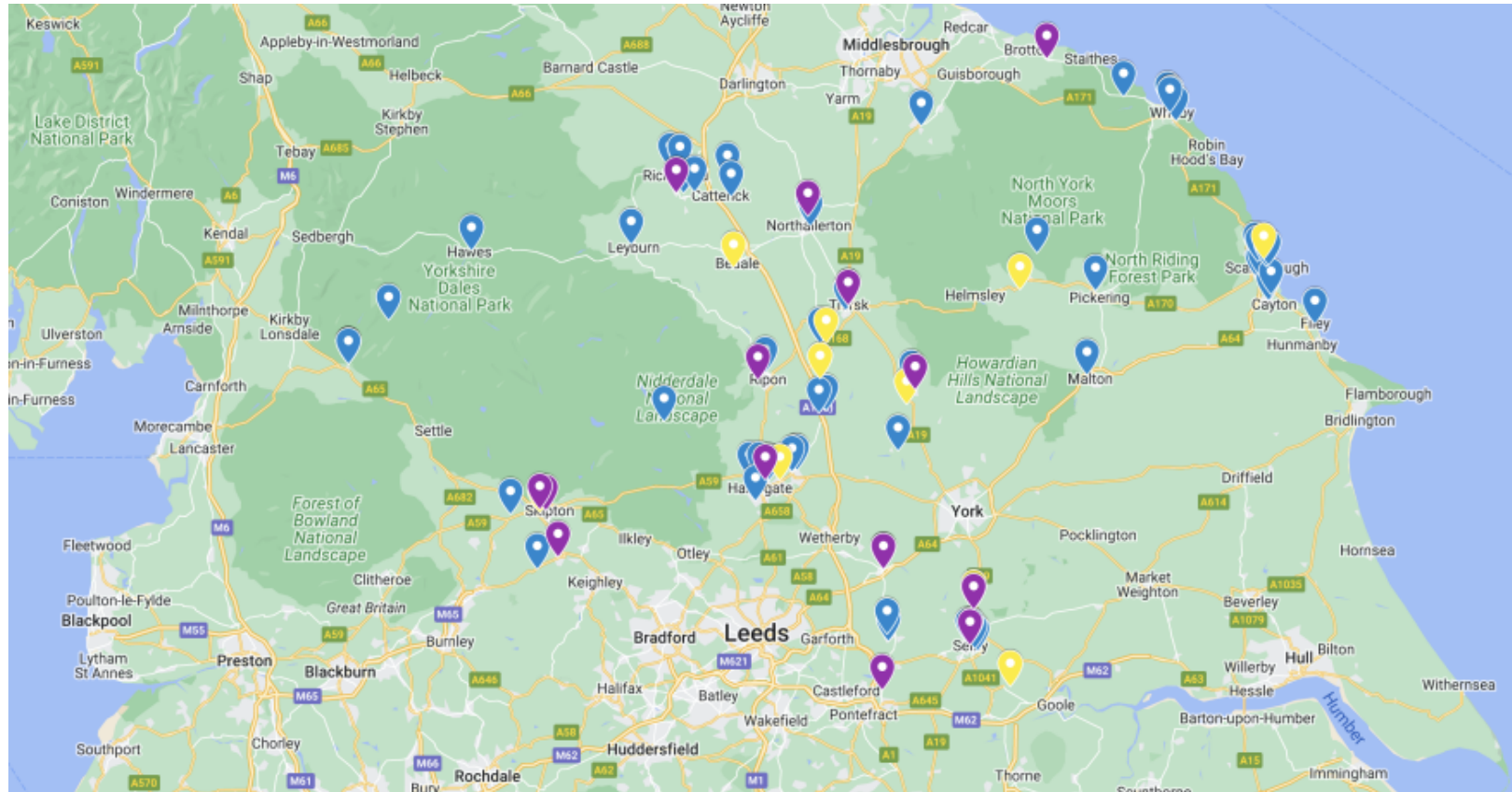
- Parents/Carers of eligible CYP receive their voucher via email/text c.1 month before activities begin. They 'redeem' it by clicking the link and logging into HolidayActivities, where they can make and manage bookings
- Bookings can be made by phone/email directly with providers if access needs require. We make a downloadable/printable list to support with this, and all activities are publicly viewable on our website for those who support families but may not have access to their HolidayActivities account. This summer we are trialling activities being live to view one week before they are available to book to further increase equity of access.
- We encourage activities to involve families where appropriate (e.g. family cooking sessions). All activity providers must be able to provide signposting to additional support such as food banks.
- Families can request free transport to/from activities if required via our website.

# How are partners involved?

## Activity Providers

- We run an open, competitive grants programme to source activity providers. Currently over 50% of these are not-for-profit, with the rest being SMEs.
- We work hard to balance provision over the county, and over different types of activity, age ranges etc. This responds to regular mapping of existing provision against the location of eligible families.
- Providers go through due diligence, training/development and receive resources. They receive quality assurance visits and complete monitoring (data) and evaluation (self-reflection)
- Providers are asked to reach targets (number of spaces attended) and use a booking platform called HolidayActivities (no cost to providers or families)

# Mapping need and Activity Providers



# How are partners involved?

## Schools

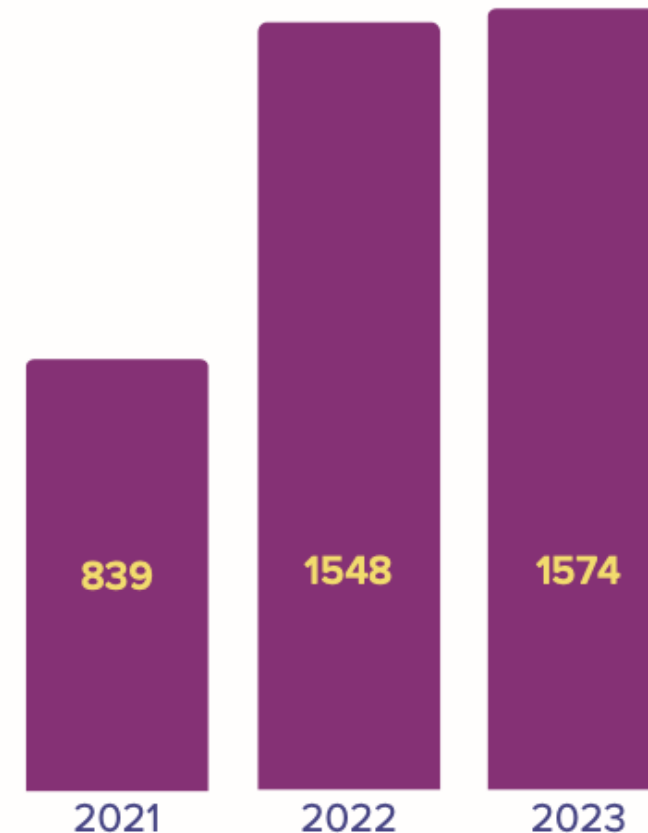
- Issue digital vouchers to all those students on benefits-related Free School Meals (BR FSM)
  - Vouchers have no monetary value but are credits to book free places on activities, where they also receive free meals
- Identify those **not** on BR FSM but who face significant financial and/or other disadvantage, and make them 'eligible by exception', issuing digital vouchers to an additional c.15%, responsive to the needs of the school
  - Those not attending school are issued vouchers directly by North Yorkshire Together
- Market the programme through flyers, posters, newsletter content etc – that we provide directly to them
- Support families with understanding the programme, making bookings etc. where appropriate

# Schools' data and feedback

- 367 schools and Alternative Education Providers are signed up to voucher allocation platform, HolidayActivities
- 84% have automated the allocation of their BR FSM vouchers (ensuring those categorically eligible receive their voucher on time, regardless of level of school engagement)
- 95% of school respondents to our Easter feedback form found all elements of onboarding and distributing vouchers either easy or very easy
- 97% have used the FEAST website (for support with onboarding, automation, knowing local activities, supporting families etc.)
- 92% were aware of what FEAST activities were happening locally
- Almost 1 in 3 respondents had shared information about FEAST with the whole staff team
- 1 in 4 schools had shared information on their social media
- 1 in 4 schools linked from their school website to the FEAST website.

# Spotlight on SEND

- 51 activity providers now inclusive
- 12 specialist providers
- 36 providers have received training and development
- FEAST has engaged and presented at Parent/Carer voice forums, Disabled Children's services meetings, and through Early Help networks etc.
- Inclusion quality mark co-created with Flying High group of CYP with SEND, to be awarded Summer 2024
- Unique number of CYP with SEND attending FEAST activities has increased year on year





# Spotlight on SEND Video

Visit: [feastNY.org](https://www.feastNY.org)



# Marketing

## Families

For a wide reach, we combine cost effective digital marketing such as social media advertising with highly targeted traditional marketing such as 'door drop' magazine advertising and posters in key locations.

- 69% increase in traffic to the FEAST website (41,077) from 22/23 to 23/24
- Press coverage in the Yorkshire Post, BBC Radio York, Harrogate Informer and more

## Partners

We're proud to partner with the Refugee Council, North Yorkshire Citizens Advice & Law Centre, Broadacres, Up for Yorkshire and many more, including a range of teams at North Yorkshire Council

- 288% increase in use of our QR code on printed materials for partners

## Providers

We're also glad to share the work of our providers in our press releases, our website blog and our social media channels – many of their case studies are in the impact report.

# Governance

## Operational Steering group

Supports FEAST to establish and execute its short-and medium-term goals.

Attendees include representatives from North Yorkshire Together, North Yorkshire Youth, North Yorkshire Sport, Rural Arts, Faye Levi Marketing and North Yorkshire Council's Early Help, Localities and Healthy Schools teams.

## Strategic Steering group

Supports FEAST with all longer-term and strategic decision making.

Alongside the Chief Executives of North Yorkshire Sport, North Yorkshire Youth and Rural Arts, and the Strategic Director of North Yorkshire Together, Strategic Steering Group members include strategic leads from many North Yorkshire Council departments.

# Challenges

- **Visibility:** Until every family knows about FEAST, we will have work to do.
- **Equity:** Those who engage with FEAST do so frequently and deeply – sometimes reducing access for others.
- **Capacity:** Families and Providers (Cost of Living), FEAST itself (funding, incl. post Christmas 2024).



# Project Development

- Increase participation rates and continue to mitigate against non-attendance
- Increase volume of secondary provision available through increased collaboration with youth settings and greater youth voice
- Work closely with breakfast club and wraparound care coordinators
- Explore opportunities for greater collaboration across CYP programmes, including further funding



# Useful links

**North Yorkshire Council HAF Coordinator:**

[alice.skaith@northyorks.gov.uk](mailto:alice.skaith@northyorks.gov.uk)

**Activity listings, transport requests, FAQs:**

[www.northyorkshiretogether.co.uk/feast](http://www.northyorkshiretogether.co.uk/feast)

**For all things grant related:** [grants@northyorkshiretogether.co.uk](mailto:grants@northyorkshiretogether.co.uk)

**For all other enquiries (e.g. parent/carers, eligibility etc.):**

[hello@northyorkshiretogether.co.uk](mailto:hello@northyorkshiretogether.co.uk)