

HOLIDAY
Activities
with Food

from  **Edsential**
Community Interest Company

WIRRAL HOLIDAY ACTIVITIES AND FOOD PROGRAMME ANNUAL REPORT 2024



A year of fun, friendship, and learning



Department
for Education



WIRRAL



Edsential
Community Interest Company

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Thank you!



Wirral Background

The Wirral Peninsula juts out to the north into the Irish Sea. It measures approximately 15 miles in length and 7 miles in width. Commonly referred to as "The Wirral", the area is bordered by the River Dee to the west, which separates it from North Wales, and the River Mersey to the east, dividing it from the City of Liverpool.

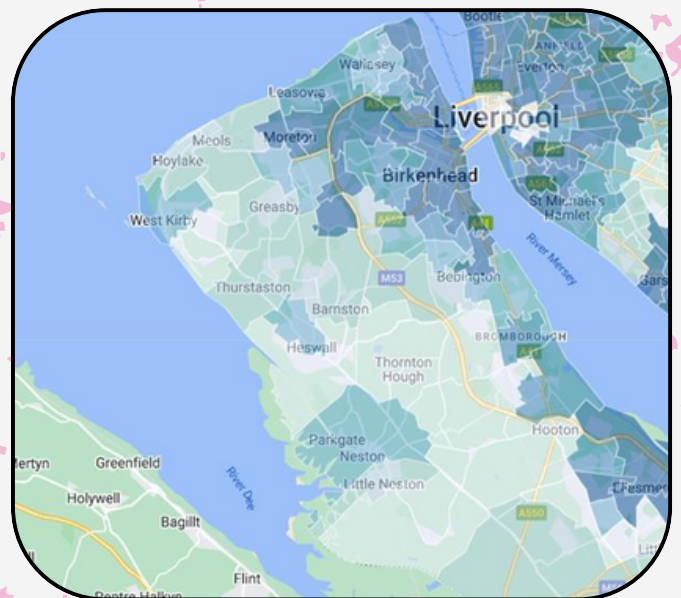
Wirral presents a complex demographic landscape. The western side is characterised by large areas of affluence, while in stark contrast, the eastern side contains areas of significant deprivation. The M53 motorway runs like a spine through the centre of the peninsula, often regarded as a physical and symbolic boundary between these two extremes.



The map below illustrates the geographical distribution of deprivation across Wirral, as defined by the Index of Multiple Deprivation. It highlights that the north and east of the borough encompass the majority of areas ranked among the most deprived in England. Overall, 36% of Wirral's population—more than one in three people—live in neighbourhoods classified within the most deprived 20% nationally.

The most deprived wards in Wirral include Birkenhead & Tranmere, Bidston & St. James, Rock Ferry, and Seacombe.

In terms of earnings, full-time workers in the Liverpool City Region (LCR) earned an average of around £580 per week in 2021. While this was slightly above the wider regional average, it remained approximately £2,000 below the national annual average. Notably, Wirral had the lowest workplace median earnings in the LCR, at £523.60 per week.

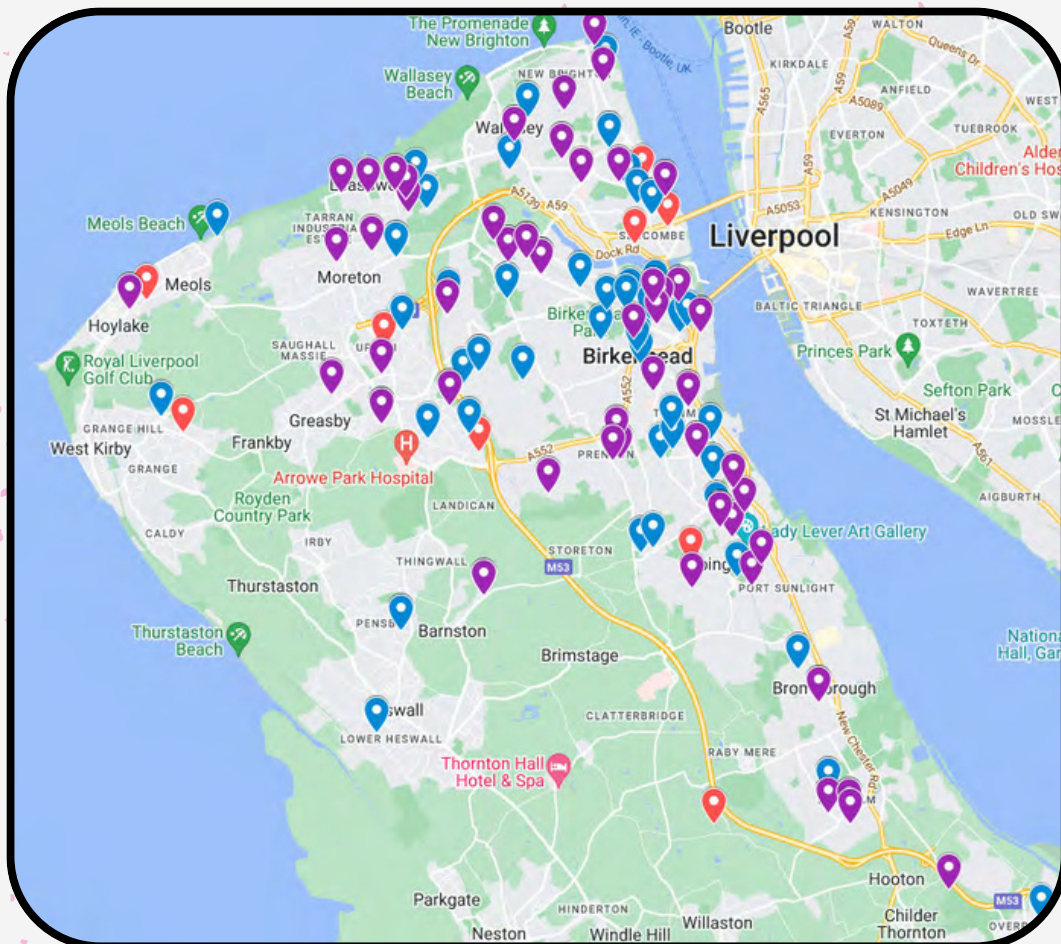


(Source: Wirral Intelligence Service, Briefing Paper: Cost of Living, July 2022)

Mapping

According to the ONS Census Data (2021), approximately 320,200 people live in Wirral. Of these, 14,537 children and young people are eligible for Free School Meals (FSM), representing 28% of the total child and youth population. Additionally, it is estimated that a further 5,000 children in Wirral are living in poverty but are not eligible for FSM (Child Poverty Action Group, 2024).

When planning and mapping HAF provision, we use deprivation indices alongside the FSM database to effectively target areas of greatest need. The highest concentration of provision is located in communities with the highest levels of deprivation. We also strive to ensure borough-wide coverage, including smaller, isolated pockets of need in the western part of the authority.



Headline Data 2024



9424 total Young people attended HAF 2024

2707 young people with SEND attended HAF 2024



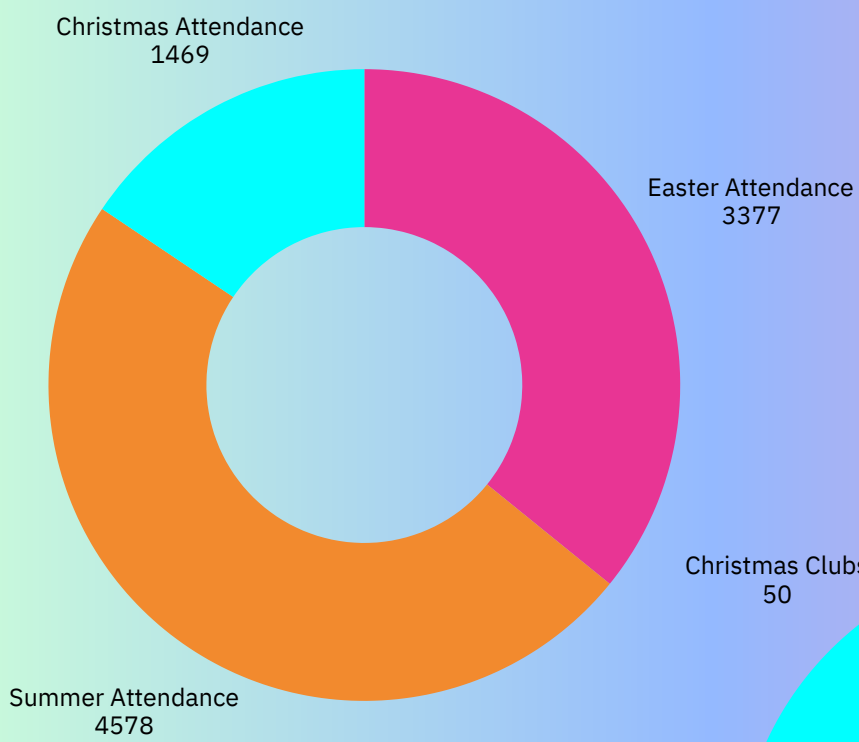
55,116 meals were served

208 clubs in total delivered HAF

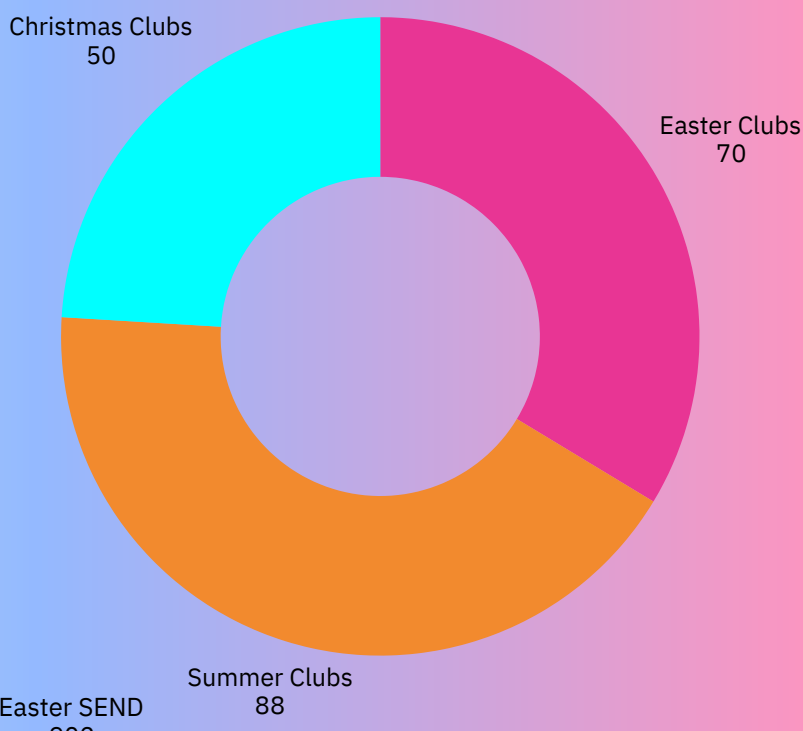


Headline Data 2024

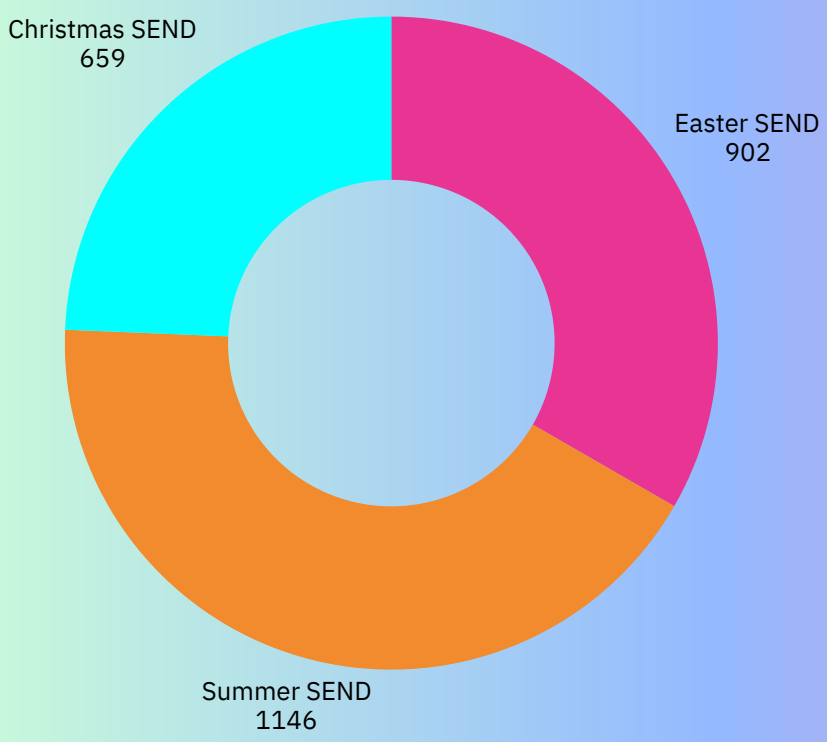
Attendance



No. Clubs



SEND attendees



HAF 2024 Department for Education Choice Award Winners !!

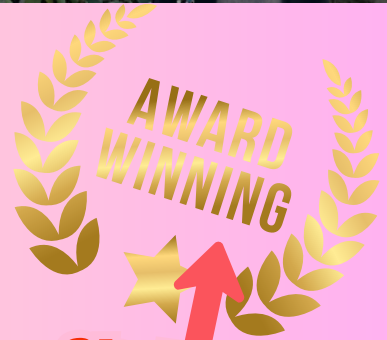
Wirral HAF were delighted to see their nomination for HAF provider of the year win this years award!!!! Neo Community run holiday provision all year round and have been part of HAF right from the initial pilot programme. Since then Neo not only provide their own amazing HAF programmes, but they also support many organisations with their food provision.



“

“

We were immensely proud to win the regional award and then went on to win the national award. We were part of a small collective that campaigned and championed the HAF programme, working closely with Frank Field and his team to get to the reading of the 'Holiday Hunger Bill in 2018'. We were invited to the Houses of Parliament to see the reading of the bill and this was the start of the HAF journey for Neo Community.”



Click
The Link

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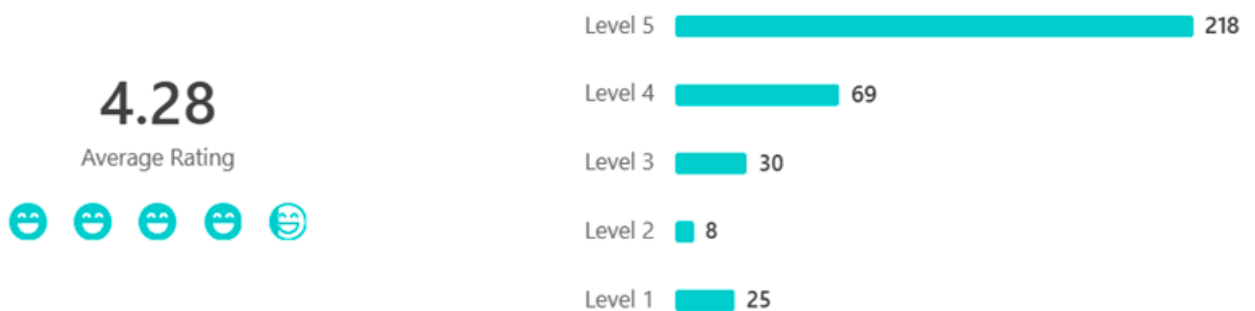


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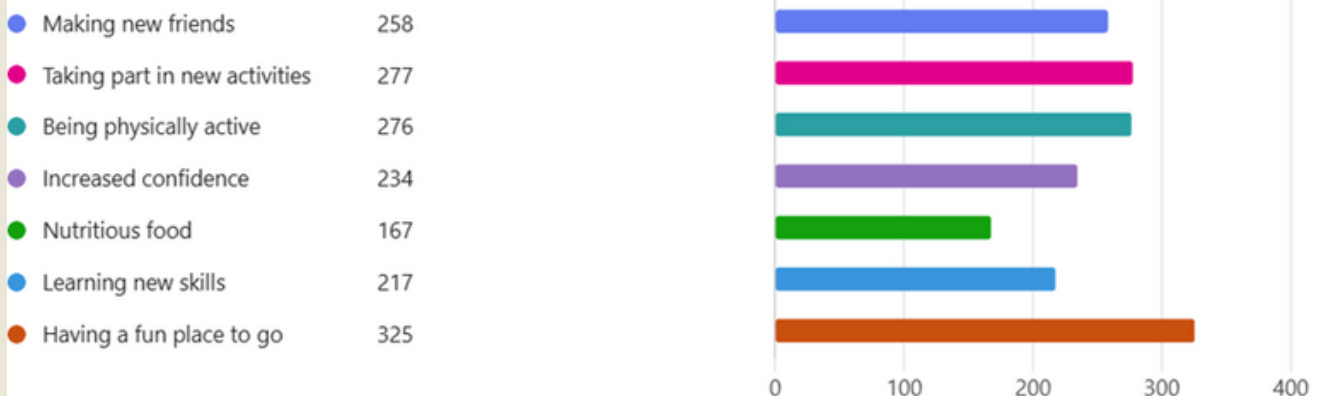
Feedback from Families

We send out feedback forms to families after each HAF programme, we ask about food, activities and general questions about the quality of what has been delivered and the experience their child has had. Here are some of the responses from Summer 2024

Was your child more physically active over the holidays due to attending this club (1 - a little, 5 - a lot)



What do you think have been the biggest benefits to your child/children attending the HAF club? (tick all that apply)



Quotes from Parents & Carers

My daughter has ADHD and can become overstimulated in big public areas, having somewhere local she is familiar with and where she meets up with her friends allows her to feel comfortable and confident

I have an older son who is disabled, without the club my younger son would be very restricted on going out throughout the holidays and wouldn't have had the opportunity to playing sports and making friends.

My daughter made new friends and it has helped reduce anxiety starting a new school in September

My children LOVE attending this holiday club. It's the only one that they look forward to and they're not just left to entertain themselves for hours on end. The staff running the place genuinely care for the children

With me worrying through the school holidays the holiday club is a god send hes fed cared for and always put first being a single parent working part time the HAF has been fantastic



teens for 24



We had a real 'teen drive' for 2024 in Wirral. We decided to encouraged clubs to run 2 clubs, 1 HAF and 1 HAF Teen. We saw new teen groups from Shafts, Clare Mount School, Amber Button, Birkenhead Youth Club, Wirral Youth Service, Neo, The Hive and Positive Futures. The Teen groups tended to be smaller groups, that were very much led by young people.



Our 'Positive Futures Local Authority Team', work with targeted teens engaging in risk taking behaviour to encourage positive behaviour through role modelling and diversionary activities.

This is a video of them biking in Llandeglla Forrest.



'Absolute Teens' were lucky enough to link with a National Film company they worked with the group over the 6 weeks of Summer to help them learn about film making skills whilst at HAF.

This is the film they produced

Steering Group & Governance

Governance

The steering group is answerable to the Director of Childrens Services, Edsential Board and the Wirral Childrens Committee.

HAF Project Manager appears three times a year in front of the Edsential Board (Wirral Assistant Director of Childrens Services is a member of the Board) and when requested appears in front of Childrens Committee. Steering group members sit on the grant marking panel, are part of the monitoring visit team and contribute to the visit reports.

Our Elected Members, MP's, Board Members and Steering Group members are invited to visit provision at each HAF period

Steering Group Membership

Head of Service for Schools and Communities

HAF Project Manager

HAF Project Co-ordinator

Representative from Wirral CVS

Manager from Community and Family providers

Representative from Feeding Birkenhead

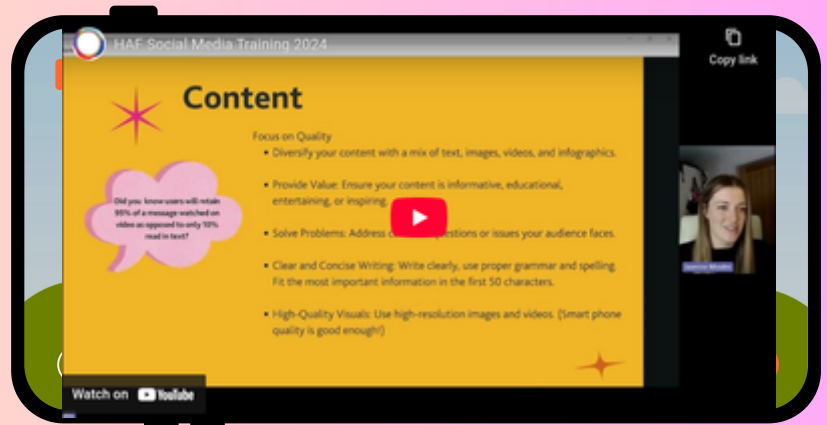
Primary Head Teacher

Secondary SEND Deputy Head

Public Health Healthy Weight Representative

Representative Wirral Info Bank

Marketing & Communication



We train all of our providers in how best to use Social Media. Click above to see our HAF marketing teams HAF Social Media Training!!!!

We love to give a daily shout out about the positive impact of our HAF programmes.



Budget and Expenditure

Department for Education HAF Grant 2024	£1,464,110.00
Face to Face holiday club provision	£1,250,098.00
Administration: Manager, coordinator, finance partner, marketing assistant	£146,411.00
Publicising the scheme to eligible families, comm's to schools, communities and providers, training programme,	£52,601
Booking System EEQU	£15,000
Total Grant Spend for 2023	£1,464,110.00

Social Value

When providers complete the finance return we also ask them to account for any 'Social Value' contribution. This covers anything that has been given by themselves in addition to their HAF grant. We ask them to show any additional food offered, volunteer hours, financial contributions and/or any other gratis contributions.

This has helped us to track how much has been given in-kind to the programme over each year.

Our providers reported that during 2024 they freely provided:

25,000 volunteer hours to HAF

Over **£100,000** in additional meals, hampers and snacks

Hundreds of **free spaces** to non-FSM children

A big thank you to all of our wonderfull providers for 2024!!

Absolute Teens @ Neo	Break The Mould	Develop Thru Sport - New Brighton
Active Sports Group	Byrne Avenue Trust	Develop Thru Sport CIC - Bidston Village
Activity for All - Arrowe Park	Carrbridge Centre	Develop Thru Sport CIC - Upton
Alternative Approach in the Community CIC	Charlotte's Brightside	Eastway Primary School
Amber Button - Beachcombers	Church @the Cross Birkenhead and Moreton Methodist	Edsential Community Interest Company - St Annes
Amber Button - Eastham	Clare Mount Specialist Sports College	Edsential Community Interest Company - St Pauls
Amber Button - Seacombe	Community Capacity Builders CIC - Claremount	Equilibrium North West CIC
Amber Button - Woodlands	Community Capacity Builders CIC - South Wirral	Everton in the Community
Autism Together	Co-op Acadmey Woodslee	Full Of Beans fitness LTD - Manor Primary
Back In The Game CIC	Core Project Birkenhead cic	Full Of Beans LTD - Pensby Primary
Bedford Drive Primary School	Crea8ing Community - Co-op Hillside	Future Yard CIC
Belvidere Centre	Delamere Community Centre	Gautby Road - Youth & Play Community Centre
Birkenhead Youth Club	Develop Thru Sport - Courtney Park	Grow - wellbeing CIC
Brackenwood Junior School	Develop Thru Sport - Hoylake	Hall Star Holiday Clubs - Higher Beb Jnr School

Hall Star Holiday Clubs - Blackhorse Hill	Prenton Rugby Club Ltd.	Tennis Vision Limited - Prenton
Heart 4 Refugees	Procoaching Education Limited - Pensby Sport Centre	Tennis Vision Limited - Upton
Heswall Disabled Children's Holiday Fund	Procoaching Education Limited - South Wirral	Thai Fist Fitness CIC
Hype	Progressive Sports	The Belvidere Centre
Leasowe Youth Play & Community Association	Resilient (NW) CIC	The Friends of Birkenhead Central Library
MILITARY STYLE EDUCATION & DEVELOPMENT CIC - Heygarth	S4YC - Bromborough	The Hive (SEND)
MILITARY STYLE EDUCATION & DEVELOPMENT CIC - Pensby	S4YC - Mount Primary	The Hive Wirral Youth Zone
MW Sports CIC	S4YC - St Peters Primary	The Little Centre Beechwood
Neo Community	Sean Bailey Wellness CIC	The Mulberry Tree Day Nursery ltd
New Brighton Youth Space	Shadow Dance Academy Limited	Thorndale Tennis Club
North Birkenhead Development Trust	Shaftesbury Youth Club	Tranmere Rovers in the Community
Overchurch Junior School	Shaftesbury Youth Club - Teen	Tranmere Rovers in the Community - SEND
Peninsula Football Coaching LTD	St John's Catholic Infant School	Two Brothers Gym CIO
Poulton Lancelyn	St Peter's Catholic Primary School	Utopia Project CIC - Birkenhead Park School

Utopia Project CIC - The Vikes		
Vara Castleway		
Vara New Brighton		
Wallasey Youth Space - Liscard		
Wallasey Youth Space - Moreton		
WEB Merseyside		
Willaston ABC		
Wirral Borough Council (Active Wirral)		
Wirral Change Limited		
Wirral Development Trust		
Wirral Health Project CIC		
Wirral Sports Development - Positive Futures		