

Holiday Activities & Food (HAF) Performance Report 2025



Easter 2025, Summer 2025 and Winter 2025

Aims



Since 2021, Tameside Metropolitan Borough Council has successfully delivered the Holiday Activity and Food (HAF) programme across the borough. Funded by the Department for Education, this initiative is designed to support families eligible for benefit-related free school meals (FSM). Through HAF, we aim to provide meaningful solutions to reduce holiday hunger and tackle food insecurity, ensuring children and young people have access to nutritious meals and enriching activities during school holidays.

Aims of the programme

As a result of this programme, we want children who attend this provision to:

- eat healthily over the school holidays
- be active during the school holidays
- take part in engaging and enriching activities which support the development of resilience, character and wellbeing along with their wider educational attainment
- be safe and not to be socially isolated
- have a greater knowledge of health and nutrition
- be more engaged with school and other local services.

We also want to ensure that the families who participate in this programme:

- develop their understanding of nutrition and food budgeting
- are signposted towards other information and support, for example, health, employment, education, early help and social care.

These are the national aims of the HAF programme, as set out in guidance published by the Department for Education.

All local authorities are required to align their delivery to these aims, which provide a consistent national framework and form the core foundation for local programme design and delivery.

In Tameside



In Tameside, based on the 2025 school census data, there are 13,593 children and young people who are entitled to benefit-related Free School Meals (BFSM). The Department for Education provides HAF funding to support families eligible for benefit-related free school meals, with an additional 15% allocated for discretionary places. While all local authorities follow the same core eligibility checks, each has flexibility in how they allocate this discretionary portion.

In Tameside, we reserve this 15% specifically for children and families identified as being at risk or in crisis, with places accessed only through professional referral. This targeted approach helps alleviate pressure during school holidays, whilst ensuring we reach the most in need families throughout Tameside Borough.

Prior to HAF commissioning, we work collaboratively with the council's policy team to develop a strategic plan informed by locality mapping, identifying areas with a high proportion of children and young people eligible for benefit-related free school meals.

This targeted approach ensures holiday provision is placed where it is most needed. By partnering with providers, we can increase provision in priority areas and engage families more effectively. This strategy gives us the best opportunity to reduce holiday hunger while offering children and young people access to free, high-quality activities within their local communities.

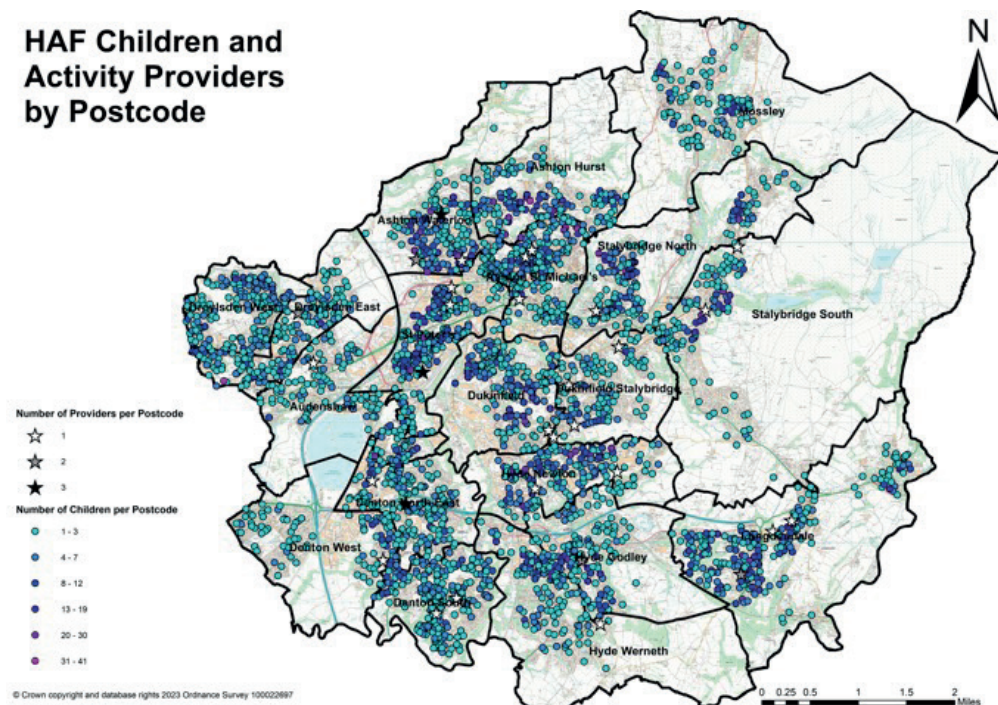


In Tameside, our HAF approach is guided by DfE standards and shaped by local need.

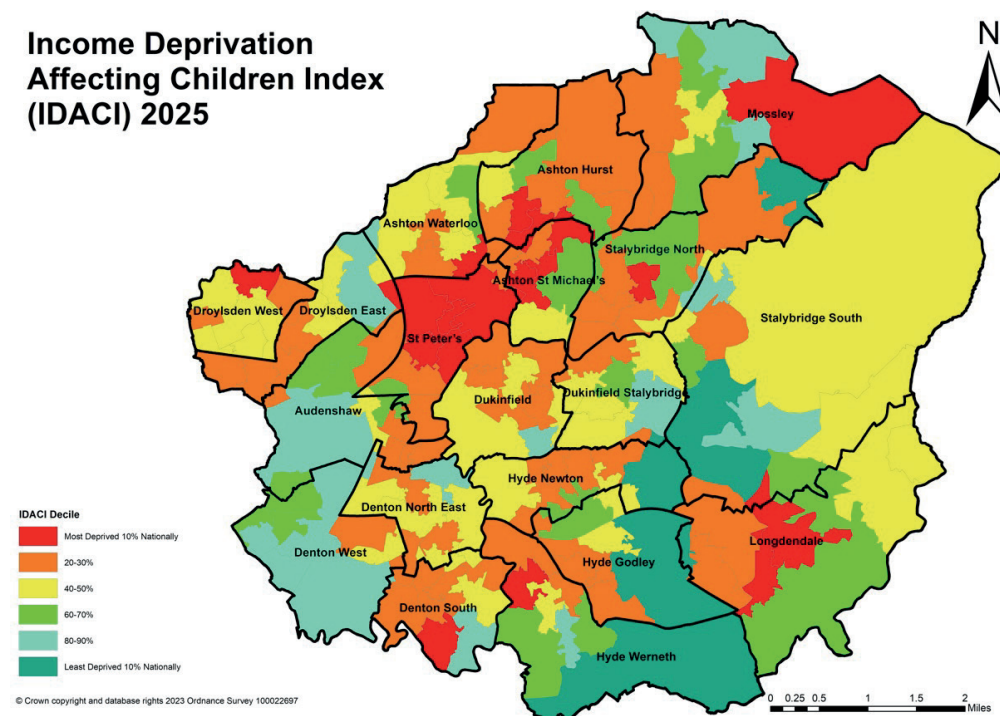
We have collectively prioritised eligibility and the targeted use of the 15% discretionary allocation, which in Tameside is reserved for families in crisis and accessed through professional referral only. This ensures additional support is directed to those most in need.

Provision mapping

HAF Children and Activity Providers by Postcode



Income Deprivation Affecting Children Index (IDACI) 2025



This shows our most up-to-date HAF provision map, using data captured in September 2025. The map overlays eligible children with the Easter and Summer HAF provision we funded, alongside deprivation data.

This helps us identify areas of higher need, understand geographical gaps in provision, and supports targeted and informed commissioning decisions moving forward.

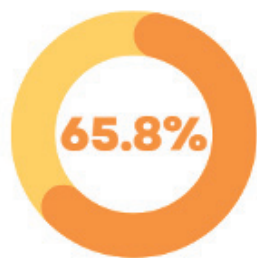
HAF delivery periods – Easter 2025

During Easter in Tameside, 34 HAF-funded holiday provisions were delivered, offering a wide variety of activities including theatre camps, multi-sport and dance sessions, community events, and inclusive SEND sessions. These provisions gave eligible children access to enriching experiences such as bowling and swimming, promoting creativity, physical activity, and social connection. Theatre and dance camps were particularly popular, while SEND sessions provided vital opportunities for children facing participation barriers. Although community session attendance varied, collaboration with schools and local partners helped improve outreach. The programme supported well-being and healthy eating and highlighted the importance of ongoing promotion and targeted engagement to maximise impact.

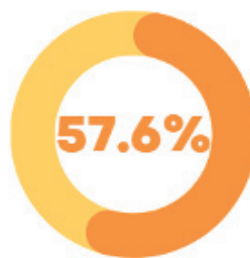
Easter 2025	
Number of organisations	22
Number of venues	34
Places commissioned	9054
Places booked	3614
Places attended	3096
Unique number of children attended	1428



Eligible Children & Young People
13,758



Maximum Capacity
(Commissioned Space)



Spaces Booked



Commissioned places
converted into camp
attendance



Overall Reach of eligible
children and young people
engaged with HAF

This summarises HAF delivery across Easter 2025. We delivered 34 provisions through 22 organisations, offering a broad mix of activities, including sport, creative provision, community sessions and inclusive SEND delivery. We commissioned just over 9,000 places, with 3,600 bookings and just over 3,000 attendances, meaning around 66% of commissioned capacity was utilised. Overall, we engaged 1,428 unique children, reaching just over 10% of the eligible cohort.

HAF delivery periods – Summer 2025

Throughout the summer delivery period in Tameside, we commissioned and delivered 41 HAF-funded holiday provisions, placing a strong emphasis on quality over quantity. Feedback from families was overwhelmingly positive, with many praising the welcoming environments and the positive impact on children's wellbeing. A wide variety of activities—including sports, creative arts, and enrichment experiences—helped engage children with diverse interests and needs.

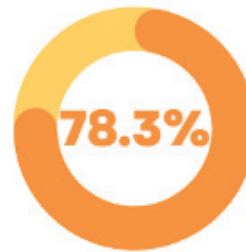
Summer 2025	
Number of organisations	26
Number of venues	41
Places commissioned	11920
Places booked	9332
Places attended	8162
Unique number of children attended	4111



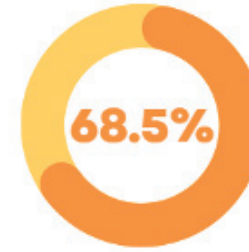
Eligible Children & Young People
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Maximum Capacity
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Spaces Booked



Commissioned places
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attendance



Overall Reach of eligible
children and young people
engaged with HAF

HAF delivery during Summer 2025, which represents our largest and strongest delivery period. We delivered 41 provisions across 26 organisations, with a strong focus on quality and consistency.

We commissioned just under 12,000 places, with over 9,300 booked and more than 8,100 attendances, meaning around 78% of commissioned capacity was both booked and utilised. We reached 4,111 unique children, engaging 34.5% of the eligible cohort.

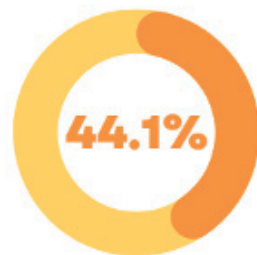
HAF delivery periods – Winter 2025

During the Winter delivery period, HAF Tameside funded 24 holiday activity programmes located in areas of high deprivation across the borough. These included a mix of festive Christmas-themed activities and non-festive celebrations, such as an ice-skating rink, magical Christmas parties, and SEND-specific events. In addition to these, a two-day face-to-face holiday camps were delivered, offering a variety of engaging options for participants. Each provision was complemented by activity bags, which provided a combination of physical activities, STEM-based learning resources, and family food planning and budgeting tools, ensuring a holistic approach to enrichment and support for families.

Winter 2025	
Number of organisations	12
Number of venues	24
Places commissioned	7711
Places booked	3402
Places attended	2737
Unique number of children attended	1074



Eligible Children & Young People
13,758



Maximum Capacity
(Commissioned Space)



Spaces Booked



Commissioned places
converted into camp
attendance



Overall Reach of eligible
children and young people
engaged with HAF

HAF delivery during Winter 2025, we funded 24 provisions across 12 organisations, with delivery targeted in areas of higher deprivation and including festive, SEND-specific and family-focused activities.

We commissioned just over 7,700 places, with 3,400 bookings and around 2,700 attendances, meaning 44% of commissioned capacity was utilised. We reached 1,074 unique children, engaging just under 14% of the eligible cohort.

Attendance, Reach & Engagement

Annual Report 2025

Eligibility category of child	Type of listing	Primary aged	Secondary aged
FSM eligible - non SEND	Universal listing	2758	878
FSM eligible - SEND	Universal listing	805	143
FSM eligible - SEND	SEND Specialist listing	379	45
Non FSM eligible - non SEND (15%)	Universal listing	453	38
Non FSM eligible - non SEND (15%)	Universal listing	70	37
Non FSM eligible - SEND (15%)	SEND Specialist listing	585	422
Sum of columns (HAF Funded attendees)		5050	1563
Unique number of all attendees divided by age only			
Other - Free (Match funding)		0	0
Other - Paid Place		1213	652
Total Number - (HAF Place + Match funding + Paid Places)		6263	2215

This page provides an overview of how we report our annual data to the DfE and the key data points that Childcare Works track as part of those submissions. Using this data, we're able to produce the statistics shown on the next slides, which allow us to review performance across the delivery year. We also use these data points to track year-on-year progress, understand trends, and identify areas where further development or improvement is needed.

Attendance, Reach & Engagement 2025



In 2025, the HAF programme reached 20.4% of children and young people eligible for benefit-related free school meals across the local authority.



This indicates that 57.6% of children and young people who attended the HAF programme returned for additional sessions during 2025.



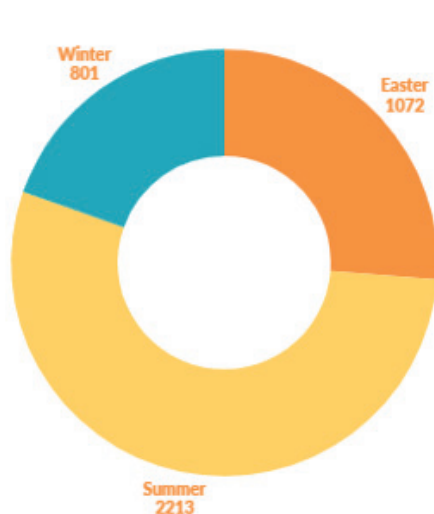
In addition to supporting 6,613 children and young people eligible under standard guidance, HAF Tameside extended its support to a further 1,605 unique children and young people in crisis, referred by professionals.

This page brings together our attendance, reach and engagement across 2025.

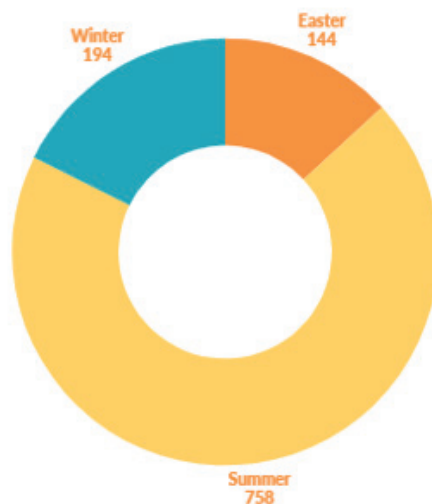
Overall, the HAF programme reached 20.4% of children and young people eligible for free school meals across the borough, showing steady progress in engaging the eligible cohort.

Importantly, 57.6% of children who attended returned for additional sessions, which indicates strong satisfaction, positive experiences, and effective delivery by providers.

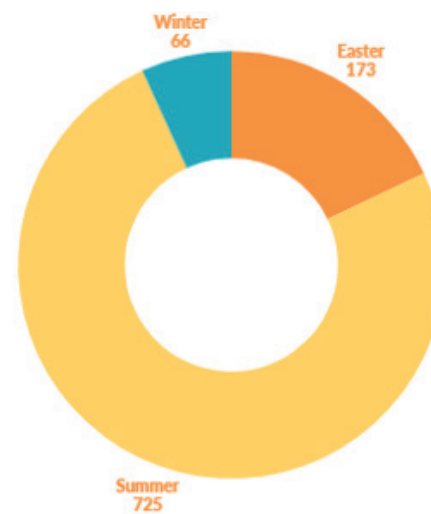
In addition to our standard eligibility offer, we also supported 6,613 eligible children and extended targeted support to a further 1,605 children and young people in crisis, referred through professionals. This highlights the programme's wider role in early help, targeted intervention and supporting vulnerable families, alongside core HAF delivery."



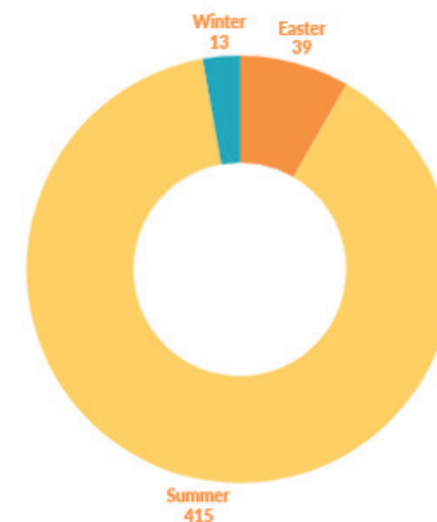
**Primary age attendance
in universal settings**



**Secondary age
attendance in
universal settings**



**Primary age attendance
in SEND specific settings**



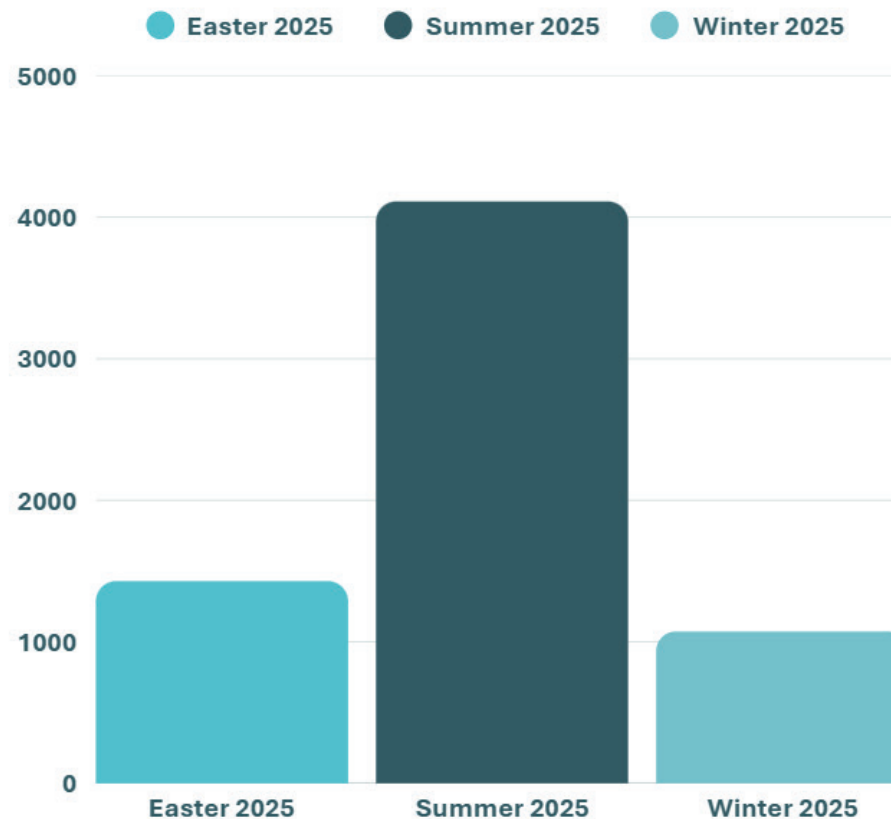
**Secondary age attendance in
SEND specific settings**

Here we can see the number of unique children and young people, broken down by age group and SEND need. This allows us to understand and demonstrate levels of engagement across each of these cohorts.

This helps us understand who we are reaching across the programme, and how engagement varies between different cohorts. This breakdown allows us to see where participation is strongest, particularly among SEND and non-SEND children, and where there may be opportunities to strengthen targeted outreach or provision.

Overall, this data supports our understanding of equitable access and inclusion and inform future commissioning decisions to ensure provision continues to meet the needs of different age groups and children with additional needs.

Unique number of participants attending



Number of unique children and young people attending across each delivery period, with Summer 2025 reaching the highest number, followed by Easter and Winter.

HAF Sessions on offer



Throughout 2025, Tameside Metropolitan Borough Council, are working in partnership with the following providers to deliver HAF:

Activated Care (LSC), Active Tameside, Academy HQ, Aldwinians Rugby, Astley Sports College, Blaze Street Dance Academy, Cannon Johnson CE School, Curzon Ashton FC, Curzon Ashton Foundation FC, Curzon Community Foundation, Football Fun Factory, Footlights Tameside, Haughton Green Community Centre, Inspire Sports Coaching, Lancashire Cricket Foundation, Lindley Education, Manor Green Primary School, Mini Messys, Mottram Cricket Club, Nature Beanz Adventure, Sports First Coaching, St James CE Primary School, Tameside Music Service, Tameside Titans, The Village Out of School Club, United Sports Coaching, Waterloo AFC, First Kick CIC and Fifth Movement.



This page shows the number of HAF sessions offered across 2025, delivered in partnership with a wide range of local providers.

As expected, Summer 2025 accounts for the highest volume of sessions, as delivery ran for five weeks, compared to two weeks at Easter and one week during Winter. This longer delivery window allows for greater capacity, more choice for families, and increased overall reach, while Easter and Winter remain more targeted, shorter programmes.

HAF Funding 2025



Across the 2025/26 delivery year, Tameside Metropolitan Borough Council allocated HAF funding to support a comprehensive programme of enrichment activities, healthy meals, and targeted holiday support for eligible children and young people. A total of £1,184,707.00 was spent across the following key areas:

Face-to-Face Holiday Club Provision – £826,498.82

This includes all direct delivery costs associated with face-to-face HAF provision, such as provider fees, staffing, venue hire, activity materials, food and meal provision, and other essential costs required to deliver free HAF-funded places to eligible children and young people.

SEND-specific provision – £15,358.00

Funding supported specialist provision and tailored support for children with special educational needs and disabilities to ensure inclusive and accessible holiday opportunities.

Remote holiday club provision – £42,534.00

This covered digital or at-home activity models, enabling access for families unable to attend in person.

Publicity and communications – £38,023.00

Investment in outreach, marketing, and targeted communication to ensure eligible families were aware of and able to access the programme.

Capital expenditure – £58,089.80

Funding for long-term resources such as catering equipment, sports equipment, and other capital items used to enhance and sustain provision quality.

Programme management and administration – £134,104.86

This supported Local Authority coordination, staffing, quality assurance, compliance monitoring, training, and the systems required to run a borough-wide programme effectively.

Other programme costs – £15,607.99

Including translation services, transport, provider staff training, booking systems, and other essential infrastructure.

Booking System Costs – £15,000.00

Costs associated with an online booking system that enables parents and carers to view provision, book places, and supports data monitoring and reporting.

Total Annual Expenditure: £1,107,193.46

This investment enabled Tameside to deliver a robust and high-quality HAF programme, ensuring children and young people had access to safe, enriching, and nutritionally supportive holiday experiences throughout the year.

A total underspend of £133,086.54 has been identified for the 2025/26 delivery year. In accordance with Department for Education requirements, this amount will be returned to central government.

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HAF Steering Group



The Tameside HAF Steering Group is made up of a broad range of professionals from across the local authority, charity sector, education, health, and the voluntary and community sector. This diverse membership ensures that strategic decisions are informed by a wide mix of expertise, operational insight, and community experience.

Our steering group operates collaboratively, with shared decision-making and a commitment to continuous improvement. Members utilise their specialist knowledge to guide the development, quality, and direction of the HAF programme across Tameside.

Members of the Tameside HAF Steering Group include:

Chair / Service Manager Early Help:

Emma Lewis

Early Help Representative / Head of Service:

Jayne Grice

Deputy Chair / HAF Programme Manager:

Caitlan Wilson

**Data & Analysis Officer
(Minutes and Supplier Payments):**

Andrew Moroz

Commissioning:

Alex Grant

Finance:

Kelly Swain / Samuel Beswick

Children with Disabilities:

Lynne Barnett

Education:

Joanne Rendell

Health and Nutrition:

Louise McKee

**Operational Manager –
Employment & Skills:**

Joanna Whitehead

Youth Services:

Melissa Hopwood

Population Health:

Charlotte Lee / Annette Turner

Voluntary Sector Representative:

Sue Brooks

Active Tameside (Charity Provider):

Shaun Higgins / Dan Higgins

**Astley Sports Village (Schools Provider) /
Open Facilities Network Link:**

Mark Storie

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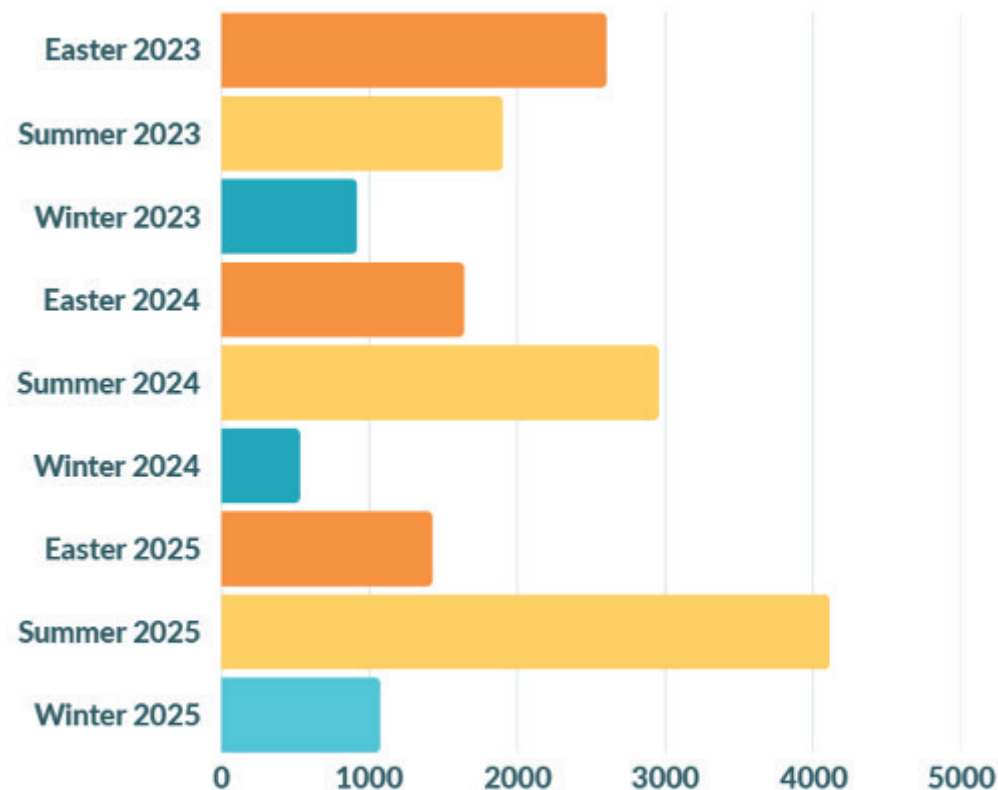
Annual comparison

Between 2023 and 2025, overall participation in the HAF programme grew by 21.9%, rising from 5,423 to 6,613 unique attendees.

This growth is driven almost entirely by the Summer period, which expanded by 116% and now accounts for over 60% of annual engagement. The dominance of Summer is influenced by its longer five-week delivery window compared to Easter's two weeks and Winter's single week, offering families more opportunities to attend.

Easter participation has declined sharply by 45%, reducing its share from nearly half of all attendees in 2023 to just 21.6% in 2025, while Winter dipped in 2024 but rebounded strongly in 2025. These trends highlight a clear seasonal shift, with Summer becoming the core of provision. This trend is shared nationally and throughout GM.

Unique number of participants attending by delivery period



A year-on-year comparison of unique children and young people attending HAF, broken down by delivery period.

Between 2023 and 2025, overall participation increased by around 22%, rising from 5,423 to 6,613 unique attendees. This growth is driven largely by the Summer programme, which has expanded significantly and now accounts for the majority of annual engagement.

Annual comparison

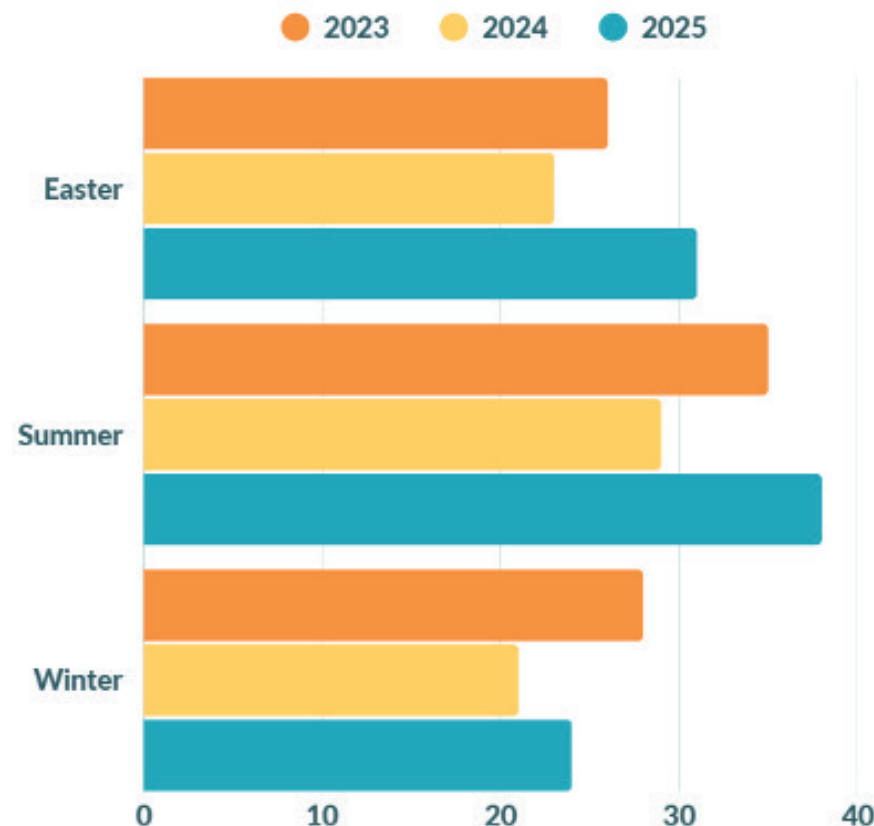
The bar chart illustrates the number of Holiday Activities and Food (HAF) provisions delivered during Easter, Summer, and Winter periods over three years.

Summer consistently had the highest number of provisions, peaking at 38 in 2025 after a dip to 29 in 2024.

Easter showed a similar pattern, starting at 26 in 2023, dropping slightly in 2024, then rising sharply to 31 in 2025.

Winter experienced the lowest figures overall, declining from 28 in 2023 to 21 in 2024, with a slight increase to 24 in 2025.

HAF Providers



The bar chart illustrates the number of Holiday Activities and Food (HAF) provisions delivered during Easter, Summer, and Winter periods over the three years. It shows how provider involvement has changed year on year, with overall growth by 2025, indicating improved provider confidence, retention, and a more stable local HAF market.

Strengths

Accurate Targeting of Families

We now have full confidence that all children and young people attending are from the families we aim to support, ensuring resources are used effectively.

Access to Up-to-Date Eligibility Data

Since transitioning to Tameside Council, we've gained access to the latest eligibility list from central government for families entitled to benefit-related Free School Meals (FSM), improving accuracy in outreach.

Strong Partnership Working

The programme benefits from collaboration with schools, community organisations, and local partners, creating a joined-up approach to supporting families.

Enriching Activities and Nutritious Meals

Children enjoy a variety of engaging activities alongside healthy meals, promoting physical health, mental wellbeing, and reducing holiday hunger.

Positive Impact on Families

Feedback from parents and carers highlights improved confidence, reduced stress, and greater access to support during school holidays.

Quality Assurance and Continuous Improvement

Regular site visits and monitoring ensure high standards of delivery and allow for ongoing improvements.

Inclusive and Safe Environment

The programme provides a welcoming, safe space for children and young people to learn, play, and socialise.

Reduction in holiday activity and food poverty

By supporting vulnerable families, the programme strengthens community networks and reduces inequalities.



Development

Goal	Specific Action	Targeted Outcome	Timescale
Re-establish clear branding and ownership of HAF within the local authority.	Launch refreshed branding campaign. Partner with marketing & communications to build robust marketing plan. Coordinate design and print of branded materials. Ensure visibility on all communication platforms.	Providers and participants to understand the value of HAF and the management under TMBC	Easter 2026
Increase visibility and engagement with eligible families.	Ensure goal one feeds into targeting the families eligible for the programme. Relaunch HAF event and invite families to attend an information session. Engage with schools directly to ensure information is relayed to eligible families.	30% increase in participation by Easter 2026	Easter 2026
Maximise budget utilisation to ensure children and young people benefit fully from the programme.	Contact highly rated providers to explore programme expansion. Develop professional partnership with opening facilities lead. Develop professional partnership with schools' partnership manager. Open applications for new providers to pilot over the remaining delivery periods. Open bursary application to support and improve provider delivery via training and equipment bursary.	Ensure 2025/26 budget is 100% spent before the end of the financial year	April 2026
Strengthen Provider Training & Compliance	To work with learning and development to build and implement a robust training and development plan ensuring cost is coded to 2025 spend. Aiding with goal three. Develop HAF Standards Framework. Create policies and procedures for compliance.	100% provider completion of core induction training	Easter 2026

Feedback – Parent/Carer

Thank you to all the team at Astley Sports for being so considerate, kind and welcoming in engaging the children. Arafat has thoroughly enjoyed his time over the summer spent at Astley. Appreciate all the team and all the staff making this possible.



Staff were amazing, especially Charlotte - she has been amazing with our SEN child. She checks in on him, sends the positive feedback home. Our son really enjoys attending. We feel confident in where we are sending our son, and he really looks forward to attending. It has become apart of our school holiday routine.

Feedback – Parent/Carer



My daughter finds it hard in busy environments, but this is the first time I've managed to leave her on her own without my own supervision, she loved it 100%, can't wait until I sign her up for the next one.

I just wanted to reach out to you and your staff to let you know how much my granddaughter enjoyed the SEN Christmas Party last night. Historically there has been no provision of this kind available for children with SEN in Tameside.

***** has global development delay, she cannot talk or walk unaided which makes it very difficult to take her to activities which are available for other children i.e. playcentre, dancing etc, she loves to dance lol. Being able to come to the Christmas Party and meet Father Christmas was a lovely treat for Sophia, she enjoyed it immensely.

My daughter and I would like to thank you, your staff, and everyone who was involved in entertaining the children for the time taken to make the party extra special for all the children who attended.

Feedback gathered from parents/carers is collected via completion of our feedback form available on each site by scanning a QR code, via email and during conversations at regular quality assurance visits.

