

Holiday Activities & Food programme (HAF)

*Impact report
Easter 2021*



Contents

03	Introduction
04	Supporting Local Authorities
05	Supporting local partnerships
06	Impact
07	Parent feedback
08	Activities
09	Safety measures
10	Nutrition
11	Points to note
12	Looking ahead

Introduction

Premier Education is the UK's No.1 provider of sport and physical activity to primary schools.

Whether it's after-school gymnastics, curricular fencing classes or performing arts Holiday Camps, Premier Education have been loved across the UK since 1999.

Our sessions are designed for children of all abilities and are run by highly trained professionals.

Premier Education have lobbied for, and therefore greatly welcomed, the Government's commitment and funding to support children to stay active and fed throughout holiday times via the Holiday Activities & Food Programme (HAF).

We were delighted to support the scheme and partner with a number of Local Authorities and other Coordinators across the country to bring the opportunities to children and families in need.

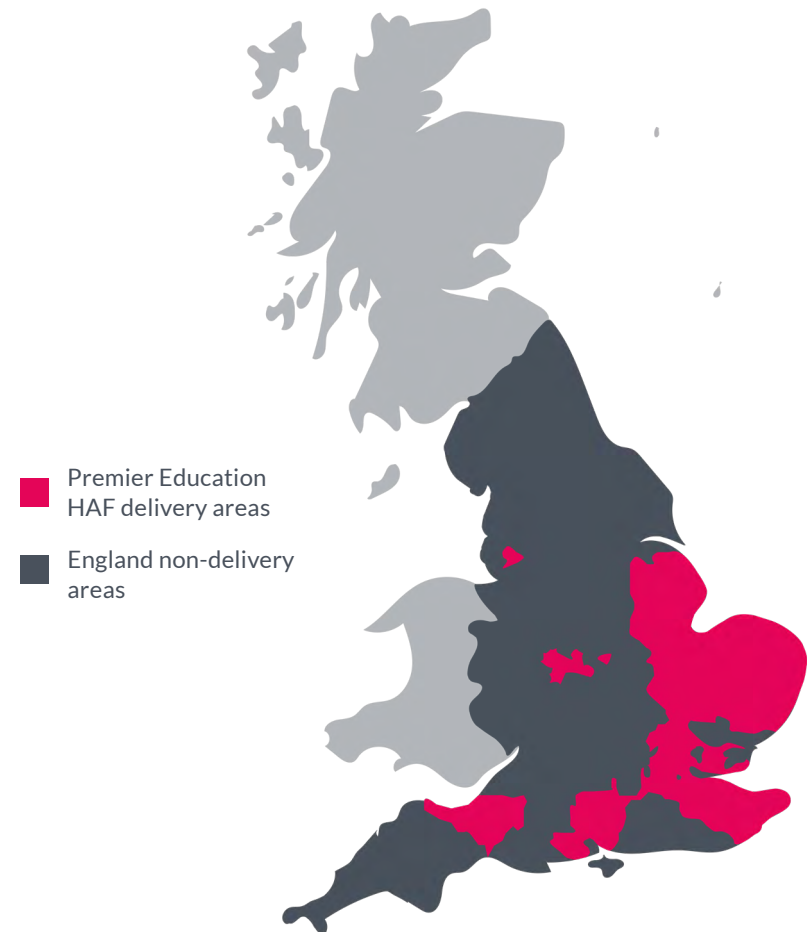


Supporting Local Authorities

How did Premier Education support LA's during Easter 2021?

Through our network of franchisees, Premier Education supported 40 Local Authorities to successfully deliver HAF clubs during the Easter school holidays in 2021. Those areas highlighted green on the map indicate where Premier Education delivered HAF clubs.

UK Local Authority Map



Supporting local partnerships

HAF funding

We directly worked with four Active Partnerships across England where they were coordinating HAF funding in the locality.

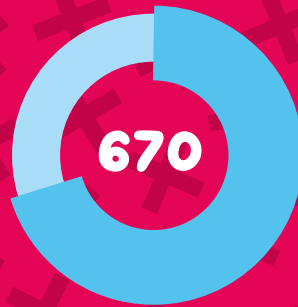


Impact

Unique venues



Unique venue days



Average days per venue



Local authorities supported



Average age of attendees

7.7



We had over 37,000 children attend our HAF provision in 2021



We helped Local Authorities & Coordinators utilise over

£ 290,000

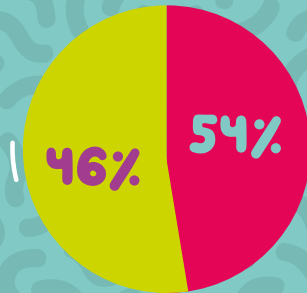
of HAF funding over Easter

Male gender

46%

54%

Female gender



Parent feedback

“

“Cannot fault these guys at all, my kids had an absolutely amazing week and we’re so sad it’s all over. I would 100% recommend this to all my friends. The staff were very polite and friendly, as well as making it safe for everyone under the current circumstances. Thank you very much and I do hope my children will be able to attend again in the next holidays.”

Serena, parent from Ipswich

“My daughter Kiera really enjoyed her time at this holiday club, she has said she hopes to go again! She was supplied lunch everyday at no cost to me which is fantastic! She even received a little certificate and t-shirt!”

Leanne, parent from Clacton-on-Sea

”



Activities

Premier Education's new Holiday Camp framework incorporates four different Camp types, aimed at providing variety and an opportunity to engage as many children as possible. Regardless of the camp type, we focus on physical literacy, movement, communication & other key social skills such as teamwork, problem solving, and celebration / recognition.

Sport specific: Holiday Camps which focus on a specific sport activity such as gymnastics or football. The development of key skills, whilst enjoying fun activities, is the aim.

Multi-sport: With a breadth of sports delivered across the duration of the Holiday Camp, children have the opportunity to choose, play and learn about a wide range of sports, often experiencing new activities they may not in school.

Performing Arts: These Holiday Camps focus on creativity, performance and a wide range of skills aligned to performing arts. There will be a clear structure to the duration of the course and an opportunity to perform for those children at the end who wish to.

Multi-activity: Delivering a wide variety of activities across the duration of the camp, children enjoy a mixture of sport, games, and arts, as well as some activities that would not be delivered within a school curriculum.

Due to the nature of the HAF programme and specific needs / requirements in different areas of the country, our franchisees have worked closely with Local Authorities and Coordinators to provide a bespoke offer where necessary. Examples of this includes child and parent sessions, library drop-ins, arts and craft days and digital delivery.

Safety measures

Covid-19

COVID safety measures – 5 Steps to Safe, Active, Together

- 1 Staff qualifications** – All staff have completed the Level 2 qualification in Infection, Prevention, Mitigation and Management.
- 2 Smaller activity groups** – Maximum of 15 children to 1 activity professional.
- 3 Bubbles** – Children are kept in specific groups for the duration of the camps.
- 4 Risk assessments** – Extended assessments to ensure safety at all times.
- 5 Premier Education Promise** – If we have to cancel clubs, parents get their money back*.

*Non-funded places only

Premier Education Professional Standards (PEPS)

All staff delivering HAF clubs hold the following qualifications / training as a minimum standard:

- + DBS – update service registered
- + Safeguarding awareness
- + Level 3 Emergency Paediatric First Aid
- + Allergy Wise training
- + Prevent Duty
- + GDPR awareness training
- + Level 2 in Infection Prevention, Mitigation and Management
- + Leading in Physical Activity Level 2
- + Inclusive Activity programme
- + Equality and diversity training

Nutrition

Providing healthy meals

Every member of staff delivering on HAF clubs went through the **Level 2 Food Safety & Hygiene**.

The clubs provided a healthy meal for children in a variety of different ways, with the most common being listed below (In order of volume).

- + School catering teams
- + Local food supplier / caterer
- + Purchasing pre-prepared food from supermarkets
- + Purchasing individual food items and preparing meals on site

Where possible, Premier Education's franchisees would attempt to utilise and work with local stakeholders, aiming to enhance community involvement.



Points to note

Key future considerations

- + Driving attendances, targeting 80% of places being utilised.
- + Impact more Local Authorities with our wider support offer – some of which our detailed on the next slide.
- + Child / Family eligibility checks and improving the process behind this.
- + Improved support to our network in providing food - potentially through national partners



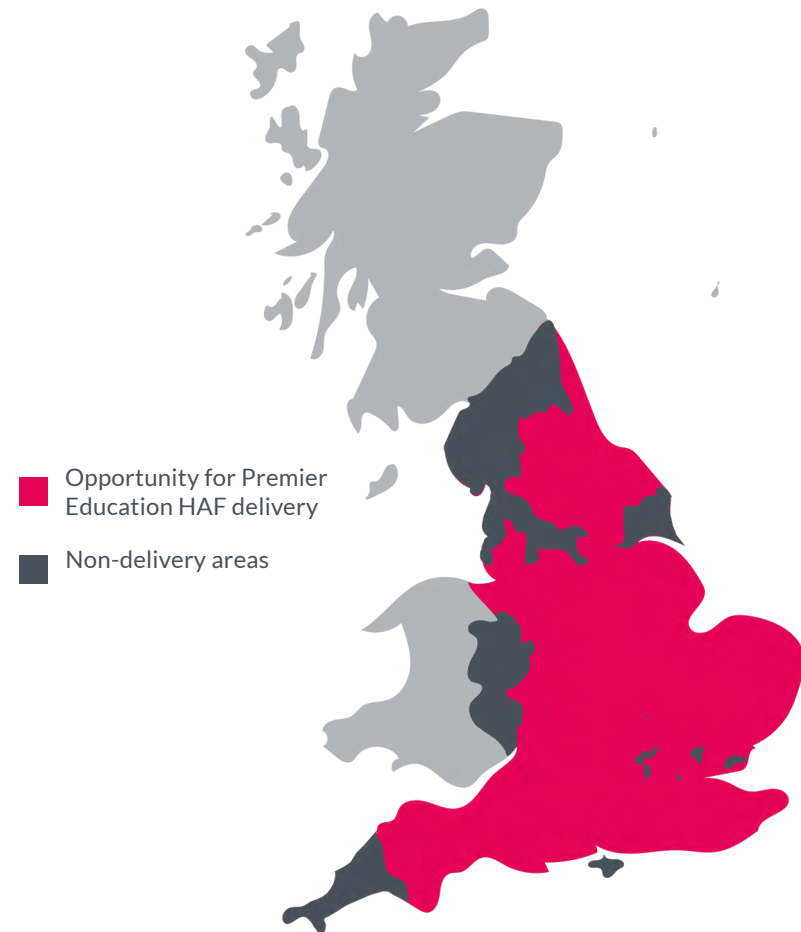
Looking ahead...

Capacity to support in Summer 2021

Through our countrywide scale, Premier Education's network of franchisees and highly qualified Activity Professionals have the capacity to support in excess of 300 HAF clubs this Summer and beyond.

Those areas highlighted pink on the map indicate where we have active delivery and customer relationships.

UK Local Authority Map



Looking ahead...

Future potential

Premier Education can support beyond just Holiday Camps delivery, providing experience and expertise in coordinating national programmes and potentially reducing your costs to operate the coordinate the clubs.

From providing sector leading qualifications, to local coordination and extensive customer support, we can help Local Authorities and Active Partnerships deliver all aspects of the HAF programme. We've done it all before...with over 200 funded days delivered across three regions in 2020, as well as coordinating the Sainsbury's Active Kids Holiday Club scheme in 2018 and 2019.

Our diverse range of support

- + **HAF Club delivery**
- + **Local coordination** – Individually or as part of a consortium)
- + **Customer service (Careline)**
– providing the best possible journey for parents and families engaging with HAF
- + **Booking platform**
- + **Staff training** – Accredited and non-accredited
- + **Quality assurance model**

premier-education.com



Premier
Education