

# Service Specification

## Holiday Activities and Food (HAF) Programme

Christmas  
2022 Provision

Provisional Easter  
2023 Provision

Grants - £7,500 and under per holiday  
period



Department  
for Education

**CROYDON  
COUNCIL**  
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## 1. Introduction to the Holiday Activities and Food (HAF) Programme 2022

In November 2020, the Department for Education (DfE) announced the Holiday Activities and Food (HAF) programme was to be expanded across the whole of England in 2021. Funding has been provided to local authorities to co-ordinate a programme that provides healthy food and physical/enriching activities for children on benefits-related free school meals. The programme has been delivered throughout 2021, as well as at Easter and Summer 2022. This round of applications looks to secure providers through a grant process for Christmas 2022, and Easter 2023. Whilst local authorities have had their Christmas 2022 funding allocation announced, A funding announcement for Easter, summer and Christmas 2023 is expected in November 2022.

School holidays can be particular pressure points for some families because of increased costs (such as food and childcare) and reduced incomes. For some children that can lead to a holiday experience gap, with children from disadvantaged families:

- Less likely to access organised out-of-school activities
- More likely to experience 'unhealthy holidays' in terms of nutrition and physical health
- More likely to experience social isolation

Free holiday clubs are a response to this issue and evidence suggests that they can have a positive impact on children and young people and that they work best when they:

- Provide consistent and easily accessible enrichment activities
- Cover more than just breakfast or lunch
- Involve children (and parents) in food preparation

All children in Croydon who receive **benefits related Free School Meals** are eligible to take part in the HAF programme.

DfE guidance: <https://www.gov.uk/government/publications/holiday-activities-and-food-programme/holiday-activities-and-food-programme-2021>

## 2. Scope

### 2.1. Aim of the Service

The purpose of the funding is for local authorities to make free places at holiday clubs available in the Christmas 2022 and Easter 2023 to children in their local authority area in receipt of benefits-related free school meals (FSM).

### 2.2. Scope of Delivery and Programme Standards

Croydon Council is seeking to work in collaboration with a wide network of partners who can deliver high quality holiday club provision during the Christmas 2022 and Easter 2023 school holidays.

We are looking to work with partners who can demonstrate an ability to deliver holiday provision that incorporates:

- High quality enriching/physical activities
- Provision of healthy meals
- Nutritional education for children and families
- Signposting to relevant services for children and families

Holiday provision must be delivered for the equivalent of at least 4 hours a day, for four days, across the Christmas 2022 and Easter 2023 Holiday periods.

The provision must include activities and food and each holiday club must meet the following programme standards to support high quality provision:

### **HEALTHY FOOD/MEALS**

Holiday clubs must provide at least one healthy meal a day and all food provided at the holiday club throughout the day (including snacks) must meet the School Food Standards:

<https://www.gov.uk/government/publications/standards-for-school-food-in-england>

All food provided as part of the HAF programme must comply with food preparation regulations, take into account allergies, dietary requirements as well as any religious or cultural requirements for food.

We know that this aspect of the programme, which overlaps with nutritional education and food education, can be challenging, and we encourage successful applicants to adequately plan and prepare for this, including engaging with experts and partners as appropriate.

All food provided as part of the programme must:

- Comply with regulations on food preparation
- Take into account allergies and dietary requirements (see the [allergy guidance for schools](#))
- Take into account any religious or cultural requirements for food

There is flexibility in the design of the food provision which should always be tailored to ensure that all food meets the dietary needs of the children and families who attend. The food served should also be appropriate for the nature of the session, for example, offering cold packed lunches for parks or outdoor venues or for day trips.

**The expectation is for hot meals to be provided.**

### **ENRICHING/PHYSICAL ACTIVITIES**

Holiday clubs must provide fun and enriching activities that provide children with opportunities to develop or consolidate skills or knowledge, to consolidate existing skills and knowledge, or to try out new experiences.

Clubs must also provide physical activities which meet the [Physical Activity Guidelines](#) on a daily basis including engaging in moderate to vigorous physical activity for an average of at least 60 minutes per day.

- Children and young people should engage in a variety of types and intensities of physical activity across the week to develop movement skills, muscular fitness, and bone strength.
- Children and young people should aim to minimise the amount of time spent being sedentary, and when physically possible should break up long periods of not moving with at least light physical activity.

We are looking for a varied mix of fun and enriching activities which are age-appropriate for the children on your programme.

### **NUTRITIONAL EDUCATION**

Holiday clubs must include an element of nutritional education each day aimed at improving the knowledge and awareness of healthy eating for children. For example, this can be in the form of workshops, and could include activities such as getting children involved in food preparation and cooking, growing fruit and vegetables, and taste tests.

Clubs must also include training and advice sessions for parents, carers or other family members, which provides advice on how to source, prepare and cook nutritious and low-cost food.

### **SIGNPOSTING AND REFERRALS:**

Clubs must be able to provide information, signposting or referrals to other services and support that would benefit the children who attend their provision and their families. This could include sessions and information provided by:

- Citizen's Advice
- School nurses, dentists or other healthcare practitioners
- Family Support Services or Children's Services
- Housing Support Officers
- Jobcentre Plus
- Organisations providing financial education

The programme aims to support high quality provision coordinated across the borough of Croydon. We want children attending clubs to:

- Eat more healthily during the school holidays
- Be more 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 socially isolated
- Have greater knowledge of health and nutrition

The London Borough of Croydon encourages providers to make holiday provision available to children not eligible for free school meals, who can pay to attend. This might be through operating a HAF club as bespoke provision, or as part of already existing holiday provision in the area, with a likelihood of a mixed arrangement depending on the local supply and demand for provision. Places may be offered to children not eligible for HAF whose parents can pay for them to attend or where funding is available from other sources to cover the cost of these places. HAF funding is solely for holiday provision places for those in receipt of benefits related Free School Meals, but we encourage organisations to make paid-for places available to other families, where possible. The only exception to this is for up to 15% of places on a provider's programme to support children who may be classed as at risk or vulnerable throughout the holiday period.

### 3. Funding Application Process and Timetable

#### 3.1. How To Apply

There will be many organisations across the borough wanting to deliver HAF and we recognise that some organisations will have the capacity to take on more than others. We also need to ensure good geographical coverage of the holiday provision. Providers will have the opportunity to apply for £7,500 to deliver the programme at Christmas 2022 and/or a further £7,500 to deliver the programme at Easter 2023.

Please complete the HAF grant funding application form.

Completed HAF Small Grants funding applications **must be completed online**, and submitted along with the required supporting documentation, which will need to be sent to:

[HAFprogramme@croydon.gov.uk](mailto:HAFprogramme@croydon.gov.uk)

by

23.59, Sunday 9<sup>th</sup> October 2022

Please Note: We can only accept **one** application per organisation per holiday period i.e. you cannot submit multiple Small Grants applications for multiple holiday clubs during Christmas 2022. Whilst we encourage providers to work together in the set up of their own camps, we are not seeking applications from multiple organisations for the delivery of one camp. The only exception to this will be where an applicant can deliver specific SEND provision on the programme, alongside a mainstream offer.

### 3.2 Application Requirements

HAF funding is available to community and voluntary organisations, not-for-profit companies, registered charities, constituted organisations, social enterprises, schools, and private companies operating in Croydon. As part of the application process, and to confirm your eligibility to receive public money, you will be required to submit:

- Copy of Public Liability Insurance documentation
- Copy of Employer Liability Insurance documentation
- Safeguarding Policy
- Recruitment Policy
- Health and Safety Policy including Food Handling Policy
- Equality and Diversity Policy
- Privacy Policy/GDPR policy
- Venue Risk Assessment
- Programme Risk Assessment

We expect all provision to be supported by relevant and up to date policies and procedures that are adhered to by all staff who will be involved in the delivery of HAF provision. Our expectation is that all delivery staff are inducted and trained in accordance with the policies and procedures to ensure the highest of delivery standards, especially with regard to safeguarding, DBS checks, health and safety and equal opportunities.

**Applications that do not include the required supporting documents will not be considered.**

Please note: if you are a Croydon maintained school or academy (including nursery), you only need to submit the following supporting documents from the above checklist along with your funding application:

- Programme Risk Assessment
- Food Handling Policy (if using alternative caterers to normal school provision)

### 3.3 Eligibility

To receive HAF funding from Croydon Council, your project must:

- Take place mainly within the borough, and benefit children and young people who live or go to school within Croydon.
- Be inclusive and accessible to all children receiving benefits-related FSM and have regard to protected characteristics, including children with SEND.
- Be delivered for the equivalent of at least 4 hours a day, 4 days a week, for 1 week in the Christmas 2022 holidays and/or 1 week in the Easter 2023 holidays.

HAF funding is the giving of public money so it is important that it is used appropriately. HAF funding will not support projects or activities that cannot evidence how they will meet the identified needs of the beneficiaries. Furthermore, funding cannot be used for:

- Projects which are purely research or not focused on direct delivery.
- Costs of ongoing staff who are not working directly on the project – including salaries of permanent or fixed term staff.
- Costs incurred in putting the application together.
- VAT that you can recover.
- Loans or interest payments.
- Purchase of alcohol or illegal substances.

During the application process you will be asked to provide the following detail setting out how you plan to deliver the programme:

- Total number of holiday provision places being offered
- Programme dates, session lengths, and timing of sessions throughout the day
- Staffing details
- Confirmation that monitoring data will be collected
- How you will reach children and families on FSM to attend your programme

### 3.4. Scoring and Assessment of Applications

Applicants should ensure they answer each question on the application form. Failure to do so will result in the application not being considered.

Applications will be assessed against a fair and transparent scoring procedure by an internal team at Croydon Council (The Evaluation Panel).

All applications will be judged against the following criteria:

#### **Does the project meet the following HAF standards:**

- Daily healthy (preferably hot) food offer for children that meets the school food standards - [School food standards: resources for schools - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/collections/school-food-standards-resources-for-schools)
- Enriching activities that allow for children to have new experiences and develop new skills, have fun and socialise
- Daily physical activities that meet the physical activity guidelines for children of at least one hour per day of moderate-to-vigorous physical activity - [Physical activity guidelines for children and young people - NHS \(www.nhs.uk\)](https://www.nhs.uk/physical-activity-guidelines-for-children-and-young-people)



- Daily nutritional education for children aimed at improving the knowledge and awareness of healthy eating for children. These do not need to be formal learning activities and could for example include activities such as: getting children involved in food preparation and cooking, growing fruit and vegetables, taste tests, discussing food and nutrition or including food and nutrition in other activities
- Weekly nutrition and food budgeting sessions training and advice sessions for parents, carers or other family members. These should provide advice on how to source, prepare and cook nutritious and low-cost food. This could be combined with the nutritional education aspect of the programme, for example, by inviting children and their families to prepare and eat a meal together
- HAF providers should be able to provide information, signposting or referrals to other services and support that would benefit families. This could include sessions provided by partner agencies around employment, training, family support, health, financial advice etc

**Price:**

Price will be calculated on a 'per service user' basis with the total price divided by the number of placements offered by the bidder. While value for money is an important consideration, it is recognised that some providers will incur higher costs to ensure quality food and activity can be provided. Previous delivery of the programme has seen providers scored against the mean average cost per placement, with providers at or below the mean average scoring the full amount. However as we move forward we believe those that come out under the mean should also be rewarded with a higher score, and we will therefore move to a model for Christmas 2022 and Easter 2023 where we award full marks to all within the top 25% most competitively priced applications when ranked against cost per placement, with a sliding scale based on the below calculation to determine points awarded.

Please note the weighting for pricing has been altered for Christmas 2022 and Easter 2023 from 40% to 30% to recognise a greater focus on the quality of provision

For those above the 25% most competitively priced programmes the following calculation will apply:

$$\frac{\text{Quartile 1 (top 25\% average) of all submitted applications}}{\text{Tenderer's submitted price per service user}} \times 30\%$$

Providers that receive a score of less than 50% above the mean average will not be considered.

Providers delivering specialist provision for children with SEND/Additional needs where over 85% of places are for children with medium-high level of need (where children hold an EHC plan) will be grouped separately from mainstream providers on the basis of the higher cost needed to accommodate this cohort (see information below). These applications will be evaluated against one another to encourage good value for money in the service being offered.

**SEND/Additional Needs:**

All providers are expected to cater for children with Additional needs over the Christmas and Easter periods. Providers will receive a score based on the level of provision, and the plans put in place to cater for those with additional needs throughout their delivery.

The Council's expectation is that all providers will be able to support children with low-medium levels of SEN and/or disability, and children should be considered on a case by case basis. It is

understood that not all children will be suitable for some of our programmes but every effort should be made to include them in the programme wherever possible.

Where children require further support on a programme, small, additional SEND payments can be sought from the HAF programme to cover the cost of a 1-1 worker through an application process. Further details will be provided to successful applicants.

We are additionally seeking specific programmes across the borough who could cater for children with medium/high levels of Special Educational Needs which we recognise has greater cost attached. We expect this provision to be focused entirely on catering for additional needs, with much higher staffing ratios, use of appropriate accessible venues, and a tailored programme.

The Council have ringfenced £20,000 of the grant funding to go towards SEND provision during Christmas 2022, and Easter 2023 provision.

Croydon Council recognise the shortage of providers available to deliver specialist SEND provision, **and in this circumstance only**, will accept a second application from an applicant who plans to deliver mainstream provision on the HAF scheme at the same time.

**Outreach/Promotion:**

We continue to seek providers delivering the programme who can share and promote the HAF programme amongst those the programme is targeted towards. We will be looking for providers who have links with local schools/groups which support families where there will be a high number of children receiving FSM. We are keen to understand how you will promote the programme to these families and ensure that those attending your provision are eligible for the programme. We would be keen to hear how this has previously been achieved in your delivery if you have previously run the HAF programme.

**References:**

All providers require a reference for the delivery of the programme if delivering at Christmas 2022 and Easter 2023. If you previously delivered the HAF programme during or after Summer 2021, the local authority will act as a reference on your behalf. Where the organisation has not delivered the programme before in Croydon, we will seek a reference from another local HAF provider (if the programme has been previously delivered elsewhere) or another reputable organisation who can inform us on your previous delivery of the programme. If the provider has not delivered HAF before we will seek a reference from an external evaluator of other programmes run by the organisation in relation to children's work/food provision.

We continue to seek programmes where OFSTED registration has taken place, which will further support the reference process.

When evaluating references the council will be looking for ability to deliver the programme, registered organisation status and knowledge/previous delivery of the HAF programme

**Community Value:**

We will ask providers to inform us of the value of their programme to their local community. We are keen to know the added value that your programme will bring, and how this will support attendees. We will be specifically looking at how providers are able to deliver a programme which meets the local need, and shows there is a good understanding of their community, which offers

opportunity for sustainability in the programme beyond the holiday period, and the lifespan of the Holiday Activity and Food Programme.

Alongside the council's own evaluation of local need, when evaluating community value we will be looking for providers' understanding of the community they will deliver in, and how individual programmes are tailored to meet the area.

### 3.5 Marking

The Evaluation Panel will meet to discuss individual bids and make recommendations for award based on the published criteria. The Evaluation Panel decisions will be moderated by colleagues within the council, through a selection of random applications.

Service Specific questions	HAF Programme Standards	Weighting: 30%
	Price	Weighting: 30%
	SEND/Additional needs provision	Weighting: 10%
	Outreach and Promotion	Weighting: 10%
	References	Weighting: 10%
	Community Value	Weighting: 10%

Questions and method statements will be evaluated as per the following:

Score	Reasoning
5	Excellent
4	Good
3	Satisfactory
2	Poor
1	Unacceptable
0	No score possible

Each bidder will be required to score a minimum of 3 per service specific / method statement question, otherwise the council will reject the application.

Each bidder will be required to submit a financial breakdown which will account for 30% of the total score.

### 3.6. Implementation and approvals

It is our intention to offer funding to give the widest coverage of the service during the Christmas and Easter holiday period. Those meeting the minimum quality and price requirements will be put forward for approval.

There is a limited amount of funds within the grant allowance. Should the bid values exceed the total grant amount, providers with a high score will be prioritised to ensure the programme remains in budget.

All providers will be ranked on their overall score and awards will be allocated up until the funding amount allocated for the holiday period. The following five providers will then be informed of an unsuccessful application but informed of their position on a waiting list should any provider not be able to deliver the programme at the award stage. All other providers will be informed of an unsuccessful application.

### 3.7. Application Deadline

The application deadline for both small grants (£7,500 per holiday and under)

is:

23:59 Sunday the 9<sup>th</sup> October 2022

Applications will only be accepted through Microsoft forms and any supporting documentation must be provided via email to the [hafprogramme@croydon.gov.uk](mailto:hafprogramme@croydon.gov.uk).

### 3.8. Proposed Application Timetable

Holiday Activities and Food (HAF) Programme – Opens for Applications	Monday 26 <sup>th</sup> September 2022
HAF information and guidance session 1	4.30pm-6pm Tuesday 27 <sup>th</sup> September 2022 Croydon Town Hall
HAF information and guidance session 2	10.30am-12pm Thursday 29 <sup>th</sup> September 2022 (Virtual)
Funding Application Deadline	23.59 Sunday 9 <sup>th</sup> October 2022
Decisions Communicated	By Friday 11th November 2022
Christmas provision – delivery begins	w/c 19 <sup>th</sup> December 2022
Easter provision – delivery begins	w/c 3 <sup>rd</sup> April 2023 onwards

### 3.9. Support

If you have any questions or queries please contact [HAFprogramme@croydon.gov.uk](mailto:HAFprogramme@croydon.gov.uk)

A Frequently Asked Questions Document (FAQs) will be published on the council's website.

Successful organisations will be allocated a Delivery Lead Officer who will provide support as needed throughout the set-up and delivery of the HAF programme.

## 4. Funding Awards

### 4.1. Funding Agreements

If your application is successful, we will issue a conditional offer letter and Grant Agreement to complete. We will confirm the offer with the issue of a signed Grant Agreement between the council and your organisation. This will set out the terms and conditions and service specification for which funding has been awarded.

If your application is not successful, we will inform you. We anticipate funding many organisations across the borough and therefore formal feedback may not be possible for all unsuccessful applications. There is no appeals process for unsuccessful applications, though you can make a complaint via the council's formal complaints procedure if you think we have not followed our process.

### 4.2. Payments / Terms

Grants will be paid based on an 80-20 split per holiday. The grant payment schedule for each successful organisation will be:

#### Payment One – Up Front Payment

- Payment date: (upon receipt of a signed agreement along with an up to date risk assessment)
- Value: 80% of the grant total

#### Payment Two

- Payment date: (upon satisfactory project completion and timely submission of completed programme monitoring/evaluation report and completed programme budget monitoring spreadsheet along with evidence of expenditure)
- Value: 20% of the grant total

Any unspent funding will have to be returned to Croydon Council. The second payment may be adjusted based on targets met and/or to take into account any underspend. If the underspend exceeds the second grant payment, Croydon Council will require the return of the funds.

If we fund your project you will need to complete a project assurance report to confirm how the funds were spent and what you achieved. We reserve the right to request invoices or receipts to evidence that HAF funding has been spent for the purposes intended. For the same reason, we reserve the right to audit project delivery in relation to funds spent.

## 5. Monitoring and Reporting

### 5.1. Monitoring and Requirements

Providers will be required to report back on their grant and submit regular monitoring information such as attendance data plus an evaluation report after the holiday period has finished.

Information required may include, but is not limited to:

- Attendance data (i.e. numbers of eligible children attending activities)
- Outcomes/records of activities (organisations will be asked to evidence how delivery has met the minimum programme standards)
- Participants' feedback
- Parental feedback
- Case studies and photographs of activities (where possible, and relevant approval has been sought)

Financial reporting will include:

- Completed HAF Programme Budget Monitoring Spreadsheet
- A breakdown of any unspent grant funding

Delivery Lead Officers will also conduct spot checks and site visits when provision is underway to ensure compliance and quality monitoring of the Holiday Activity and Food programme across the borough.

All data and information collected by providers should be collected in strict adherence to GDPR.