

healthy  
holidays  
hull

# annual report 2024-25

[healthyholidayshull.org](http://healthyholidayshull.org)

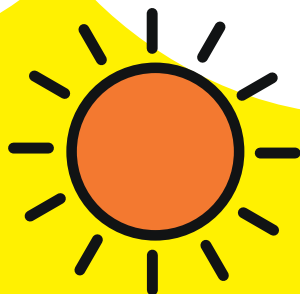


Funded by



Hull  
City Council

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Once more this year's annual report is interactive incorporating videos to show the true impact of the Healthy Holidays Hull Programme. Click on the videos to hear directly from providers, parents, carers and participants.

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# welcome

**Councillor Tock**  
Portfolio Holder for Children's Services

"The Healthy Holidays Hull programme continues to expand and diversify to provide a blended offer of sport, physical activity and enrichment activities for children, young people and families across the city."

"I want to say a personal thank you to all the delivery partners who work with our Healthy Holidays Hull Team to provide these superb activities across our city. "



# hull's approach

- Healthy Holidays Hull is the brand and the local delivery model for the Department for Education funded Holiday Activity and Food (HAF) Programme
- Now in its fourth year, the programme continues to support children, young people and families across the city
- We offer a wide range of free activities with a nutritious food offer during the school holidays
- The programme ensures city-wide access to high-quality provision in every area and local community

6 Strategic Providers support the delivery of the HH Programme:

- **First Step Sports Group**
- **Hull FC Foundation**
- **Hull Culture and Leisure**
- **Sportsability Training Limited**
- **StreetGames**
- **Tigers Trust**

Provision through the Youth Service and Family Hubs across the city.



## **Rachel Roberts** **Strategic Lead for Early Help and Prevention**

- It aims to improve outcomes for children and families by removing barriers to participation
- The programme has supported families through cost-free provision at a time when many face increased pressures
- Delivered in partnership with a diverse range of providers including schools, Voluntary and Community Sector (VCS) groups, Youth Centres and Family Hubs who play a key role in connecting with the community
- VCS organisations go above and beyond to create engaging activities right on families' doorsteps
- Healthy Holidays Hull helps children learn new skills, build confidence and enjoy time with others in a safe environment
- It encourages families to spend quality time together and take part in shared experiences
- We are proud of the programme and grateful to all our partners who make it possible

**More than 70 VCS Groups** support the delivery of the programme who are embedded in communities across the city

# how hull delivers

The Healthy Holidays Hull Programme is managed, coordinated and implemented by the Healthy Holidays Team that sit within the Health and Wellbeing team within Children Young People and Family Services in Hull City Council.



Delivery of the Healthy Holidays Hull Programme links to a range of Children and Young People and Family Services and wider Council agendas, including:



# the numbers

healthy holidays  
half term

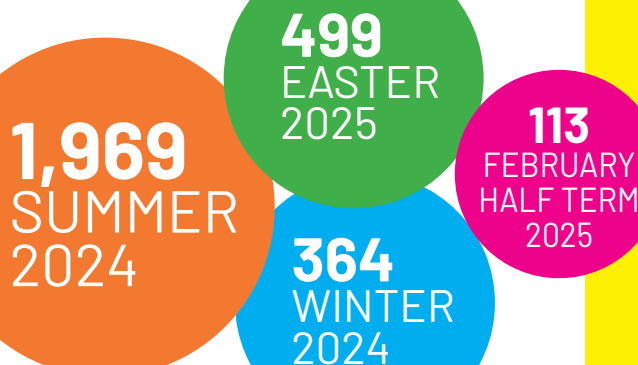
healthy holidays  
Summer

The annual report looks back at the last year of Healthy Holidays Hull programmes featuring summer 2024, winter 2024, new February half term 2025 and Easter 2025.

Delivery days across all 4 programmes **48 days\***



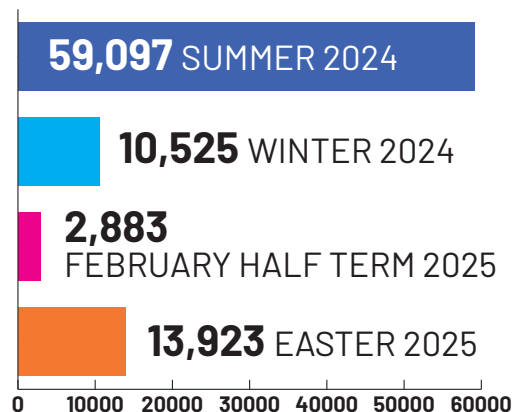
Sessions across all 4 programmes  
**2,945**



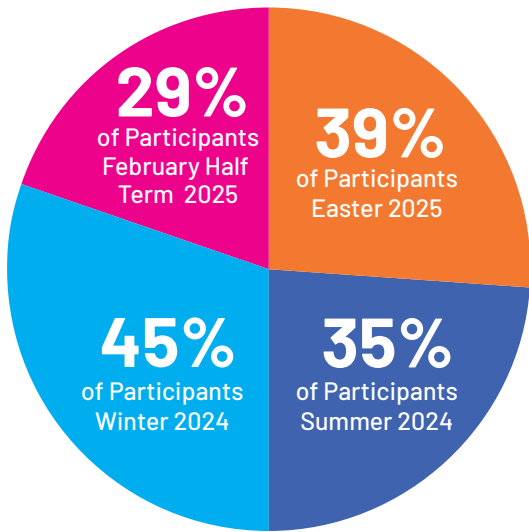
\*The DfE requirement is for a minimum of 24 days to be delivered each year.

healthy holidays  
winter

**86,428** opportunities provided across all 4 programmes.



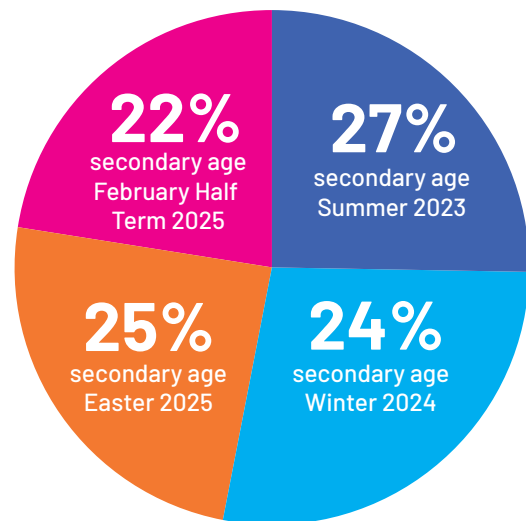
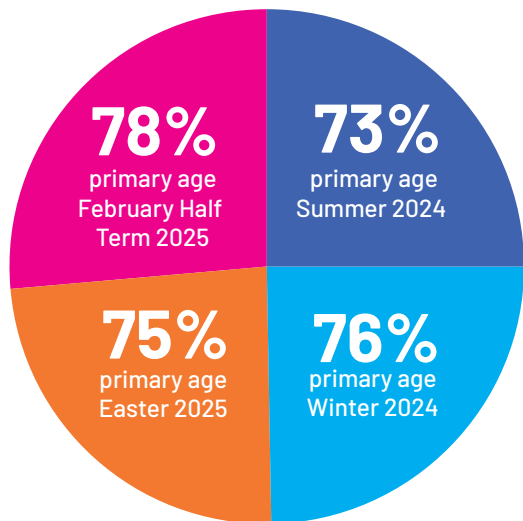
### Participants in receipt of free school meals



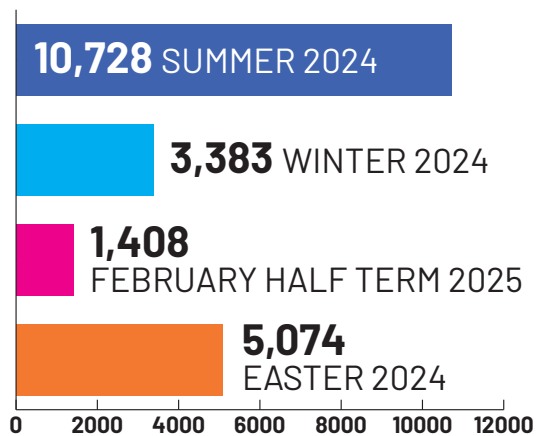
*"The activities are so beneficial to both child and parent from a financial and social point of view, they are brilliant and I wouldn't know what I'd do without them."*

**Parent**

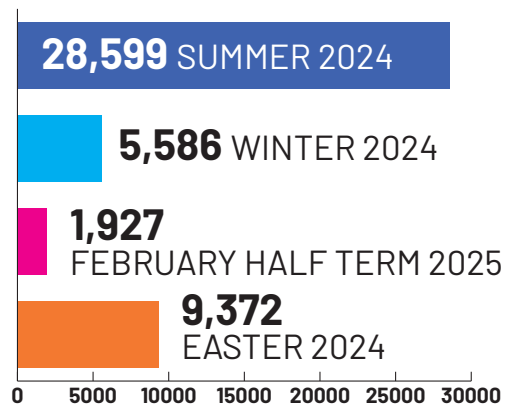
### Age group participation



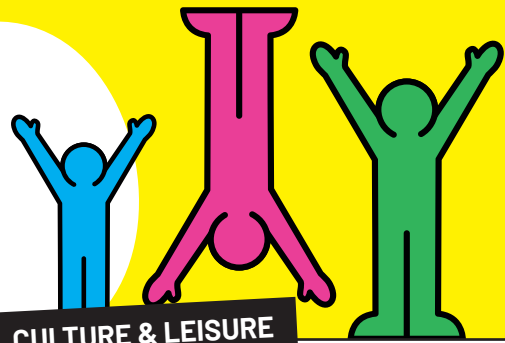
### Individuals engaged



### Attendances at each programme



# strategic partners



## HULL CULTURE & LEISURE



Hull Culture and Leisure manages and operates the city's leisure facilities, museums, parks and libraries.

The Healthy Holidays Hull Programme thrives due to strong strategic relationships with partners. These partnerships enable the delivery of activities across the entire age range, reaching every corner of the city. Additionally, there is a dedicated programme specifically designed for children and young people with Special Educational Needs and Disabilities (SEND), ensuring inclusivity and support for all participants.

## FIRST STEP SPORTS GROUP



First Step Sports Group deliver engaging, fun and inclusive sports and activity sessions, creating a clear pathway to lifelong activity.

*"The programme offers so many benefits to these children. They're provided with a camp setting, food and a safe place. These are the foundations of a healthy, happy holiday period; which every child should be offered."*

*"We've found that once participants have tried something for free, they've carried on coming back. It's enabled us to create a really good pathway for children, young people and families to carry on taking part."*

## HULL FC COMMUNITY FOUNDATION



The Hull FC Community Foundation is the official charity of Hull FC. They deliver activities across all ages on the programme.

*"The Healthy Holidays (HAF) funding has allowed us to extend our offer and give young people the opportunity to have a go at different activities, as well as those inclusive sports. Some of the participants who have come through the Healthy Holidays Programme are now involved in some of our teams within the Foundation."*

## SPORTSABILITY TRAINING LIMITED



Sportsability are a specialist Swim School and health and fitness training provider. They are the lead for the SEND offer on the Healthy Holidays Programme and also deliver a programme for 5 to 11 year olds.

*"The programme has something for every ability and every child. We try to offer something that will meet the needs of every child's interest."*

## STREETGAMES



StreetGames is one of the UK's leading 'sport for development' charities – renowned for its community-centred approach.

*"Collaboration with other organisations plays a huge part. It means we can offer a variety of activities, and across the whole city it means we have a further reach. It allows us to utilise skills within organisations."*

## TIGERS TRUST

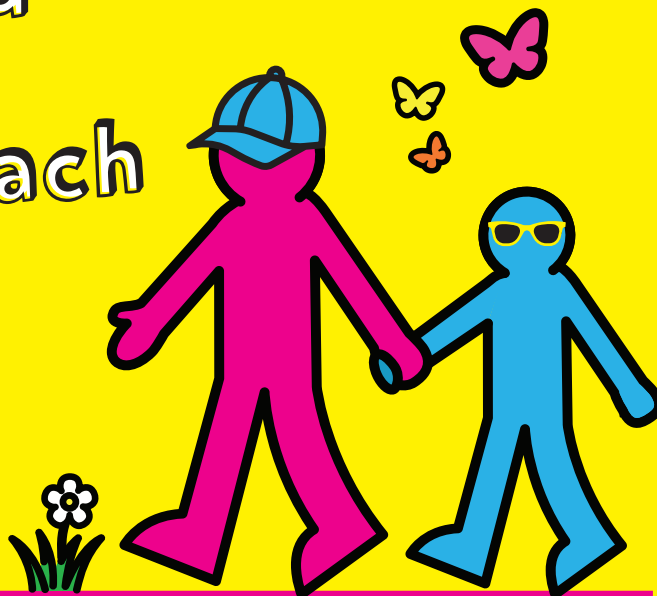


Tigers Trust is an independent charity linked with Hull City Football Club; supported by the Premier League and the English Football League Trust. They provide a city-wide mobile offer across all age ranges on the programme.

*"We tailor our programmes to meet the diverse needs of the community by ensuring we are in every single area across Hull, whether that be the local park, the local school, those areas that are accessible to everybody."*

# voluntary and community sector approach

Having a trusted and reliable Voluntary and Community Sector (VCS) Network ensures that there is full city coverage of the programme across all communities. This enables the programme to target all ages and provide a variety of opportunities for children and young people in Hull. The partnership work and collaboration creates unique opportunities and engages children in fun, safe and enjoyable activities as well as creating and developing community relationships.



*"The HAF programme model has enabled equity and inclusion in a way not seen in Hull for a long time and has been vital during the cost of living crisis."*



St. Michael's Youth Project The Paul Ingle Boxing Academy

The Wollstonecraft Society UDOIT Dance Foundation

The Peel Project Physical Foundations Ltd

Urban Youth Dance Company  
Paul Ingle Boxing Academy

Solidarity Hull CIC

Listening Ear 4 U

Kip McGrath Hull East

Hull Truck Theatre

Kingswood Sports CIO

Hull Kingston Rovers Foundation

Hull Afro Caribbean Centre

Active +

Giroscope Housing

Inner Vibe Dance Company

Goodwin Development Trust

BettaDayz

Preston Road Enterprises Little Stars Musical Theatre

Hull and District Angling Association

Pelican Park Community Trust

JD Sports Development Youth Player Development Ltd Yorkshire Cricket Board

St Mark's Scouts

Hull Adventure Centre

KIDS Yorkshire Fantastic Faces

Neighbourhood Network Community Triumph Limited

Ark AEP Sight Support Hull and East Yorkshire

Rewilding Youth North Hull Sports Network

Cornerhouse (Yorkshire) A Listening Ear 4 U

Friends of Alderman  
Kneeshaw Park

URBAN

St Mary's College

Rewilding Youth CIC

St Stephen's Neighbourhood Centre

St Alban's Church

Hull and East Yorkshire Children's University

Aim Higher

Preston Road Enterprises Ltd

EMS Ltd Pure Soccer

Rainbow Community Gardens

Active Sports

St Michael's Youth Project

DanceDaze UK

Scrapstore & Crafty Cat Events

Child Dynamix

Maxlife Youth Project The Magic Basket

Special Stars Foundation Catering Co.

Wolf Pack Theatre

Oasis Hub Hull

Movement 2 Music

Peace of Juba

"We used to have small groups and we are just getting bigger and bigger. We are looking at new potential locations, bigger rooms, to engage more young people."



# vcs provider spotlight

NORTH HULL SPORTS NETWORK

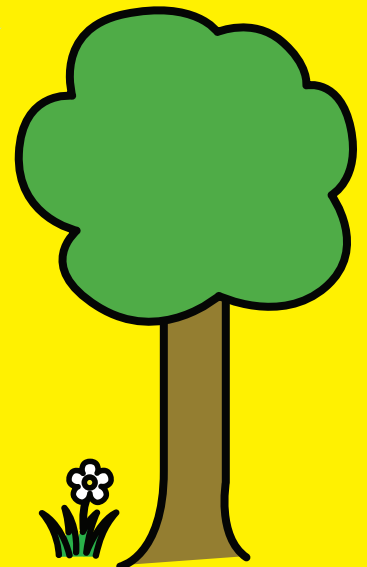


**North Hull Sports Network deliver a range of sports camps to children and young people in the North Hull Community. Their mission is to provide access to safe and accessible sport and physical activity.**



*"If I was at home, I wouldn't be having any fun and I wouldn't be seeing any of my friends but when I'm here I actually get something out of my half terms."*

*"They're here, they're safe and they're being active whilst making new friends."*



## THE PEEL PROJECT



The Peel Project offer a wide range of activities and services designed to promote mental and physical well-being, social care, crime prevention, career support, and community building.



"We know there's a lot of children who wouldn't access this because of affordability."

"There's a huge feel-good factor. Bringing children together, they're getting to make friendships. The parents are really appreciative that their children have been able to take part in this."

## REWILDING YOUTH CIC



Rewilding Youth CIC provide opportunities for young people to access the natural environment, to develop life-long connections with the outdoors.



"When young people come to us, they've said they can't believe how fun it's actually been. The parents have said they can't believe you've got them out the house."

"We had a lot of people say they didn't realise this bit of woodland was here. It's so important to introduce young people to outdoor spaces near them."

"The impact is great for young people in this area. Making camps free for children to come to is the most important thing. That's probably the biggest boundary for parents; having to pay for childcare or sports camps."

# SEND offer

The Special Educational Needs and Disabilities (SEND) offer, as part of the Healthy Holidays Hull Programme, provides a range of activities through strategic and VCS providers. The programme has been designed through consultation with key organisations, parents, and participants to ensure it is needs led.

Sportsability Training Limited are the strategic lead on the SEND offer across the city, supported by other voluntary and community sector organisations. They provide inclusive and supportive activities for participants and family members too.

The emphasis on consistency and providing familiar provision with familiar staff helps ease the challenges that SEND families face in accessing suitable activities for their children. The programme continues to evolve and expand to offer opportunities for families to participate together in a safe and supportive environment.



## stats

### Individuals

Summer 2024.....**2260**

Winter 2024.....**637**

Febraury 25.....**336**

Easter 2025 ....**1112**



*"The Sportsability sessions are quite honestly a lifeline for us and the only reason we get out of the house in the holidays. The holidays are a really tricky time for lots of families, but when you are autistic being out of routine and everything being super busy, loud and unpredictable it means we just cannot attend.*

*In the past we have spent no longer than 10 minutes and we have had to leave.*

*Having the cook and eat session and swimming sessions mean that he actually looks forward to the holidays and as a parent I am actually able to take a breath, something I can very rarely do when we are out of the house.*

*I honestly don't know what we would do if these sessions were not running."*

# family hubs



The Healthy Holidays Hull programme supported the 12 Family Hubs across the city to provide extra sessions, trips and activities.

These were supported by free healthy food and created enrichment opportunities for children in the school holidays.

Parents who attend Family Hubs often feedback how great it is to find free, high-quality activities that they can access in a familiar environment which are close to home. There has been a lot of positive praise from families and children who attended.



"Another fab session lots of activities for the children and advice for parents - thank you for the snack pack too." **Parent/Carer**

"My daughter loves exploring outdoors, hunting for bugs and being able to roam free! She really enjoyed the natural arts and crafts too, and made a cute bunny rabbit!" **Parent/Carer**



@ Fenchurch and Octagon



**149** sessions were delivered across the **12** Family Hubs, over **3** programmes.

Summer 2024.....**84** sessions

Winter 2024.....**26** sessions

Easter 2025.....**39** sessions

# youth centres

Youth Centres offered a variety of activities during the holiday periods, alongside trips for the young people.

Some of the trips included were, Hollywood Bowl, Hull Adventure Centre, Hull Truck Theatre, Gravity and Rebound.



"What made me happy this summer was been able to make friends and do activities with my brother."

**New participant**

**189** sessions were delivered across the **5** Youth Centres in the city.

Summer 2024....**114**

Winter 2024.... **26**

Easter 2025....**49**

# healthy lifestyles team



Hull Hull City Council's Healthy Lifestyles Team embed healthy cooking activity for local families.

Provision is designed to;

- Increase parental knowledge and confidence to prepare food from scratch
- Improve families access to nutritious food
- Provide support for those on the cusp of food poverty and insecurity

During the Healthy Holidays Hull Summer Programme the team facilitated the distribution of over 260 Healthy Cooking on a Budget at Home packs to compliment in-person sessions at local Family Hubs, working with Early Help colleagues to identify 134 parents and 261 children who would benefit across 2024-25.



"I think it's good to be able to follow the recipe and involve the children in it."

Parent

"We've both really enjoyed it and my daughter really enjoyed helping even though she wasn't sure in the beginning."

Parent



"The packs increased us eating healthier meals, and we did not do as much snacking on random food because of time limitations or no ideas." Parent/Carer

"Since attending the Healthy Cooking on A Budget Train the Trainer course we have bought aprons, safety knives and small chopping boards. We intend to create simple food prep activities and also incorporate children and parents into making their own sandwiches as part of our HAF events." VCS Provider



"The children enjoyed the packs and looked forward to them arriving. Think they liked doing it with me." Parent/Carer



# food and nutrition

The provision of nutritious food over the programmes alongside the activities is a fundamental element of the Healthy Holidays Hull Programme.

The food offer is split into two areas of provision:

- Strategic Provision - this is supplied to the six strategic partners and is provided centrally through the Healthy Holidays team
- VCS offer - this is organised by the VCS groups themselves either sourced from a local provider or made on site by the provider for the young people
- Family Hubs and Youth Centres - this is organised by the Hubs and Centres themselves either sourced from a local provider or made on site

As well as providing food at sessions some of the activities revolve around cooking, baking and food preparation to support young people and families in increasing their knowledge and skills in preparing healthy and nutritious meals and snacks.



Providing training and support to the VCS sector ensures they are confident in preparing and providing food for their sessions. All organisations are supported to complete:

- Level 2 Food Hygiene
- Allergy and Intolerance Training



# events



More than  
**2700**  
young people  
attended  
Zebfest

In the Summer of 2024, the Healthy Holidays Hull Team, along with Hull City Council's Events team, organised and delivered once more an event in the City Centre aimed at those aged 11 to 16.

Zebfest was delivered at the start of the summer to be used as a way to engage young people and promote the start of the summer 2024 programme.



*"Opportunities to engage 14-16 year old youths because they are sitting in their rooms at this age mainly. They also have anxiety and it is hard to reach them. So we give them an option where they can feel safe."*  
Zebfest Activity Provider

# play days

Each summer, the Events Team, in partnership with the Healthy Holidays Hull Team, internal Council departments, and external agencies, provides two Play Days in the city for children, young people, and families.

More than **12,000** people attended **Play Days** at **Alderman Kneeshaw Playing Fields** and **Picking Park** during **summer 2024**



*"My children loved it, thanks for a good day."*  
Parent/Carer

*"My family loved it, the children were so engaged in the activities. Thank you."*  
Parent/Carer

# family fun days

Throughout the year, VCS groups and Hull City Council Area Teams deliver events that provide families with the opportunity to participate in activities, learn about community opportunities, and access support services.



*"The staff were all amazing and brilliant at this event and very helpful and welcoming such a great thing to do for free to the community."*  
Parent/Carer

# workforce development

As part of the Healthy Holidays Hull Programme, Hull City Council has partnered with StreetGames to deliver a workforce development initiative.

This integral component of the programme, shaped by valuable feedback from delivery partners, is dedicated to upskilling, growing, and sustaining high-quality local leaders, coaches, and volunteers.

Over the 2024/2025 Training Programme the following workshops were delivered:

- Level 2 Food Hygiene
- Race 4 Investment (fundraising workshop - 3 part)
- Safer Workshop (LGBTQ+)
- Olympic Activator
- Emergency First Aid
- Safeguarding
- Managing Challenging Behaviour
- National Online Workshops

In 2024/2025 the programme delivered:

**16**  
workshops

With  
**268**  
attendances

**62%**  
females and  
**38%**  
males  
attended

**40**  
organisations  
engaged in the  
programme

# nextgen

The workforce development initiative also offers opportunities to young leaders on their journey, supporting community organisations. The StreetGames NextGen programme aims to upskill young people through training, mentoring and volunteering.

Through this process, young people have been creating their own volunteering journeys, opening career pathways, and inspiring others to do the same. The NextGen programme delivers across two areas: school and community.

Workshops were delivered between October 2024 and March 2025, which included:

- Introduction to being a Young Leader
- Engaging Young People in the Community
- Delivering Fun Games
- Multi Skills Activator
- Reflection and Future Volunteering Workshops

## NextGen Community Programme

Through a Locally Trusted Organisations (LTO's) network young people were encouraged to take part in the programme alongside their regular volunteering to gain qualifications, improve their knowledge and meet and develop alongside other leaders in the city.

## NextGen Schools Programme

- Engaged with 4 local schools including 1 SEND department, including St Mary's College, Archbishop Sentamu Academy, Kelvin Hall, and Sirius Academy West
- The Primary focus of the project was to engage year 9 and 10 students who showed an interest in sports and physical activities, as well as their development as leaders

**90**  
young people engaged

**35**  
sessions delivered

**52%**  
female and  
**48%**  
male participants

**16**  
young people engaged

**25% female**  
**75% male**  
participants

**100%**  
retention and completion of the programme

**15**  
young people completed the Multi Skills Activator Course

**100%**  
pass rate of the Level 2 Community Sports Leaders Qualification

**15**  
young people completed a First Aid Qualification

# marketing & comms

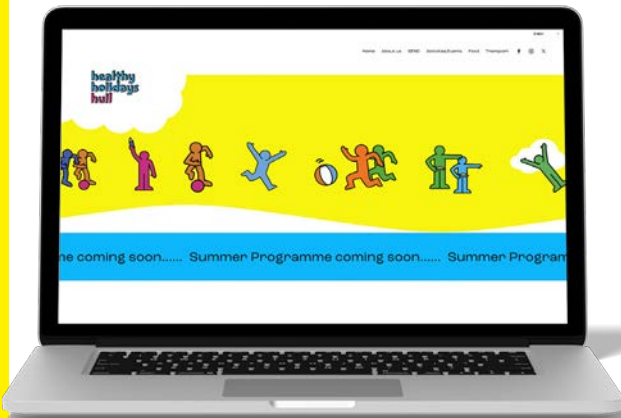
The Healthy Holidays Hull Programme is supported by a detailed marketing strategy to ensure that the aim of giving every child or young person in Hull access to free food and an enriching activity they will enjoy during the school holidays, is achieved.

## How does this happen?

### Website

The Healthy Holidays Hull website provides a platform for all key information to be shared across the city to families, providers and professionals.

[www.healthyholidayshull.org](http://www.healthyholidayshull.org)



### Promotional materials

Posters and leaflets are distributed to primary schools, secondary schools, Family Hubs, Youth Centres, libraries, museums, and leisure centres. They are also shared with key partners and professionals both within the council and externally.

This ensures that families throughout Hull regularly see the campaign, with promotional materials positioned at key sites across the city in the lead-up to the programme.

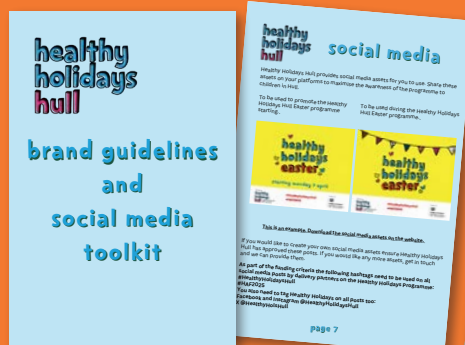


This enables us to target through the schools promotion:

- 72 primary schools
- 13 secondary school
- 7 special schools
- 7 Pupil Referral Unit
- Currently more than 43,745 children that are in compulsory education establishments across the city

### To support Strategic and VCS providers

the Healthy Holidays Hull team produce brand guidelines, a social media toolkit and top tips for all providers to create a consistent approach to the marketing and promotion of sessions and the programme as a whole.



## Bus stops and roadside advertising

ensures families throughout Hull see the Healthy Holidays Hull campaign regularly in the lead up to the programme.



## Social media

is key in communicating messages and opportunities to our demographic and reaching families from all backgrounds. Social media has shown a significant increase demonstrating the strength of the social media campaigns.

Social media also creates an opportunity for parent/carers and guardians to share their feedback on the programme.



*"Thank you for providing such interesting, creative, hands-on and great activities."*  
**Parent/Carer**

*"Thank you, we love the Ice Skating Sessions."*  
**Parent/Carer**

Summer 2024 social media page and profile have increased by **39.7%** in comparison with the previous year

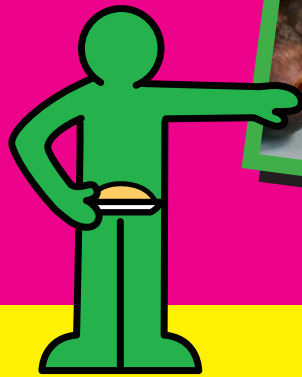
Winter 2024 recieved **54,169** views on Facebook

Easter 2025 the reach increased by **42%** since Easter 2024

*"My family loved it, the children were so engaged in the activities. Thank you."*  
**Parent**

# making a difference in hull

Children and young people across Hull received **healthy food** when attending sessions.



Enriching lives through different activities and experiences, from **sport, crafts, arts, music, outdoor education**, and much more.



Learning new skills,  
**building new  
relationships**  
and **having fun.**



Nutritional education  
demonstrated  
to children and  
young people the  
importance of  
how to **live better  
through healthy  
lifestyle choices.**



Getting children and  
young people active  
for **a minimum of  
60 minutes.** Helping  
raise awareness of  
the importance of  
**keeping active for  
the mind and body.**



# impact

on children, young people and families

*"The event was well planned and activities were plentiful. Well resourced and organised."*

**Parent/Carer**

Healthy Holidays Hull looked at the impact the the programme is having on children, young people and families in Hull.

Children would be in their house the whole time of the holidays purely for not having any disposable income to provide hobbies or excursions. Parents were eternally grateful for the Healthy Holidays Hull programme being provided in their local community as they also unfortunately don't have money for transport.

Parents, children and young people recognised they would have stayed inside/watching TV, playing video games, going on the internet.

*"Thank you for providing such interesting, creative, hands-on and great activities."*

**Parent**

*"These activity days that are run for free are a great help during school holidays."*

**Carer**

*"I want to extend my heartfelt thanks to Healthy Holidays for providing our young people with experiences they otherwise would not have the opportunity to enjoy. These fun experiences are having a significant positive impact on their lives and our fostering carers, opening doors to new adventures and learning opportunities. We are truly grateful for your commitment to our foster children."*

**Fostering and Adoption Team – Hull City Council**

*"We absolutely loved the cooking classes. Thank you so much for letting us be part of it. My daughter learnt so many skills and tried so many new foods and we have cooked together lots at home too."*

**Parent**

# impact

## on partner organisations



### VCS PROVIDER

*"The Healthy Holidays Hull programme offers young people a fantastic, free, opportunity to get out of their normal environment during the school holidays and to enjoy physical activities and visits to places that they wouldn't be able to afford or access on public transport. It takes pressure off of parents who struggle financially and is such a beneficial experience for those children who don't have family days out or holidays. We have developed a healthy programme of food that is palatable to the children whilst modelling a cheap and healthy alternative to the high-fat and high-sugar foods they often eat. Children really look forward to the trips and activities."*

### VCS PROVIDER

*"The Healthy Holidays Hull programme makes a real difference by combining good food with fun, active experiences. Children leave with full stomachs, happy memories, and a stronger sense of wellbeing – it's much more than just a holiday club. Knowing that their children will not only enjoy the time they spend with us, but that they will also receive a meal whilst with us, helps alleviate some of the pressures to provide that parents/ carers face in our community."*

### VCS PROVIDER

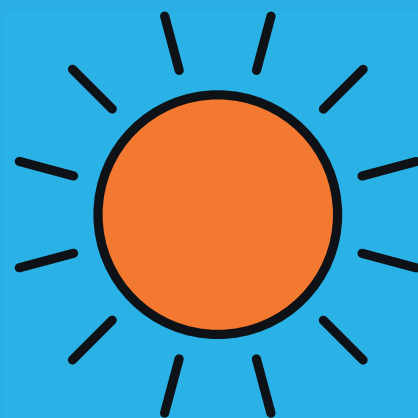
*"The programme has introduced children and communities to activities that they otherwise will not have partaken in, but also introduced families to local activity providers, the support of volunteers and youth workers and a trusted organisation has helped address barriers, such as cultural, language and faith."*

### VCS PROVIDER

*"Thank you so much for enabling us to hold these sessions for children in our area - it's been so great and has brought new people into the garden."*

*The Healthy Holiday Hull programme model has enabled equity and inclusion in a way not seen in Hull for a long time and has been vital after pandemic and the cost of living crisis!"*

# healthy holidays hull



For more information contact  
the Healthy Holidays Hull Team.  
[healthyholidayshull@hullcc.gov.uk](mailto:healthyholidayshull@hullcc.gov.uk)  
or see our website  
[www.healthyholidayshull.org](http://www.healthyholidayshull.org)



Funded by



Hull  
City Council