



Hertfordshire HAF Summer 2023 Case Study

Demonstrating the power of HAF in Hertfordshire

Theme: Partnership working

Herts Summer Parks

“Thank you for asking us to be a partner on the Summer Parks programme. It was an innovative way for us to help the local community, whilst bring new people into our restaurant. It was managed well and has had a positive impact on our business. More people are aware of us now and what we can offer.”

Our advice would be:

- Have a detailed and concise plan before starting
- Think about your feedback mechanism before you start delivery. WhatsApp videos from the kids worked really well for us.
- Plan for wet weather contingency
- Plan a pre-delivery briefing to ALL delivery staff and then have a review part way through.

What is the opportunity or issue?

The Herts Summer Parks programme sought to provide free physical activity and food opportunities across five parks during summer for secondary school aged children (12-16yrs) who receive benefits-related free school meals. There is a lack of engagement nationally from this demographic so we changed the approach by taking the activity to the young people.

How have you capitalised on the opportunity and/or overcome the issue?

The team worked with Local Authority colleagues and used local insight from Hertfordshire County Council to identify five locations across the county. Each park was allocated a specific day of the week for delivery, meaning we could be consistent with our offer for local young people across four weeks of Summer. There were two different models for delivery, as we commissioned Broxbourne Borough Council to manage the programme at Cheshunt Park as an extension of their established 'Lark in the Park' Programme. For the remaining four parks, we commissioned Sporting Inspirations CIC to be our delivery partner.

What has been the impact?

Over 720 unique young people attended, and at registration each participant was handed a food voucher that could be exchanged at a local food outlet at any time during August. The team met with several food providers local to the parks in advance of delivery to discuss a potential partnership, working to provide a couple of different meal options that might appeal to the young people. During delivery the vouchers that had been exchanged were then collected by a team member on a weekly basis so that payment could be processed each week.

Being uncertain about weekly attendance numbers, due to the drop in nature of the programme, and wanting to keep costs and food waste to a minimum, meant the food vouchers were bespoke to the Summer Parks project. These partnerships were a great addition to the project and the vouchers had an 89% exchange rate. Several of the food providers have already expressed an interest in partnering up on any future programmes as it increased their business and presence within the local community.