

Hertfordshire's  
Holiday Activity Programme



# Holiday Activity & Food Programme (Known in Hertfordshire as HAPpy)

George Gearing – Development & Commissioning Manager





# This Summer

- Places offered this Summer – 48,176
- Number of Camps – 200
- Booking Percentage – 94%
- Approx 6,000 children attended.



# Summer Parks Programme

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- Borehamwood FC– Borehamwood, Hertsmere
- King George V Playing Fields – Stevenage
- Grundy Park – Cheshunt, Broxbourne
- King George V Playing Fields – Welwyn Garden City
- King George V Playing Fields – Watford





# VIP Visits

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- We welcomed 20 VIP's to visit our camps, these included –
- Cllr Thomson
- The High Sheriff
- New local MP's
- County & District Cllrs.
- Senior Children's Services Staff



# Added value this Summer

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# What the young people say...

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*“ I can't believe this is all Free, it's amazing, I would be sat at home on my own on my Xbox – Thank you so much”*

*“ I love coming here to have fun with my friends, the food is good too”*

*“ I am digging for treasure, with my brother, it's great fun!!”*

*“ I came last week and had fun, so I brought my friend and sister back, were having fun together”.*

*I LOVE THE BOUNCY CASTLE, loved making airplanes. I have made new friends. The best DAY EVER!!*



THANK YOU

# The future of HAF.



Budget announcement of a 3.5% increase to DfE budgets.



National lobbying of DfE



Evaluation project, highlight the importance of the HAF programme. - [HAF bitesize - Impact and evaluation on Vimeo](#)



# In Hertfordshire...



We want to continue the great work that has been taking place in Hertfordshire.



The reality is there is no funding, without the DfE.



Easter 2025 programme.

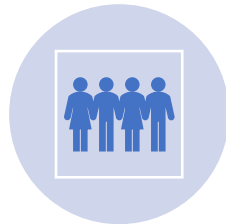
# Building Life Chances



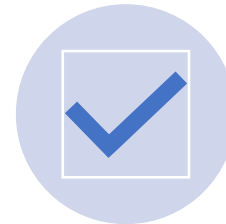
**Building Life Chances Programme approach is all about partnership:**



BRINGING TOGETHER  
KEY PARTNERS



WORKING TO SUPPORT  
THE NEEDS OF THE  
COMMUNITY



VALUING THE LIVED  
EXPERIENCES OF LOCAL  
PROVIDERS



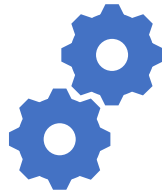
SUPPORTING A WIDE  
RANGE OF MULTI-  
AGENCY GROUPS



# The Herts Card



What is the Herts Card?



How Would it work?



How can you get involved?



Next Steps...

## **Notes from slide 11**

The Herts Card is a digital card that will be available to families who are in receipt of benefit related free school meals. Our hope is that [vendors/suppliers/businesses] like yourselves, will be able to offer a perk/discount to these families so that the children can experience activities that they may not otherwise be able to do, due to financial stress.

### **How would this work?**

Every family who is entitled to the receipt of benefit related free school meals is eligible for the Herts Card. They will be communicated with when they have a successful application for free school meals in school or via communication channels if they are already in receipt. This card is a digital card that they can carry with them on their phone or print out to present to business/vendor providing an offer. Our hope is that any benefit is related per child and not just the family. You will be able to identify that the card is part of the Free School Meal programme element of this card, by the logo which we are yet to confirm but will share with you once this has been agreed.

### **How could you help?**

This is entirely down to you and what you are able to offer. As mentioned during our phone call, some ideas that have been presented so far include:

- 2 for the price of 1 entry during school holidays.
- A reduced adult ticket to a sports game when bringing a child under 10 whose ticket is free.
- A free/discounted place on a holiday camp for the child.
- A free soft drink when purchasing an activity at a local centre.
- A free small popcorn or soft drink at local cinemas.
- Free adult hot drink when purchasing a drink and food item for a child.
- Free sweet treat item for any drink purchased for an adult and child/children.

Essentially, it is up to you what you are able to offer, and we would be grateful for anything you are able to contribute to the project.

### **What happens next?**

If you are willing to join the project, please do let me know at your earliest convenience so that we can get the ball rolling. Please could you include the offer you are willing to contribute to the project.

We will then add you to the project scheme provider list and will liaise with you on further updates as the card develops.

Being involved in this scheme, will help promote your business in the communities you are based. With support from Hertfordshire County Council Communications teams, the programme will be promoted through all council channels including through schools and social media.

I can be contacted via this email – [Ashleigh.Carpenter@hertfordshire.gov.uk](mailto:Ashleigh.Carpenter@hertfordshire.gov.uk) or through the Building Life Chances email [buildinglifechances@hertfordshire.gov.uk](mailto:buildinglifechances@hertfordshire.gov.uk)



# Get in touch...



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