

LUTON
Energise
HOLIDAY CAMPS



Holiday Activities and Food Programme

Highlights

Overview

Luton Borough Council received **£1,076,790** in funding to deliver **Holiday Activities and Food (HAF)**-funded activities across the Easter, Summer and Winter holidays, reaching approximately **10,000 eligible children** (Reception to Year 11) in receipt of benefits-related Free School Meals (FSM).

Funding Breakdown

- **£827,135** – Mainstream club provision
 - Delivered **122 individual camps** throughout the year.
- **£57,725** – Dedicated funding for **SEND specialist partners**.
- **£26,000** – Additional funding for a **pilot provision** during February 2025 Half Term (awarded to a small number of Local Authorities nationwide).
- **£3,211** – Advertising and publicity.
- **£117,190** – Management and administration.

Total Expenditure: £1,076,790 (April 2024 – March 2025)

Programme Reach and Delivery

- **6,559 children** attended *Energise* camps.
- Worked with **44 external providers** to offer a wide range of activities.
- Camps were delivered at **eight Active Luton sites**, plus **Hart Hill** and **Central Library** for context-specific programmes (e.g. storytelling and movement activities).
- Engagement extended across **schools, mosques, community centres, leisure facilities, and charitable enterprises**, ensuring inclusive access for all children.

 **Recognition:** Winner of the *Diversity – Luton in Harmony* award at *Luton's Best Awards*.

Attendance and Engagement

- Average **attendance rate:** 76% across the three holiday periods.
- **84% of attendees** were eligible for Free School Meals, confirming the programme's success in reaching target families.
- New strategies introduced to improve attendance:
 - Provider training.
 - Centralised booking system.
 - Overbooking and managed waiting lists.

SEND Provision

- Over **50% of camps** supported children with mild to moderate SEND needs.
- Specialist partners supported those with complex needs.
- **1,016 children with SEND** accessed *Energise* activities, supported by **four expert partner organisations**.

Community Wellbeing and Support

Through strong partnerships, particularly with **Public Health**, the HAF programme contributed to broader family wellbeing:

- **2,274 hygiene packs** distributed (in partnership with *The Hygiene Bank*).
- **Luton Foodbank:**
 - Attended **10 camps**, engaging **300 families**.
 - Made **100 new referrals**.
 - Distributed **1,080 food parcels** during the Winter period as part of the remote offer.
- **Dental Wellness Trust** visited **five camps**, teaching **118 children** about oral hygiene.

Governance and Strategic Oversight

The **HAF Strategic Partnership Board** oversees programme delivery, ensuring compliance with Department for Education (DfE) standards and regular reporting to the **Children's Trust Board** and **Department for Education**.

Core Responsibilities

- Set priorities and strategic direction.
- Manage risks and resolve issues.
- Ensure high-quality, coordinated provision with safeguarding at its core.
- Monitor performance against national targets.
- Support development of enrichment activities and share best practice.

Board Meetings: Held three times annually (post-Easter, Summer, and Christmas provisions) with additional meetings as required. Decisions are made by consensus, ensuring transparency and accountability.

Attendance and support includes:

Lawrence Kay	Active Luton Chief Executive
Michelle Bailey	Luton Council Public Health Principal - CYP, HAF Programme Manager
Elizabeth Elliott	Luton Council Consultant in Public Health - CYP strategic lead
Penny Kelly	Active Luton HAF/Energise Luton Coordinator
Caroline Dawes	Luton Council Head of Standards & Effectiveness in Education
Carol Wylde	Luton Council Head of Improvement in Early Years and Safeguarding in Education
Helen Cavanagh	Luton Council Service Manager Children's Commissioning
Deniece Dobson	Luton Council Programme Co-ordinator - Luton Supporting You
Cara Gavin	Police and Crime Commissioners Office, Early Intervention and Reducing Reoffending Project Manager
Salma Khan	Luton Foodbank Manager
Abdul Ghafoor	Council of Faiths
Tina Edwards	Level Trust Deputy CEO
Jade Horsley	Luton Council Public Health Manager – Physical Activity
Matthew Hudson	Luton Council Public Health Principal – Physical Activity
Aimee Djengiz	Tokko Youth Hub CEO

Children and Families Feedback

Overview

We are proud to share the voices of parents, carers, and children who took part in the 2024–25 *Holiday Activities and Food (HAF)* programme.

Feedback highlights the positive impact of the *Energise* and partner camps across Luton, from increased confidence and social connections to improved wellbeing and family support.

Parents' Voices

- "My kids loved it. Always had stories to tell when they came home and had made new friends and done a wide range of activities. Highly recommend. Thanks to all the teachers, organisers and staff!"*
- "My child came home extremely excited to go back the next day and made lots of new friends. He enjoyed the activities and wanted to do them again at home and overall I felt as though he **gained a lot more confidence** through meeting new people and participating in different activities. He said he would definitely love to go back."*
- "My boys enjoyed their experience over the summer holidays. They enjoyed swimming and all the sports they carried out. Thank you to team for organising this and for the staff looking after my boys."*
- "I sent my girl to this summer club for four weeks and she loved it. She made new friends. I was a bit scared she won't settle but she enjoyed it so much I can't wait to put her in the December one."*
- "Hi, This is my first experience to send my child to the camp. My kids are really happy and I'm so satisfied about everything. I'm really appreciate the lovely teacher and the lovely food for the kids. My kids can't wait to join again. Thanks Energise Luton."*
- "I don't know what they do to the kids here but my daughter had the **best summertime** with SMASH. We've been to many holiday facilities, and this is by far the best and the coolest!"*
- "The camp kept my son in a healthy routine, focusing on physical fitness. I'm pleased with the positive things he's been learning."*
- "I noticed a positive change in Y's behaviour. He's learned to work well with others, and I appreciate all the effort from the camp staff."*
- "The camp was a great experience for my children. It kept them active, engaged, and happy during the holidays. They especially enjoyed the variety of fun activities and making new friends. The staff were supportive and welcoming. In the future, they'd love to see more **outdoor adventures and cooking activities**. Thank you for the opportunity!"*
- "My daughter regularly attends this camp. The staff are friendly and the activities are great. She especially likes when they have the opportunity for swimming."*
- "My son really enjoyed this club. He was really happy to go. He said he loved the food."*

“My child has been attending CYCD for over 6mths this was his first holiday club and he really enjoyed it. This club has helped him so much, he has made friends and has help build better relationships with his peers. My son loved the trips and the food. Thank you once again.”

Children’s Voices

“Everyone is so nice and they take care of you lots.”

“Lots of fun and running around, swimming was ace.”

Case Study: BW’s Journey

Background: BW is an 8-year-old boy with autism and moderate levels of anxiety.

Tailored Approach: Recognising that BW might find it difficult to make new friends, the coaching team created a nurturing environment by grouping him with friendly children who shared similar interests.

His mum shared how this approach made a difference: *“...he said every day that everyone was kind, he particularly said Mark was so much fun! He talked about the laser tag and he had so much fun.”*

Progress Over Two Weeks

- Initially shy and reserved, BW gradually began to engage with his peers.
- He took part in new activities, with **laser tag** quickly becoming a favourite.
- Coaches monitored his progress closely, celebrating his achievements.
- BW earned one of the daily *Star Player* certificates for his effort and participation.

Outcome: Initially, BW’s mum felt a mix of excitement and nervousness about him attending the club. However, she was thrilled with the progress he made. Not only did he make new friends, but he also expressed a strong desire to attend future holiday clubs, telling his mother it was **“the best time ever.”**

Child’s Perspective: [Watch on YouTube](#)



Food and Nutrition

Overview

A network of **local caterers** supports the delivery of nutritious meals for Luton's *Holiday Activities and Food (HAF)* programme.

We are committed to ensuring that every meal served meets high standards of **quality, nutrition, and safety**, in line with government *School Food Standards*.

Quality Assurance

- All caterers are **registered food businesses** with a minimum **Food Hygiene Rating of 4 or above**.
- Menus are reviewed against the **school dinner criteria** detailed on the Government website.
- The HAF management team conducts **quality assurance visits** during delivery periods, paying particular attention to food provision and hygiene.
- Providers are encouraged to offer **healthy, balanced meals**, with many sports camps also incorporating **nutritional education** into daily activities.

This focus aligns with the **Luton 2040 Vision**, prioritising the reduction of obesity and the promotion of **healthier lifestyles** across the borough.

Cook & Eat Enrichment

This year, several new providers introduced **'Cook & Eat' sessions** as part of their enrichment activities:

- Children learn practical cooking skills and explore new foods.
- Secondary school teachers delivered **hands-on cooking lessons** during the summer holidays.
- Many participants tried cooking for the **first time**, developing confidence and enthusiasm to continue cooking at home.

"The children were so proud of what they made, some had never cooked before!"

— Provider Feedback

Winter Food and Activity Parcels

Because of the way Christmas and school holidays fell, we delivered **three days of in-person camps** and **one remote day**.

In partnership with **The Hygiene Bank**, **Luton Foodbank**, and **Inspire FM**, **24 camps** distributed **1,080 food and activity parcels** for use at home.

Each parcel included:

- Ingredients to make a **chicken or vegetable pasta bake**
- An **easy-to-follow recipe card**, encouraging families to cook together
- **800 parcels** also included a **hygiene pack**

"Receiving the parcel was a wonderful surprise for our family. The recipe was easy to follow, and it was great to cook together with the kids. We're so grateful for the!"

— Family feedback to Luton Foodbank

Feedback and Impact

Feedback is collected after every delivery period from **caterers, providers, and families**. Here's what they told us:

“Many options for the children – very happy with the catering.”

“Impressed with the quantity and quality. Excellent food management.”

“Great feedback from the children on the chicken pie!”

One of our regular caterers, who also works in a local school, shared:

“I recognise many of the children from school. Without the HAF programme, too many of them would go hungry. That's why I choose to keep working during the holidays.”

Minimising Food Waste

We work closely with providers to ensure accurate meal numbers and **minimise food waste**. Where safe and practical, **children are encouraged to take extra portions home**, a gesture always met with smiles!

“The kids loved the meals, some even asked for second or third helpings!”

Example Menu

AT Catered

Confirmed Menu

Served Lunch £6.30 Per Person				
Week 1 & 3	Monday 22 nd July/5 th Aug	Tuesday 23 rd July/6 th Aug	Wednesday 24 th July/7 th Aug	Thursday 25 th July/8 th Aug
Lunch	Cheesy Pasta with Broccoli & Tomato Flat Bread	Cod Fish Finger, Potato Waffle & Peas	Veggie Balls and Penne Pasta, Tomato Sauce, and Garlic Bread	Individual Margarita pizza, potato pops
Salad Side	Cherry Tomatoes, Carrot Batons, and Cucumber	Cherry Tomatoes, Carrot Batons, and Cucumber	Cherry Tomatoes, Carrot Batons, and Cucumber	Cherry Tomatoes, Carrot Batons, and Cucumber
Sweet	Fruit, Yoghurt, Raisins Chocolate Brownie	Fruit, Yoghurt, Raisins Shortbread Sandwich	Fruit, Yoghurt, Raisins Spong Cake	Fruit, Yoghurt, Raisins Ice Lolly
Week 2 & 4	Monday 29 th July/12 th Aug	Tuesday 30 th July/13 th Aug	Wednesday 31 st July/ 14 th Aug	Thursday 1 st Aug/ 15 th Aug
Lunch	Halal Burger and Chips	Cheesy Pasta with Roasted Cherry Tomatoes, Tomato Flat Bread	Halal Chicken Nuggets and Diced Potato, Beans	Halal Chicken and red pepper Wraps and Potato wedges

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Active Luton – Holiday Activity and Food Service Level Agreement

Salad Side	Cherry Tomatoes, Carrots Batons, and Cucumber	Cherry Tomatoes, Carrots Batons, and Cucumber	Cherry Tomatoes, Carrots Batons, and Cucumber	Cherry Tomatoes, Carrots Batons, and Cucumber
Sweet	Fruit, Yoghurt, Raisins Chocolate Cookie	Fruit, Yoghurt, Raisins Sponge Cake	Fruit, Yoghurt, Raisins Millionaire shortbread	Fruit, Yoghurt, Raisins Flapjack

Enriching Activities

Overview

The *Energise* camps offer a diverse range of **stimulating and developmental experiences** designed to inspire creativity, build confidence, and promote wellbeing. Every activity supports children's **holistic development**, academically, emotionally, physically, and socially.

Creative Expression

Children are encouraged to explore their creativity through hands-on, imaginative activities such as:

 **Clay modelling and pot painting**

 **Jewellery making**

 **Lego and construction challenges**

These activities allow children to express themselves artistically while enhancing **fine motor skills**, **patience**, and **focus**.

| *"I loved making my own bracelet, I didn't know I could do it!"*

Cognitive and Confidence-Building Activities

A wide range of interactive sessions help develop problem-solving and teamwork skills, including:

 **Puzzles and logic games**

 **Gaming stations and video games**

 **Talent shows and group performances**

These experiences encourage **creative thinking**, **cognitive flexibility**, and boost **self-esteem** through teamwork and achievement.

Health and Wellbeing

Mindfulness and wellbeing sessions help children to understand and manage their emotions:

 **Yoga and relaxation**

 **Social-emotional wellbeing workshops**

 **Mindfulness and breathing exercises**

These sessions are particularly beneficial for children **transitioning to secondary school**, helping to develop **resilience**, **empathy**, and **self-awareness**.

Cultural and Community Engagement

Our camps also foster community connection and cultural awareness through:

-  **Shared meals** with families
-  **Visits from police and external speakers**
-  **Pop-up dental workshops**
-  **Sessions on social responsibility and community values**

These experiences help children build a **sense of belonging** and respect for others within their community.

Memorable Trips and Experiences

Exciting day trips take learning beyond the classroom, broadening children's horizons and creating lasting memories.

Recent excursions included:

-  Seaside visits
-  A trip to the **Crown Court**
-  **Galaxy** leisure complex
-  **Gulliver's Land** theme park

| *"It was my first time at the seaside, I didn't want the day to end!"*

Impact

Through this diverse enrichment offer, children gain more than just fun experiences, they build **confidence, connection, and a love of learning** that lasts beyond the holidays.



Physical Activities

At Energise Luton, we place a strong emphasis on **physical activity** and **adventurous play**. From **bouncy castles**, **foot golf**, and **mini tennis** to **skateboarding**, **ice skating**, **swimming**, **jungle gyms**, and **laser tag**, there's something for everyone.

These activities not only support children's **physical health**, but also nurture important life skills such as **teamwork**, **perseverance**, and **risk assessment** all within a **safe and supportive environment**.

Swimming

Swimming is a key part of our Energise Luton offer, with **three of our camps** providing **daily swimming sessions**.

Every child attending these camps has the opportunity to swim, supported by team members who work closely with less confident swimmers. They provide guidance in **basic water movement**, helping to **build confidence** and ensure that all children can take part alongside their friends.

Many children leave camp feeling **more confident in the water** and ready to enjoy **family leisure swims**.

Community Sports Partnerships

We are proud to work with **local sports-specific community trusts** who deliver sessions throughout the holiday periods.

Given Luton's diverse community, **cricket** remains one of our most popular sports. Demand for cricket-focused camps continues to grow, and **qualified coaches** deliver tailored training for all ability levels, with pathways to **join local clubs**.

Our strong partnership with **Luton Town Community Trust** – the charitable arm of **Luton Town Football Club** – enables us to provide **football camps** during every school holiday.

These sessions give children who love football, but may not play regularly in a club, the chance to **develop their skills**, **build confidence**, and **enjoy the game** in a fun, inclusive setting.

Multi-Sport and Performance Activities

Active Luton, which manages the town's leisure facilities, offers a wide variety of **multi-sport sessions** including:

 **Basketball**

 **Dodgeball**

 **Badminton**

 **Table Tennis**

 **Soft Play**

In addition, we run **golf** and **athletics** sessions during the **Easter and Summer holidays**, both of which are always extremely popular and fully booked.

We also feature **performance and dance activities**, catering for all abilities with **high-energy routines** that combine movement, music, and creativity.

Case Study: Z's Journey

Background: Z enrolled in our Holiday Activity and Food (HAF) camp in Luton, themed around the musical *Wicked*. The camp aimed to introduce children to the world of performing arts through singing, dancing, and acting workshops, culminating in a final performance. The themes of *Wicked* self-discovery, challenging norms, and embracing individuality resonated deeply with Z.

Tailored Approach: Recognising Z's enthusiasm for storytelling and creativity, the coaching and facilitation team encouraged her to explore different aspects of performance at her own pace. They provided gentle guidance and opportunities for self-expression, ensuring she felt supported in trying new activities and sharing her ideas.

Progress Over the Week

- At first, Z observed others and took time to settle into the group dynamic.
- As her confidence grew, she began contributing ideas during rehearsals and group discussions.
- During a choreography workshop, Z collaborated with peers to create a unique dance sequence.
- Sharing this performance with the rest of the camp became a key moment, as she received enthusiastic support from both peers and facilitators.

Outcome: By the end of the week, Z had developed greater self-confidence and a stronger sense of belonging within the group. Her ability to connect with the character of Elphaba reflected her own journey of self-expression and resilience. Z left the camp feeling proud of her achievements and inspired to continue exploring the performing arts.



Nutritional Education and the Promotion of Healthy Living and Lifestyles

Overview

Although the focus on nutritional education has been reduced within recent HAF guidance, this theme continues to be embedded across all camp delivery.

Programmes have aimed to educate children, young people, and families about healthy eating, food budgeting, and lifestyle choices through a range of engaging and practical activities.

Nutrition-Focused Activities

Camps delivered a series of interactive activities designed to improve understanding of nutrition and healthy eating.

Examples include:

- **'Guess the Exotic Fruit'** tasting sessions, encouraging children to explore and discuss new foods.
- **Healthy lunch preparation**, where children helped to prepare and enjoy nutritious meals together.

These activities promoted awareness of balanced diets and encouraged children to make positive food choices both during and beyond camp attendance.

Partnership Work and Family Engagement

Extended partnerships within the Council have supported continued work with families in this area.

During **Easter 2024**, a joint campaign was piloted with **Food First**, producing **recipe cards** for families to try at home.

An example of the recipe card →

Feedback from both parents and camp providers was **highly positive**, with requests for additional cards to be made available in future programmes.

Community Collaboration – Luton Food Bank

Our partnership with **Luton Food Bank** further Enhanced the delivery of nutritional education.

Their team led sessions to raise awareness of:

- Food insecurity and its impact on families.
- The importance of community support and donations.
- The role of local services in promoting food sustainability.

Ingredients

- A tbsp of oil
- 8 sausages
- 1 onion diced
- 1 carrot diced
- 2 celery diced
- 1 can of chopped tomatoes
- 2 tbsp tomato puree
- 1 tbsp mixed herbs
- 1 tbsp powdered garlic
- 200ml vegetable stock
- Salt and pepper
- 1/2 pack of spaghetti cooked to serve
- Grated cheese for serving - optional

Instructions

1. Warm a pan with the oil and taking the sausages squeeze out the filling into the pan, break up loosely with a wooden spoon
2. Now add all the diced vegetables and stir in
3. Now add the chopped tomatoes, puree, herbs, garlic and the chicken stock
4. Leave to simmer for 10 minutes
5. Check the seasoning and cook for a further minute and serve with spaghetti, a sprinkle of cheese if using.



Sausage and vegetable ragu

4 servings Prep time 20 minutes Cook time 20 minutes

This can be made in advance and frozen or batch frozen.

Fun for the kids to help with, and it also makes really good meatballs instead.

Notes

This can also be made with lentils for a lovely vegan option

Children also participated in a **budgeting activity**, where they were given a fixed budget and a selection of food items at different prices.

They were asked to plan a shopping list within budget, helping them understand the real-life challenges faced by families who rely on food banks.

Healthy Lifestyles and Physical Activity

Healthy living and exercise continue to be integral across all **Active Luton** camps delivered within our leisure facilities.

A **holiday gym membership** was offered to young people aged **11–16 years**, allowing access to gyms, swimming pools, and fitness classes funded by HAF.

While the initiative primarily attracted younger males, it also encouraged participation from young females who might not otherwise have accessed gym facilities.

Case Study – Individual Impact

A notable success story highlights the wider impact of the HAF programme.

A young lady attending an exclusion unit at school began accessing the gym through a free membership funded by another project. Through regular training, her fitness and confidence improved significantly. She later volunteered at one of our HAF camps, where she supported younger children through football activities. Inspired by this experience, she completed a **coaching course** and has since passed her **Young Football Referee exam**.

She now holds **regular part-time employment** and continues to lead a healthy, active lifestyle.

This case demonstrates the lasting impact of the HAF programme, supporting not only children attending camps but also those involved in their delivery.



Special Educational Needs and Disabilities (SEND)

Overview

Our mainstream providers aim to create inclusive and supportive environments that integrate children with SEND wherever appropriate. Each camp is encouraged to adapt activities and provide additional support to ensure that every child can participate meaningfully and safely.

Quality Assurance and Provider Assessment

To ensure consistency and quality across delivery, our management team undertakes **Quality Assurance (QA) visits**, during which providers are rated as follows:

1. **No SEND support**
2. **Some SEND support/experience**
3. **Trained SEND support/experience with additional staff**

This system enables us to direct children and families to the most suitable camps based on the level of support available, while ensuring detailed information about each child's background and needs is recorded in our booking system. This allows delivery teams to identify children requiring additional support and, where necessary, contact parents or carers in advance to ensure each child can be accommodated safely and effectively.

Specialist SEND Provision

Alongside inclusive mainstream provision, we work closely with a number of **trusted SEND specialist providers** to deliver tailored support for children and young people with complex needs.

Families United Network

Families United Network has been a valued partner since the inception of the HAF programme, delivering dedicated camps for children with complex needs.

The **Family Holiday Clubs** offered by Families United Network are a lifeline for many families, providing both recreation and support for disabled young people, their parents, carers and siblings.

These camps offer:

- A range of **creative, stimulating and fun activities** for children and young people.
- Opportunities for **parents and carers** to meet, share experiences, and connect with others in similar circumstances.
- An **accepting and non-judgemental environment**, where play staff and volunteers encourage both children and parents to participate and enjoy activities together.

CYCD Disability

CYCD Disability is another valued community organisation that works with **young people with complex disabilities**, providing specialised activities and support that align with the inclusive aims of the HAF programme.

Key Challenges

Overview

There were a number of key challenges throughout the 2024–2025 delivery period. These are detailed below.

Cultural and Religious Observance

Luton is a diverse town with a high percentage of British Muslims. Over the past two years, **Ramadan and Eid** celebrations have fallen either before or during the Easter period without affecting delivery.

However, this year **Eid coincided with the holiday delivery period**, resulting in a temporary reduction in attendance, as some children participated in family and community celebrations.

Community Safety and External Events

Following the **tragic Stockport stabbing incident** last summer, some of our town centre locations experienced lower attendance levels and several cancellations.

Additionally, **Luton faced the threat of riots** linked to this event, which led to temporary closures at certain locations for one week of delivery.

Once the threat subsided, camps resumed with **heightened security measures**, particularly at mosque-based sites.

SEND Provision and Staffing

We are extremely proud of our **SEND provision**, yet we recognise that supporting children with additional needs can be challenging for **non-specialist providers**.

In several cases, **unplanned additional staffing** was required to ensure all needs were met. This created **added pressure on resources and budgets**.

Winter Delivery and Attendance Patterns

During the **Winter delivery**, we noted **lower-than-usual bookings**.

Upon review, it became apparent that some families preferred not to attend over the **weekend**, often due to prior family commitments.

Attendance on **Mondays remained strong**, providing a useful **lesson learned** regarding weekend scheduling for future planning.

Non-Attendance Management

One of our ongoing challenges and a key focus for 2025 is the **management of non-attendance**.

In some cases, the value of a **‘free’ place** was not fully appreciated by parents, leading to unnotified absences.

To address this, we have implemented strategies such as:

- **Overbooking** selected sessions
- **Introducing waiting lists**

These measures have already shown **positive results** in early 2025 delivery, helping to maximise participation and resource use.

Marketing and Communication

Overview

We have a robust **marketing and communications plan** aimed at effectively reaching both **schools** and **parents**.

This approach enables children eligible for **Free School Meals (FSM)** to be targeted through their schools, while maintaining a **consistent and timely marketing schedule**.

Marketing Timeline

The table below outlines our planned marketing activities for each holiday period in 2024.

Energise Marketing Activity	Deadline	Go Live
Social media teaser messaging	Holiday Periods 2024	2 weeks before
In-centre posters (<i>Bookings Open 6th March</i>)	Holiday Periods 2024	2 weeks before
Emails to schools (<i>'Booking Now Open' digital tiles</i>)	Holiday Periods 2024	1 week before bookings open
Website homepage amends (<i>tile</i>)	Holiday Periods 2024	1 week before bookings open
Internal camp list shared with marketing	Holiday Periods 2024	1 week before bookings open
Internal camp booking photos uploaded to website	Holiday Periods 2024	1 week before bookings open
Website copy amends	Holiday Periods 2024	1 week before bookings open
Booking live and internal pages turned on (<i>menu</i>)	Holiday Periods 2024	—
Social media (<i>booking open</i>)	Holiday Periods 2024	—
Pop-up banners delivered to centres	Holiday Periods 2024	—
Camps live	4 weeks before end of term	—

Engagement and Reach

We ran a **social media marketing campaign** in collaboration with our providers to maximise reach and ensure that as many families as possible were aware of the **booking opportunities** and **camp availability** during each delivery period.

Additional Resources

Overview

We received additional match funding and in-kind support from a range of partners, including contributions of food, resources, and staffing.

This collaborative approach strengthened the delivery of our HAF programme and ensured alignment with wider local initiatives. By working closely with other services and organisations, we maximised impact and created a more joined-up offer for children and families.

Partnerships and Support

Hygiene Bank Luton

We worked in partnership with the Hygiene Bank Luton, who provided toiletry packs across all camps at Easter, Summer and Winter.

Below is an example of one of those packs.

Programme Alignment

HAF and Family Hubs

We have aligned HAF and Family Hubs, and *Energise Luton* forms part of the Luton Family Hub Network.

Families can access information about HAF through the Family Hub website and app, improving access and connection to services and information.

Oral Health Improvement

We have a strong oral health improvement programme in Luton, and with our partner **Dental Wellness Trust**, we have delivered enrichment sessions on oral health at many of our camps. These have been well received.

Children have learnt about:

- Healthy eating
- The damage sugary foods and drinks can do to their teeth
- The importance of good oral hygiene

They also received **water bottles and toothbrush packs** donated by Public Health and Family Hubs.



Any Other Information

Overview

Due to efficiency savings made on funding during 2024/25, we were one of a small number of Local Authorities across the country nominated to deliver an additional pilot provision during the February 2025 Half Term.

Summary of delivery:

- Total camps: 11
- Funded spaces: 1,020
- Overall attendance rate: 85%
- Unique children attending: 294
- Age breakdown: 76% Primary, 24% Secondary
- SEND inclusion: 29 children incorporated into mainstream camps
- Children on Free School Meals: 96%

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