

Medway Council – MedwayGo Holiday Activities and Food Programme Annual Report 2022/23

Section 1 – LA Details

Medway Council

Vedia Mustafa – LA HAF Coordinator

Marketing and Promotion

The programme has been marketed in using multiple channels and tactics.

[MedwayGo Website](#) – a dedicated website has previously been developed and is the main way of accessing information about MedwayGo, booking activities, recipe information, support and signposting for the family. The website also includes a blog, resources for children to access and use outside of holiday times and information about providers.

Social Media – MedwayGo has been heavily promoted on the Council's social media channels and pages. Posts relating to upcoming holiday programmes, launch dates, showcased providers, benefits of HAF, evaluative posts and celebrating successful events and provision have been posted on Medway Council and A Better Medway accounts on Facebook, Twitter, Instagram and LinkedIn.

In February, MedwayGoHAF pages were set up on [Facebook](#) and [Twitter](#) as dedicated social media pages for the HAF programme. A decision was made previously to utilise Council services, however, a case was made that MedwayGo dedicated pages may have more reach.

Newsletters – MedwayGo produces articles and makes contributions to Council newsletters to reach a variety of audiences. These include Housing, Climate Change and Medway Matters. Information is also sent out in HeadWay, the Council's mailing to school headteachers, as well as being shared more widely with school and education staff, via the schools' trading portal.

Presentations – MedwayGo team members present to various groups to promote the programme, for different purposes. The team liaise with the Medway Parents and Carers Forum, which supports families with children with SEND, to deliver information about the programme, dates and outcomes from previous programmes. The team also meet in schools with staff, parents and families to talk about the programme and to support families in using the booking system to register children and book activities.

Events – MedwayGo is widely promoted at local events, either directly by HAF team members or colleagues from Medway Public Health Team. Information and promotional materials are shared with families and children at these events.

YouTube Video – A video was commissioned at Easter to celebrate the achievements and raise awareness of the aims of the MedwayGo programme. <https://youtu.be/SgJUK7CAhGk>

Were there any challenges in delivering the programme?

The programme has been well-received by parents, children and young people across Medway. Feedback from families and professionals welcome the programme and see it as a valuable resource for children who would otherwise not be engaged in the school holidays.

There were some challenges in delivering a programme for SEND children, particularly during the summer HAF, where the programme was marketed as welcoming SEND children, but the provision was not sufficient or varied enough for the demand that was created. In the run up to the Christmas HAF, it was a priority to ensure that there was provision put in place to support SEND children, with inclusive and accessible activities and support at mainstream activities where SEND children would be taking part. This is an ongoing area for development.

MedwayGo faced a challenging time through the Council's decision to no longer offer food vouchers over the school holidays. MedwayGo was then seen as a replacement for food vouchers and families were disappointed that the two were not comparable. This led to criticism of the MedwayGo programme, despite the two resources having no link. The decisions made around food vouchers were detrimental to the Summer and Christmas HAF programmes, with the Council asking families to decide on whether they access a food voucher or have their child attend MedwayGo activities, where many families opted for a food voucher. Assurances have been made with Council leaders and staff that this would not be replicated in 2023 and this was the case for the Easter programme so we are confident this situation will not occur again. The development of standalone social media channels for MedwayGo has allowed us to remove ourselves from this connection and continue to build the MedwayGo brand as a positive service for families in Medway.

Steering Group Members

Medway's stakeholder group is diverse and supported by services that range from statutory services, councillors, local businesses and charities that work across Medway.

Statutory stakeholders include colleagues and representatives from schools, the health service and Medway Council, which includes Public Health, Education, Early Help, Housing and Culture. This provides valuable support in spreading the message about MedwayGo to residents and service users.

- Public Health
- Medway Sport
- Education Services
- Social Care
- Medway Youth Service
- Housing Service
- Councillors
- School Food Catering

- Kent and Medway Police
- Physical Activity Alliance
- Local Schools and Academies
- Home Start
- Medway Parents and Carers Forum
- Gillingham Street Angels
- Arches Local
- Medway Community Healthcare

HAF Funding 2022/23

Overall HAF funding received for 2022/23 - £1,192,500

Programme spend £1,060,451

Administrative expenditure £109,099

Administrative spend includes the salary of staff working directly on the project – Project Manager, Project Officer and Project Coordinator. Additional funds were utilised for Public Health sessional hours staff carrying out quality assurance visits, as well as fees for a central booking system.

No extra funding was received for the overall HAF programme, however, two providers received donations of £500 from Waitrose and £50 arts and crafts materials from Asda.

Numbers of unique of children

The table below shows the numbers of children declaring SEND/EHCP and numbers of unique children overall.

	Easter 2022	Summer 2022	Christmas 2022	Total Overall
Total	1280	2870	1067	4039
SEND / EHCP	196	433	281	457

The table below shows the numbers of children based on school ages.

	Easter 2022	Summer 2022	Christmas 2022	Total Unique Overall
Primary	1063 (80%)	2397 (80%)	855 (75%)	74%
Secondary	217 (20%)	473 (20%)	212 (25%)	26%

Overall, the percentage of secondary age children is higher than the total due to the number of times individual children attended. Primary aged children were more likely to attend consistently across the three programmes, rather than secondary aged children who attended more one-off sessions.

Section 2 - Highlights from 2022

Over 11,200 children receive benefits-related free school meals, making up 23% of all school aged children in Medway (49,000).

MedwayGo had a successful year delivering HAF to 4,309 unique children and young people across Medway who attended a combined 30,426 sessions in all. This is a reach of 37% of all children eligible for benefits related free school meals.

94% of all children attending the HAF provision in Medway were eligible for benefits related free school meals. 6% of children who were not directly eligible were discretionary and predominantly SEND/EHCP children, from vulnerable backgrounds, looked after or foster children and service pupil premium children.

Over 82 providers from all sectors delivered 316 different activities during 2022. This included children's charities, sports and leisure providers, holiday club organisations, local authority departments and schools.

Highlights from 2022 have included the new partnerships formed with council departments and services joining forces to provide more opportunities for children across Medway. In particular, the strengthened relationships with Medway Youth Service and Greenspaces teams have given more opportunities for older children and young people to participate.

MedwayGo is working with a Public Lecturer at a university to evaluate the impact of the HAF programme in Medway, with a particular focus on health and wellbeing. Feedback from the first year's research is proving to be positive, with evidence collected from children and families suggesting children are participating more in physical activities and enjoying the variety of food options available at the activities they attend. Research is on going and will continue in 2023/24.

Feedback collected from parents, carers and children has been positive and demonstrates the impact it is having on the families and children attending. Parents are welcoming the opportunity for children to participate in activities with other children, that mean children are not sat in front of devices on their own.

Section 3 – Children and families' feedback

Feedback is collected from parents/carers, children, providers and school staff in various forms. This includes surveys, quality visits, social media posts, verbal comments and emails.

A feedback survey is provided at the end of each activity for parents/carers to capture the impact of the activity on their child. Questions from the survey include:

- Thinking about physical activities, how do you think your child benefitted from being at the club?

- Thinking about food, do you think your child benefitted from being at the club and how?
- Thinking about being in the company of other children, how do you think your child benefitted from being at the club?
- Thinking about being in the company of other adults, how do you think your child benefitted from being at the club?
- How has the club benefitted you as a parent, or the family as a whole?
- If your child has taken part in MedwayGo in previous holidays, has it benefitted them during school time? Please give as many details as you can.

Some of the feedback received:

"My son learnt how to swim in 2 days! So very grateful for the opportunity"

"She likes to make new friends"

"My son enjoyed the lesson and loved the 30 minute play at the end. He made a couple of friends and he loved the lunch that was provided."

"My daughter enjoyed her instructors, the new friends she made and the activities and playtime as well. She cannot wait to go back again!"

"She came home everyday excited about the things she learnt. She also talked about the food, her friends and was very proud of every piece of work she had done"

"Finally a club that welcomed a energetic sen girl and made her feel comfortable enough to take pride of place at the centre stage!"

"my son has complex needs ,his never engaged in any school performances. I put him down for musical theatre because he loves to sing , I was blown away ,when on Thursday we were invited to watch what they have learned , I thought he would be on the side line sitting it out , but there he was on stage with a big smile ,showing everyone what he had learnt ,Truly Amazing and proud to see."

"All 3 children were very happy at the end of the day talking about the adults children lunch and what they had learned and were very much looking forward to the next day"

"Because it was fun learning some Spanish as well as being around new people"

"Everyday my son said the food was yummy and was very excited to tell me and show me what he had done during the day."

Family feedback shared via email and social media channels:

"My two children loved the Easter holiday activities. My son really enjoyed the football on Monday and my daughter enjoyed the musical theatre production wham! We all as a family enjoyed the inflatables at Hoo swimming pool on the 5th Nd 6th the lifeguards where amazing and made it alot of fun."

"I just like to thank Medway go for the opportunity to take my two children to the archery today / at but more great leaps one of the best days I've had and the families had in absolute ages."

The three men that run it was absolutely amazing. It was not what I expected. It was 100 times better. I can honestly say we enjoyed every minute of it, it was brilliant."

"The staff were really lovely and one of my kids has ADHD and dealt with him amazingly "

"Medway go have opportunities to do things together such as swimming which we thoroughly enjoyed."

"The holiday activities gave my child time to be in a different, structured environment where he can have fun, make friendships and learn from different activities. As a parent I have also benefited from my child's experience, knowing that he is able to adapt easily to new environments."

"It was wonderful to know that he was having fun and getting exercise."

"Excellent activities. Poppy really enjoyed them and is looking forward to going again."

"She learnt about nature and different things, was active and got exercise."

"Thank you to all the staff at both activities"

"It allows him to try out sports and activities without commitment. In doing-so, he gains social skills when interacting and navigating people, whilst being alone."

"He was playing with friends, he has met some new friends. He told me that there was lots of sports activities which he really enjoyed"

"A great way to socialise and make new friends outside of their normal routine."

Section 4 – Providers List

A dynamic purchasing system (DPS) was set up in time for Summer HAF 2022, to procure and build a list of approved providers who could bid for funding for each future holiday programme. Prior to the DPS establishment, each holiday programme was an individual tender process, therefore having a framework of approved providers simplified the process for all and gave reassurance to those who were committed to delivering HAF that they would be in a better position to be awarded funding for their work.

The DPS is broken down into three lots:

- Lot 1 – Physical and enrichment activities
- Lot 2 – Food and catering
- Lot 3 – Nutritional education

List of all activity providers that have delivered or joined the HAF DPS

All Saints Community Project	Loveland
Anchorians	Medway Adult Education
Arron Kempster	Medway Children and Family Hubs
Bakes n Bites	Medway Libraries

BBMA kickboxing	Medway Norse
Body Buddies	Medway Public Health
Canterbury Medieval Combat	Medway Sport
Carers first	Medway Theatres
Cems Meze Mangal	Medway Youth Service
Challenger Troop	MFSE/Group 23 Ltd
Chatham Bowl	MidKent College
Chatham Snowsports Centre	Monkey Bizz
Chatham Town FC	Multi-Active Holiday Courses Ltd
Chatham Watersports centre	Mythologic Escape Room
Cineworld	Olympia Boxing
City Way Nursery	Paramount
Claire's Zumba	Peekaplayers Ltd
Code Edge Technologies (Jam Coding Medway)	Premier Education
Cornerstone	Progressive Sports
Dan James Tennis	Purley nutrition
Elite Pathways	Raising Youth
Fenn Bell Inn	Riverside
Flip Out	ROCC/Rivermead
Forks and Corks	Rochester Dance Junction
Fuzion Active	Rocket Learn
Great Leaps	Sendtivate
Greenspaces	Soar
Hilltop Primary School	St. Augustine's Church
Holcombe Hockey Club	Street Games UK
Hoo Sports	Street Soccer Foundation
Icon Theatre	Strive
Jasper Community Café	The Parish of St Francis of Assisi
Jimmy Tennis	The Right Step Dance Academy
Joe's Bows	The Rowans Academy AP
John Nike Leisure sport	Unit 1 Skatepark
Jumpers Trampolining	Unlimited Education
Kent Crusaders	Upside Down dance
Kings Sports Centre Rochester	Vallance Equestrian
Little voices	Venner Nutrition
Little Yoga Warriors/ Lower Bush Alpacas	Walderslade Judo Club
London Gospel Music Company CiC	Wham Theatre School

Section 5 – Food

The food providers that produced meals in 2022 are below:

- Bakes & Bites

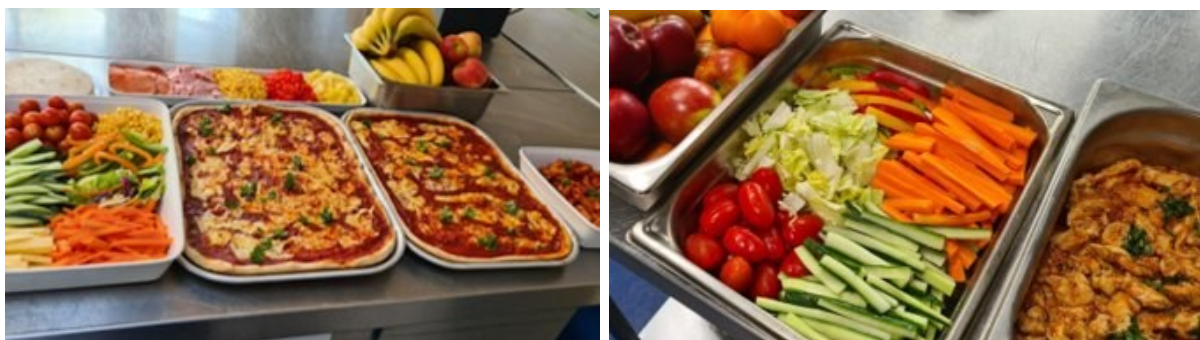
- Forks & Corks
- Fuzion Active
- Medway Norse
- *Contract Dining Company (sourced via provider)*
- *Cuxton Bakehouse (sourced via provider)*
- *Gillingham Street Angels (sourced via provider)*

All children were provided with at least one nutritious meal per day. Providers' meals were produced either in house or partnered with another provider. Although MedwayGo works with four caterers, some providers work with caterers and food producers they have existing relationships with. All food is generally in line with school food standards. There have been some instances where the food standard was not as we would expect, and on these occasions, we have met with the provider to discuss the meals, how they are presented and work out a strategy to improve the meals and how they were served. Some activity providers have established relationships with school food caterers from the schools they work with. This has enabled more meals to be produced in line with what would be produced at schools. School kitchens are being utilised to produce meals and distribute them to other local HAF providers.

Meals served were subject to separate quality assurance checks with meals surveys carried out by HAF staff and providers themselves, who sent in information about their meals, with images and information relating to the quantities of protein, carbohydrates and other fruit and vegetables.

Overall, meals are healthy and nutritious. More work is needed in ensuring meals from a secondary source are also adhering to school food standards, and that there is a variety of food. The aim going forwards is to work with these providers to plan menus in advance and make appropriate changes in accordance with the nutritional standards required.

Below are images of some of the meals served at holiday clubs:





Feedback about food and meals from the Summer HAF Programme

Children's feedback

"It's nice. I love roast dinner, so it was yummy" (28/07/2022 Anchorians FC)

"Like it, good because there's lots of options" (04/08/22 Victory Academy)

"It is delicious they have a great chef I'd give 10/10" (09/08/22 Fort Pitt)

"Really nice, been learning about different types of foods it's from different types so balanced" (18/08/22 Luton Primary)

Parents' feedback

"Having a lunch provided took the stress off of me."

"My son enjoyed the food and it meant he ate something because he will skip meals at home"

"Both my kids tried chilli for the first time"

"S is a bit fussy with food but on her first day she did polish off the pasta bolognese."

"He had a lot of choices for breakfasts and snacks as well as a lunch meal he enjoyed for all the days attended."

"My child got to try some different food that we don't have at home, and it's great that he got a hot lunch."

Section 6 - Enriching Activity

All providers were successful in providing a range of activities that were broad and enriching. They are encouraged to work with other providers, and an example of this includes Fuzion Active who provide a holiday club, working with Body Buddies to deliver nutritional education. Mid Kent College worked with The Paramount Foundation to deliver practical and creative activities. Street Games UK provide a variety of physical activities but also creative opportunities for children to learn too. Little Yoga Warriors have successfully partnered up with

Lower Bush Alpacas to provide a mindfulness programme where children will learn about alpacas and then be able to participate in a yoga session in an outside environment.

The programme welcomes organisations that provide something different in addition to the holiday clubs and sport/leisure providers. These include musical theatre, dance and drama, music providers, computing and coding and escape rooms. The variety ensures we are able to provide new experiences for children. The different activities give opportunities for children to improve skills and knowledge.

Feedback from the previous year's programme suggested that families would like to do things with their children as well, particularly during the Christmas HAF programme. To address this, we offered places at the theatre for an immersive children's show (4 – 6 years old) and family tickets to see a pantomime performance.





Section 7 – Physical Activity

The range of physical activities in Medway is broad and varied and accessible to most children. In 2021, most provision delivered was holiday clubs and sports sessions with leisure centres. By 2022, more providers wanted to take part in the programme and introduced the variety that MedwayGo needed. Whilst holiday clubs are great and provide a consistent delivery model, the take up by older children was low, and the offer didn't appeal to children who did not want to do sporting activities.

The introduction of providers such as Icon Theatre, Wham Theatre Schools and more provision from Medway Youth Service meant that the programme became more accessible to those children.

All providers are aware that they must provide at least 90 minutes of physical activity during their sessions. This is something that is monitored through the quality assurance checks and we expect providers to give a detailed account of what activities they will be delivering on during the tendering process.

Jam Coding Medway is one of our providers, not known for being very physical as the programme teaches children to use computer programming and coding. However, the team works with local sports coaches for the children to have breaks away from the screen and spend some time outside taking part in multi-sport activities.



Feedback on physical activity from the summer HAF programme:

"My children got to play cricket, which they don't have the opportunity to play when they are at school. They also enjoyed learning new physical games. It helped to keep my boys active during the holidays and have them something to look forward to".

"My daughter learnt new skills and become a lot more confident in the water."

"He burnt energy, learnt new skills, done things he enjoys doing"

"He has never swam before and am glad he is doing well. Am proud of him"

"We walk a lot so for me it was more about confidence building and new experiences than the physical side of it. Although I am exceptionally happy that they are also doing something physical whilst learning to knee skills and growing in confidence and self esteem. Thank you"

"All exercise is good"

"He is pretty active in comparison to some but extra with others is always more fun "

"Definitely improved her confidence, and gave her some great tips."

"My daughter 10 years old loved arts and crafts, she thinks it's relaxing"

"My child was active everyday, which helped not only her mental health but physical health too."

"Physical activity for my child means that all the energy that gets stored up from being indoors and only playing close to home doesn't seem to get that release that something like school gives her"

"My son loves to take part in physical activities and this gave him the opportunity to try new things."

"Definitely beneficial got him out the house and mixing with other children which he struggles with and exercise"

"Got her moving"

"Being able to run around and burn some energy"

"Exercise he wouldn't of otherwise taken part in"

Section 8 – Nutritional Education and the promotion of healthy living/lifestyles

MedwayGo sits within the Food and Nutrition team in Public Health at Medway Council. As a result, education around nutrition and promoting healthy food choices and lifestyles is an important aspect of the programme. All providers were required to include nutritional education, aimed at improving the knowledge and awareness of healthy eating for children.

Providers were encouraged to include activities which involved children in food preparation and cooking, planting and growing fruit and vegetable seeds, carrying out taste tests and discussions on food and nutrition.

In addition to the suggestions, MedwayGo staff also deliver regular 'train the trainer' sessions on activities they can use to deliver nutritional education.

To support some providers further with this element of work, the programme engaged providers whose role it was to educate children and adults about food and nutrition.

Providers delivering nutritional education include:

- Body Buddies
- Venner Nutrition
- Purely Nutrition (Phunky Foods)
- Food & Nutrition Team, Public Health (Medway Council)
- TastEd (free online resources) - <https://www.tasteeducation.com/>
- Soil Association
- Unlimited Education (nutritional education resource packs)

For some providers who needed more support, the Food and Nutrition team delivered practical sessions at clubs that focused on food preparation, learning about different fruit and vegetables, and having conversations about the food they eat.

As well as providing nutritional education sessions and activities for children at the clubs, information and practical sessions were offered for children to attend with their families. Working with Medway Adult Education's Family Learning team, families took part in Brunch Clubs, where parents and children made their own brunch and learned about nutrition as they prepared their food. Medway Family Solutions (Early Help Service) organised sessions for targeted families at the Children's Hubs that were delivered by the Food and Nutrition team, with a particular focus on preparing an easy recipe and conversations around healthy food.

Children engaged well with each of the fun activities that were delivered around food. Through the evaluation and research work we are carrying out, we will have a better understanding of changes in attitude over the funding period. Feedback received from children on nutritional

education suggests the learning is taking place, and children are having conversations with parents.

"Really nice, been learning about different types of foods it's from different types so balanced"
18/08/22 Luton Primary.

Section 9 - Special Educational Needs & Disabilities (SEND)

In Medway, it is important to provide provision for SEND children, who form part of Medway's 15% discretionary group. Any SEND child or a child with an EHCP regardless of free school meal eligibility is allowed to attend a MedwayGo activity.

The programme works with providers who deliver bespoke provision for children with severe learning difficulties and disabilities.

- ROCC / Rivermead Inclusive Trust
- SENDTIVATE

These providers are qualified, experienced professionals who provide an excellent experience and provision for children with SEND.

ROCC provide a minimum of one-to-one support for children who have severe disabilities and offer daily programmes that not only supports children's development, but provides respite for parents too. Depending on the needs of children, the number of children ROCC can support changes from each programme based on their ratios.

SENDTIVATE provide one to one support for SEND children and their programme incorporates light activities, music and movement. They also deliver weekly programmes over the holiday programme.

Providers can offer places for SEND children based on the number of staff they have available to them and the support they can put in place. Each provider is asked during the tendering process, the number of children with needs they can support and what that support can look like.

Parents are asked to complete an 'About Me' form for their child if they have a learning difficulty, disability or behavioural needs. This allows the provider to assess the needs and discuss the level of support they need to put in place for the children.

During the summer programme, SEND children were encouraged to book on HAF activities, however, the number of places was underestimated, and this caused more demand than places available. Naturally, families were disappointed, but this led to more open discussions with families, providers and support organisations in Medway who work with SEND children.

As a result of this, providers are encouraged to think more broadly about what they can offer. It has resulted in providers offering SEND only sessions which have fewer places in order to support needs and awareness raising around different types of disability.

MedwayGo has been fortunate to link services with SEND provision. Kent and Medway Police schools' team regularly attends sessions to meet with children. New links have been established with the team managing therapy dogs. The therapy dogs have made visits to SEND activities to provide opportunities to engage with the animals and offer support and mental wellness.

Feedback from SEND provision was positive and well received by the children.

"As an autistic child, it is difficult to find a place or session for SEND kids to interact or be with other kids. This session helped in that interaction."

"My child is autistic, we are v badly struggling with support for him mainly during break times. This service helped in a new loc, food and entertainment."

Section 10 - Signposting and Support

The dedicated website to Medway's HAF programme <https://go.medway.gov.uk> has a support section providing useful links to various support services across Medway. The information is kept up to date with new information that is shared with the team, either through other council services, or information from providers and parents.

Information is also provided on the Medway Council, A Better Medway social media accounts and information is shared via email.

Links to free school meal registration pages has been shared to families with children in Reception, Year 1 and 2 to make sure they register and not lose out on their entitlement. Information is shared with families of HAF children about Public Health services, particularly where there is a focus on healthy living and lifestyles, fussy eating and weight management support.

The signposting and support information has been particularly of use to the large community of military families living in Medway. Through events, visits to barracks and service family events, support information is shared with them. Children from military families receive Service Pupil Premium and are one of our targeted groups for engagement to support with community cohesion and reduce isolation.

Providers have commented on the support they have provided families, and this includes signposting to Medway Foodbank, Gillingham Street Angels and the Household Support Fund.

Support

[Family Solutions](#)
[Mental Health](#)
[Physical Health](#)
[Domestic Abuse](#)
[Community support](#)
[Financial advice](#)
[Food Support](#)

Family Solutions

Children and family hubs

www.medway.gov.uk/familyhubs



Children and Family Hubs and wellbeing centres offer families with children places to meet new people. This ensures that all

Family Lives

www.familylives.org.uk

Family Lives provides targeted early intervention and crisis support to families. If you need to talk, we're here to listen.

Family Action

family-action.org.uk

Family Action transforms lives by providing practical, emotional and financial support to those who are experiencing poverty.



MedwayGo - holiday activities & food programme

23 h · 🌐

Got a picky eater at home? [A Better Medway](#) are running weekly sessions over summer to help. 🌟

Choose from Tri Club for 8 to 12 year olds or Tri Mini for 5 to 7 year olds.



A Better Medway

Published by Orlo · 1 d · 🌐

Tri Club is a free, fun group for families with kids aged 8 - 12.

Children learn positive, healthy eating habits through games, crafts and fun activities. 👍

👉 ... See more

...



A Better Medway

17 h · 🌐

...

Children develop at their own pace - but most children will really benefit from being as independent as possible when they start school.

If you can - let your little one do things by themselves, like using a knife and fork.

👉 If they are having a packed lunch give them time to practise opening the packets and containers of food they'll be taking. ... [See more](#)



FEED MYSELF



👍 Like

💬 Comment

➦ Share



Section 11 – Plans for Programme 2023/24

The programme for 2023/24 will have a focus on groups that could be better supported. This includes young people and developing the offer for SEND children.

The total number of young people that attended HAF programmes in 2022/23 overall is low. Evaluating and developing an improved offer for young people is a priority which will see the structure of activities for this group change. A package of 4x4x1 might work with younger children that need the structure, but we've determined that this does not work for 13–16-year-olds. Having a working group focus on this target audience is a must.

It is important to continue the work with raising awareness of SEND and what is needed to support children. This will be through identified training for providers, working with SEND support services and encouraging the participation of more SEND providers to deliver HAF activities.

From the perspective of managing the programme, a decision has been made to offer four days at Easter and Christmas and four weeks in the summer, as per the guidance recommendations. The concentrated approach may help with tackling the no-show rate and increasing numbers on planned provision, rather than seeing them diluted over more longer durations.

It is becoming evident that the current booking system is no longer effective. Determining eligibility is challenging and it is not providing a good service that meets the needs of all users. Identifying a new central booking system in 2023/24 will be a priority.

Mapping work will be prioritised to identify charities and organisations that support Black, Asian and Minority Ethnic residents and SEND groups. There is more work that can be done to engage with minority groups and reflect the children and the families accessing HAF.

To raise the profile of MedwayGo and reach more families, HAF will launch its first MedwayGo event to bring providers together to showcase their services and network with other providers, bring families together to see the activities they can book their children on and support them with registering and booking activities.

The research work that is evaluating the impact of the HAF programme in Medway will continue in 2023/24. The outcomes from the research will be used to continually improve the offer for families across Medway, with a particular focus on nutritional standards and supporting families with making lifestyle changes to improve health and wellbeing for the whole family.