**Holiday Activity and Food Programme (HAF) 2022**

**Programme Management of Food and Standards (FPM): Lot 2 specification**

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**1. Introduction**

Birmingham City Council is seeking to appoint suitably qualified and experienced provider(s) to develop, co-ordinate and manage the delivery of the Holiday Activity and Food (HAF) programme for children and young people, in line with Department of Education and Council’s requirements.

The Council has split the management of this large-scale programme into the following two lots. The Council will be happy to award this contract to either two providers (one provider per lot) or one provider to deliver both lots, depending on the option that is Most Economically Advantageous for the council. Providers who wish to bid to manage the entire programme will need to demonstrate value for money/savings through economies of scale.

**Programme Management of Food and Standards (FPM):** The FPM will be responsible for the management of the supply of food on the HAF programme. They will be required to have the overview of the food provision and will ensure that all programme attendees receive at least one meal a day that meets food safety and School Food Standards. The FPM will be required to report to the OPM and establish the level and quality of provision available via the Activity Providers, in advance of every holiday period. The Provider will be required to commission local food provider(s), to supplement the food available via the Activity Providers, and logistically manage the distribution of the central food supply.

**Overall Programme Management Partner (OPM):** This Organisation will have overall responsibility for the successful coordination and management of the programme delivery and standards. The OPM will be responsible for managing the FPM. The OPM will be responsible for commissioning services to ensure that the programme’s sufficiency targets are met. They will work closely with the Council and the wider HAF partnership to shape the programme to meet the DfE and Council requirements and local needs. The details of these requirements are set out the corresponding service specification for Lot 1.

**2. Background**

Research has shown that the school holidays can be pressure points for some families. For some children and young people this can lead to a holiday experience gap, with children and young people from low-income households being:

* less likely to access organised out-of-school activities
* more likely to experience ‘unhealthy holidays’ in terms of nutrition and physical health
* more likely to experience social isolation

Our HAF programme is a response to this issue, with evidence showing that free holiday clubs can have a positive impact on children and young people. These clubs work best when they:

* provide consistent and easily accessible enrichment activities
* cover more than just breakfast or lunch
* involve children and young people (and parents) in food preparation
* use local partnerships and connections, particularly with the voluntary and community organisation sector

In 2021, the local HAF programme supported thousands of children and their families throughout the Easter, Summer and Christmas school holidays. See background information in Appendix 1 for details.

The Department of Education (DfE) confirmed that Birmingham City Council would receive a grant of £8 million to continue the delivery of the Holiday Activity and Food (HAF) programme in financial year 2022-23 but also pledged to fund the programme through to 2025.

More detail about the DfE requirements can be found here - [HAF 2022 Guidance](https://www.gov.uk/government/publications/holiday-activities-and-food-programme/holiday-activities-and-food-programme-2021)

**Free School Meal data 2022**

In January 2022, there were 70,530 children and young people entitled to benefit-related FSM in the city.

The following table sets out the number of children and young people on FSM in each locality. It is evident that the prevalence of children on FSM is fairly evenly distributed with higher levels of concentration in Ladywood and Hodge Hill. The table below illustrates the distribution of this cohort in primary and secondary schools across the city. This is important to note when considering the level of sufficiency required for different age groups in each locality.

Table 1 of Birmingham’s localities and free school meal populations ranked from

highest to lowest

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| **Ranking highest** | **Locality** | **Primary aged young people** | **Secondary**  **aged young people** | **Locality total** |
| **1** | Ladywood | 6693 | 4232 | 10925 |
| **2** | Hodge Hill | 6705 | 3905 | 10610 |
| **3** | Northfield | 4697 | 2981 | 7678 |
| **4** | Erdington | 4758 | 2880 | 7638 |
| **5** | Yardley | 4763 | 2628 | 7391 |
| **6** | Hall Green | 3909 | 2995 | 6904 |
| **7** | Perry Barr | 3971 | 2588 | 6559 |
| **8** | Edgbaston | 2988 | 1812 | 4800 |
| **9** | Selly Oak | 2878 | 1788 | 4666 |
| **10** | Sutton Coldfield | 953 | 571 | 1524 |
|  | Out of Birmingham | 1015 | 820 | 1835 |
|  |  |  | **Total** | **70530** |

This data is being used as the baseline for setting targets for 2022/23. An annual profiling exercise has been undertaken to meet the DfE reporting requirements. Based on the grant allocation for 2022/22 and activity levels achieved in 2021, the following targets have been agreed.

**Targets 2022**

The table below sets out the programme targets for 2022/23. It estimates the number of unique children to be targeted and the level of sufficiency required each period. There is an assumption that the majority of the food requirements will be met by the Activity Providers.

Therefore, it is estimated that 25%, 40% and 20% of all meals may be required for each holiday period, respectively. Although the targets for the number places required for Easter and Christmas are the same, there is an assumption that more meals will be required via the central food supply during Easter because there will be more outdoor activities taking place.

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| **Holiday Period** | **No. of unique children** | **No. of places required** | **Percentage of meals required through the central food supply** | **Number of meals required** |
| **Easter** | 20,000 | 60,000 | 25% | 15,000 |
| **Summer** | 37,300 | 224,000 | 40% | 89,600 |
| **Winter** | 20,000 | 60,000 | 20% | 12,000 |

Please note that the food requirement will be variable and will need to be closely monitored each period to ensure that sufficient food is available throughout the programme.

**Benchmarking costs (based on 2021 delivery)**

**Activity provision:** £11-14 per child per day without food – based on a child attending 4 hours a day

**Food provision**: £3 - 5 per child per day including snacks – based on a child attending 4 hours a day

**3. Scope of Service**

This holiday provision is for school aged children from reception to year 11 (inclusive) who receive benefits-related free school meals.

Local authorities have discretion to use up to 15% of their funding to provide free or subsidised holiday club places for children who are not in receipt of benefits-related free school meals but who the local authority believe could benefit from HAF provision.

This may include, for example:

* children assessed by the local authority as being in need, at risk or vulnerable
* young carers
* looked-after children or previously looked after children
* children with an EHC (education, health and care) plan
* children who have low attendance rates at school or who are at risk of exclusion
* children living in areas of high deprivation or from low-income households who are not in receipt of free school meals
* children in transition phases between nursery and primary school or primary and secondary school

Due the number of families experiencing these difficulties in the city, the Council will be targeting 15% of its funding at children with heightened vulnerabilities, as set out above.

**The core offer:**

* **Face to Face**

The DfE requires local authorities to offer the equivalent of 6 weeks’ holiday provision to

eligible children. The Organisation should ensure that children participating in the

programme should have access to the following provision for each school holiday period:

Easter and Christmas Programme:

The equivalent of at least 4 days of face-to-face provision, consisting of a minimum of at least 4 hours of provision per day.

Summer Programme:

The equivalent of at least 4 weeks of face-to-face provision, which cover a minimum of

16 days. For most children, each day during summer should consist of at least 4 hours of

provision.

* **Activity Packs**

On a referral basis a limited number of activity/ food packs should be made available to children and young people to complete at home. This will be targeted to eligible young people using data agreed with the Council.

* **Online/Virtual offer**

A suite of virtual/online activities should be available for families to complete at home,

in line with the programme’s outcomes.

**4. Outcomes**

As a result of this programme, we want children who attend this provision to:

1. eat healthily over the school holidays with access to a meal each day (hot preferred). No child should go hungry
2. be active during the school holidays
3. take part in engaging and enriching activities which support the development of resilience, character and wellbeing along with their wider educational attainment
4. be safe and not to be socially isolated
5. have a greater knowledge of health and nutrition
6. be more engaged with school and other local services

We also want to ensure that the families who participate in this programme:

1. develop their understanding of nutrition and food budgeting
2. are signposted towards other information and support, for example, health, employment, and education

**5. Service requirements**

**Detailed Requirements for Lot 2: Programme Management of Food and Standards**

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| **Programme Management** | |
| Strategic Programme Management of Food and Standards | The Organisation should have a demonstrable track record of managing a large-scale catering service at a similar scale and complexity as the Birmingham HAF programme. They should also be able to demonstrate knowledge and understanding of the diverse needs and challenges of the city.  The Organisation should have relevant experience in last 3 years and be able to evidence of the impact from evaluation and references.  The Organisation should have experience of managing food safety standards and nutritional guidelines were met whilst delivering a large-scale catering operation.  The Organisation will be responsible ensuring that all the food requirements of the programme are met.  The Organisation will need to work closely with the OPM to agree strategic annual plans with budget profiles for each holiday period. |
| Creating and maintaining strong financial controls | The Organisation will work closely with the OPM to establish and maintain an overall cost-based model for the delivery of the central food supply each holiday period. This should include supporting the Council to achieve cost effective provision and forecast and profile the budget.  The Organisation should have associated financial controls in place, ensuring that reporting and governance arrangements are in line with the Council’s and DfE grant requirements. They should demonstrate value for money and cost savings throughout the life of the contract.  The organisation will produce and maintain a central register of all suppliers funded through the HAF programme. This should show how much funding they received and what this funding was for. This information should be made available to the Council and DfE on request. |
| Reporting and Monitoring | The Organisation will report to the OPM.    They will be required to assist the OPM to compile the Programme Delivery Reports, in line with the DfE and Council requirements.  The Organisation will also be required to assist the OPM with any visits or inspections required by the DfE or the Council.  They will ensure that the OPM and the Council are fully briefed on the programme deliverable, achievements, risks and issues.  The Organisation must contribute to the OPM’s weekly highlight reports, which must include:   * Overall Progress & Status * Performance Dashboard * Budget (inc. Profile) * Programme Co-ordination (inc. Governance) * Sufficiency & Mapping * Grants Management * Workforce Development * Marketing & Communications * Research & Evaluation (including user feedback) * Social Value * Risk Management |
| **Programme design and development** | |
| Central Supply | The Organisation will be responsible for developing a central food supply by sourcing, identifying and awarding ‘food provision’ contracts to local food providers that meet the requirements. They will need to work closely with the OPM and the HAF partnership to understand the needs and requirements of the programme.  The Organisation will need to ensure that all food providers have been commissioned are ready to deliver, in line with the requirements, by week commencing 25 July 2022. A delivery and mobilisation plan must be submitted as part of the tender process.  The central food providers must meet the requirements set out below:   * Provide healthy and nutritious menus options for breakfast and lunch (which meet the School Food Standard). * Provide a selection of hot and cold food and grab bags. * Cost between £3 to £5 a meal (inclusive of packaging and transport costs). * Ensure menus are culturally and age appropriate and meet specific dietary requirements. * Provide a system for accepting and managing food orders along with a helpline for customer queries. * Provide a system for ensuring that special dietary requirements are met. |
| Nutritional Education | The Organisation will ensure that a Nutritional Education programme is delivered.  It should include:   * age appropriate activity/information and materials for Activity Clubs * pop-up sessions for Activity Clubs * healthy cooking sessions for parents * food boxes with recipes to distribute to families at home * nutritional information for the HAF website which is updated each holiday period |
| **Management of delivery and coordination** | |
| Food provision | The Organisation will be required to work closely with the OPM during the planning phase of each holiday period to understand how many Activity Providers will be providing food.  The Organisation will need to know how many meals will be required through the central food supply and how the requirements will be met.  They will need to work with suppliers and the Council to identify facilities to support the delivery of a central food supply.  They will need to ensure that suppliers have a designated customer service to accept orders and resolve operational issues as they arise.  Ensure a Business Continuity Plan is in place for delivering in unforeseeable circumstances.  To consider the environmental impact of the programme’s delivery. |
| **Stakeholder management/engagement** | |
| Creating and maintaining strong stakeholder management and communications strategy | To work closely with the OPM, establishing and maintaining positive working relationships with key stakeholder and partners.  The Council considers the follows to be key partners and stakeholders (but not limited to):   * The Council * The Birmingham Children’s Trust * Public Health * Leisure Services * Parents/children and young people * Schools and education sector * Youth service sector * Voluntary and community sector * Commercial providers * Food suppliers   The Organisation will be required to work with established groups and networks and where necessary set up task and finish groups to resolve any operational issues, as they arise. |
| Marketing, PR and Communication | The Organisation should work closely with the OPM and the Council to promote the programme.    The Organisation should work closely with Activity Providers and Food Suppliers to ensure that menu details and dietary requirements are clearly communicated.  To use the programme branding and identity created by the OPM.  The Organisation must ensure that activity providers use the programme branding and the Council’s logo in all publicity and press materials. They must also indicate that the programme is funded by the Department for Education. All DfE and Council social media tags are used i.e. #HAF2022. |
| **Quality Assurance and Standards** | |
| Ensuring Quality and Standards | The Organisation will need to ensure that the Activity Providers meet the Food Safety and School Food Standards requirements.  To develop guidance, policies and procedures for the programme. This should be co-produced with partners, including the Council.  All HAF provision must meet the DfE’s framework of standards and the following core aims and objectives: [HAF Framework of standards 2022](https://www.gov.uk/government/publications/holiday-activities-and-food-programme/holiday-activities-and-food-programme-2021#standards-for-holiday-provision) |
| Food Safety Assurance | The Organisation will be required to ensure that all food providers (including Activity Providers) meet the following:   * Food safety standards requirements, as set out by the Food Safety Advisory * The Council’s food safety business registration requirements, if applicable. * Ensure that all Activity Providers (particularly those providing their own food) receive training and guidance to meet these requirements (see training section for details). * Ensure that legal requirements for food packaging and labelling are met. See link for details: [UK Government Food labelling and packaging requirements](https://www.gov.uk/food-labelling-and-packaging)   All Food provided on this programme should be:   * Prepared to a consistently high standard * Undamaged and fit for consumption * At the correct temperature * Food delivery options should be low carbon and meet the councils clean air zone requirements not needing to pay clean air zone costs.   All packaging and utensils used should be environmentally friendly. For example, recyclable and/or compostable materials and BPA free, where possible.  The Organisation should keep up to date with guidance and ensure all providers receive guidance documents as well as updates from all bodies to include the DfE and Council. The organisation must ensure that all providers follow and receive the following guidance on the standard in the documents in the links below:  **DfE Guidance**  [HAF Guidance 2022](https://www.gov.uk/government/publications/holiday-activities-and-food-programme)  [Working together to safeguard children Statutory Guidance 2015 (updated 2020)](https://www.gov.uk/government/publications/working-together-to-safeguard-children--2)  [Keeping children safe during community activities, after-school clubs and tuition: non-statutory guidance for providers running out-of-school settings Guidance 2020](https://www.gov.uk/government/publications/keeping-children-safe-in-out-of-school-settings-code-of-practice/keeping-children-safe-during-community-activities-after-school-clubs-and-tuition-non-statutory-guidance-for-providers-running-out-of-school-settings)  [Standards for school food in England Guidance 2015 (updated 2021)](https://www.gov.uk/government/publications/standards-for-school-food-in-england)  [Physical activity guidelines 2019 (updated 2022)](https://www.gov.uk/government/collections/physical-activity-guidelines)  **Food Standards Agency**  [Prepacked for direct sale (PPDS) allergen labelling changes for schools, colleges and nurseries 2021](https://www.food.gov.uk/business-guidance/prepacked-for-direct-sale-ppds-allergen-labelling-changes-for-schools-colleges-and-nurseries)  [Safer food, better business (SFBB) 2020](https://www.food.gov.uk/business-guidance/safer-food-better-business-sfbb)  **Council Guidance 2022**  [BCC running a food business and register a food business](https://www.birmingham.gov.uk/info/50025/running_a_food_business/766/register_a_food_business)  [BCC DBS third party policy statement](https://www.birmingham.gov.uk/downloads/file/18381/dbs_third_party_policy_statement) |
| Food School standards | To work with the Council’s Public Health Team, young people and central food supplier(s) to develop a model menus and guidance on how to meet the school food standards. These menus will be available to the central food supplier(s) and the Activity Providers.  To review all menus submitted to the OPM during the grant process to ensure they meet the standards and requirements. |
| Training | The Organisation will be required to work closely with the OPM to develop and deliver a comprehensive training programme for Activity and Food Providers.  The training programme can be delivered virtually or face-to -face. It must include the following mandatory training (but not limited) to:   * School Food Standards and Nutritional Education * Food Safety Standards * Allergen Labelling and Natasha’s Law   To ensure training is delivered in a flexible and accessible way.  To keep a record of attendance of training for monitoring purposes. |
| Evaluation | The organisation will be required to contribute to the annual evaluation report which will be compiled by the OPM. They will also be required to report on all aspects of the food programme, at key points following the end of each school holiday.  Co-produce on-going evaluation of food with the OPM. This should include:   * Children and young people’s satisfaction surveys * Summative evaluations from Food suppliers (including Activity Providers) * Comments and feedback and other stakeholders, such as parents, schools and delivery partners. |
| **Resources management: targeting and maximising limited resources** | |
| Match funding and in-kind support | Seek to leverage match funding opportunities within the existing network that will complement the delivery of the programme, for example the Birmingham Commonwealth Games or sponsorships. |
| Volunteering | Encourage volunteering opportunities within the central food supply. |
| Paid places | To encourage providers to offer paid places for children who are not eligible for FSM. |
| Other opportunities | The Organisation is invited to consider opportunities for maximising limited resources. |