



Llywodraeth Cymru
Welsh Government

The Winter of Wellbeing

Local Authority Guidance

1 October 2021 – 31 March 2022

Providing activities to support the social, emotional and physical wellbeing of our children and young people

1. This is non-statutory guidance from the Welsh Government to support the approach to utilising the Wellbeing Support funding allocation.
2. Queries about this guidance should be directed to:
PlayOpportunities@gov.wales

Background

3. The Deputy Minister for Social Services announced on the 6 October a £36.6m funding package to support families and children recover from the pandemic. £20m of this funding is to be allocated to provide a package of wellbeing support for children and young people age 0 – 25 years.
4. Covid-19 has impacted on the emotional, social and physical wellbeing of children and young people. Supporting their recovery requires a variety of interventions and central to this is access to activities supporting development and wellbeing, both within and outside of structured settings, such as education and childcare.
5. There is a growing body of emerging evidence on the impact of the Covid-19 restrictions on children and young people aged 0-25. While the evidence is of varying quality, consistent themes include impacts on socialisation, communication, emotional and mental health, low levels of physical activity, increased sedentary behaviour, healthy eating and obesity. Addressing these impacts requires a package of support with a wide range of interventions.
6. While all children have been impacted, the pandemic and the restrictions have had particular impacts on those who were already disadvantaged. In particular, looked after children, those on the edge of care, disabled people, and Black, Asian and Minority Ethnic people. It has adversely impacted on those from poorer communities and backgrounds and those children who are part of families who have already been identified as requiring extra support.
7. We strive to provide a universal entitlement to play, sporting and cultural activities for all children and young people aged 0-25 and developed a package of wellbeing support to improve physical, emotional and mental wellbeing of participating children and young people, enabling them to better engage with learning and to reengage with wider society.
8. The Summer of Fun led by the play leads of the local authorities was well received and we're now looking to build on this success and work with more partners with more funding to support the wellbeing of children and young people age 0 – 25 years over the winter months.

The Winter of Wellbeing

9. This programme of funding is titled “The Winter of Wellbeing” with the aim to support the wellbeing of children and young people age 0 – 25 years over the winter months. (1 October 2021 until 31 March 2022)
10. We seek to support the wellbeing of our children and young people by:
 - providing the space and time for play, supporting their fun and the opportunity to express themselves through play
 - community based interactive, creative and play-based initiatives for all ages
 - providing opportunities to develop and build their social skills by providing opportunities to engage with friends and peers
 - creating space and opportunity for free play and physical activity
11. We want to support our future generations with their social, emotional, mental and physical wellbeing over the winter months. The aim is to deliver a package of wellbeing support for our children and young people. To achieve this, we are providing funding to our stakeholders to deliver opportunities and activities that are:
 - free at the point of entry
 - easily accessible and hosted within the community, including all communities and all backgrounds of children and young people as we want to celebrate diversity and move to eliminate inequality in all of its forms
 - age appropriate activities and opportunities for children and young people aged 0-25 in a variety of settings, with tailoring to address age related priorities
 - support equality of access for children and young people – this may mean tailoring or increasing some services to address inherent disadvantages
 - available and provided in Welsh or English, as we push towards one million Welsh speakers. There should be the opportunity for children and young people to take part in the language of their choice. Bilingual provision should not be used in place of specific and dedicated Welsh medium provision
 - delivered according to Welsh Government guidance on COVID-19 prevention and with regard to relevant sector-specific COVID-19 guidance. All activities must be delivered according to Welsh Government [guidance](#) on COVID-19 prevention and with regard to relevant sector-specific COVID-19 guidance. Consideration will need to be given to [social distancing](#) and [face covering](#) requirements for children over the age of 11 where circumstances require.
12. Our desired outcome from this package of wellbeing support is to make a direct contribution to our programme for government commitments and wellbeing goals. We want to work with our partners and stakeholders to contribute towards the following commitment to:
 - increase sustainability for the providers operating in this space and supporting local supply chains. With the funding from this scheme, we want

to support them in resetting their services and moving to a more sustainable footing, both financially and in terms of what they can offer to children, young people and their families.

- explore the reform of the school day.
- continue our strong partnership with voluntary organisations.
- promote equal access to sports and support young and talented athletes and grassroots clubs.
- highlight the importance of the arts, tourism and sport are to the Welsh economy and to our national life
- Welsh language is a national treasure which belongs to every individual in Wales.
- widen access to our heritage.
- harness the creativity and sporting ability of our children and young people in Wales.
- to make sure no child or young person in Wales is left behind after the coronavirus pandemic by providing funding for their wellbeing over the winter months.
- to continue to support our partners in local government and invest in local public services and local democracy – the glue that binds communities together.
- support Wales' long tradition of volunteering, local charities, faith groups and community organisations, and ensure that communities can thrive as centres of social exchange, leisure, sport and culture.

13. The wellbeing goals for Wales we seek to contribute towards are:

- Protect, re-build and develop our services for vulnerable people.
- Push towards a million Welsh speakers, and enable our tourism, sports and arts industries to thrive.
- Celebrate diversity and move to eliminate inequality in all of its forms.

14. The £35.6m package of wellbeing support includes:

- £11.6m capital funding awarded via the Childcare Offer Capital Grant, Childcare Offer Small Grants Scheme and Flying Start Capital Grant
- £10.7m revenue for education settings
- £0.3m for evaluation
- £3m revenue awarded to national organisations
- £5m capital funding awarded to LAs via the All Wales Play Opportunities grant (AWPOG)
- £6m revenue awarded to LAs via the AWPOG

Local authorities - Winter of Wellbeing

Funding:

15. The £5m capital and £6m revenue funding must be spent by **31 March 2022**. The capital funding can be used to purchase equipment such as trailers, wet weather gear, gazebos etc to complement playworks provision.

16. LAs have already received the Playworks Holiday Project grant variation letters, which were issued on 4 October, to cover the £5m capital funding. We will vary the current Summer of Fun grant offer letters to include the £6m revenue funding allocations for the Winter of Wellbeing programme.
17. The funding must link to your Play Sufficiency Action plans and be reported on in your 2021-22 Progress on Action plans, which are due to be submitted to the Welsh Government on 30 June 2022. The LA funding is to support the physical, emotional and mental wellbeing of our children and young people aged 0 – 25 years by providing relevant and age appropriate activities. Where possible, playwork provision should be arranged as it is an important and valuable method to support children and young people.
18. You can continue any activities and contracts you have in place for the Summer of Fun, which you think can be extended and are relevant for the upcoming months. **Note: all Summer of Fun claims must be submitted to the Welsh Government by 31 December 2021. The Winter of Wellbeing activities can operate from 1 October 2021, claims must be submitted by 30 April 2022.** These activities should be organised during the free time children and young people have (around the education timetable for example).
19. This funding is to add value to the support you provide in your local authority not to replace any existing funding. It is not instead of childcare or education, it is for activities in addition to these elements.
20. We understand there are continued pressures on play sufficiency leads within local authorities. This funding does include all costs associated with the programme, additional cleaning, PPE etc. This could also include administration staff costs **up to a maximum of 10% of the funding** to assist you with data collection, for example.

Planning:

21. LAs are to build on activities similar to the Summer of Fun. Outdoor activities contribute greatly to the wellbeing of children and young people. We continue to encourage use of the outdoors. Local authorities can use the funding to address the limitations the winter months can present.
22. The other funding streams within the Winter of Wellbeing will see the education settings providing activities around the school day on their campus. The national organisations, Sport Wales, Amgueddfa Cymru, and the Federation of Museums & Art Galleries in Wales, Society of Chief Librarians, Urdd Gobaith Cymru and the National Music Service will be providing activities across Wales.
23. Be aware of what activities other organisations might also be planning in your community and how you can complement their programme (or vice versa) and ensure you don't duplicate or compete. Keep in touch with your education settings to understand what programme of activities they are looking to hold on campus. This is an opportunity to work together to provide the best programme you can within your local authorities for the children and young people of Wales. You might want to consider providing activities beyond these

organisations' parameters, as local authorities can provide support and activities for all age groups and for the whole family.

24. Consider the providers available in your local area and how you can support them to develop and grow following the pandemic. Also consider, how you can develop activities close to home or work with transport providers and provide free transport passes where you can. You should also aim to increase Welsh language provision beyond the school campus.
25. This is also an opportunity to understand what other grants have been available from the Welsh Government for Covid recovery and where there might be opportunity to enhance your offer with a different funding stream to provide a certain aspect of the programme of activities. Each funding stream is evaluated and you'll need to be clear which funding stream has contributed to which element, to make sure there isn't double counting. If you can state this within your proposal but definitely in part of the monitoring data we'll require to inform the evaluation. The relevant funding streams will be available on Objective Connect for you to identify the lead within your LA. Again, we don't want to duplicate or compete, we want to add value.
26. We will be asking you to complete a proposal form (using Smart Survey software) to provide us with your outlined planning ideas and how you're looking to allocate the funding. The deadline for this is **by 30 November 2021**, we will not be approving or declining your proposals only reviewing for information. We will get in contact if we feel you may not be following the guidance for the funding.

Marketing and Communications:

27. All funding derived from the £20m revenue will be branded as "The Winter of Wellbeing" or "Gaeaf Llawn Lles" in Welsh.
28. The Welsh Government communications lead, [Llio Angharad](#), will be liaising with the communications leads in all organisations who have received a share of the £20m revenue funding. The aim is to have a coordinated approach to promoting the Winter of Wellbeing. We will work with our funded stakeholders' communications departments to provide bilingual promotion and website information. All these web pages will then link into the Children's Commissioner for Wales's website. This webpage will be promoted on a national level by the Welsh Government and national partners
29. All creative assets developed to promote your activities will adhere to the Welsh language standards and be branded The Winter of Wellbeing. A media pack will be distributed to the communications leads of all local authorities to support with the promotion of your Winter of Wellbeing programme. All documents will be available to you and your communications team via Objective Connect.

Monitoring and Evaluation:

30. By receiving funding, organisations are committing to providing data and information to monitor activities and inform the management and evaluation of

this programme. This will be key to measuring the effectiveness, efficiency, and impact of the programme and informing any future programmes of this type. Monitoring and evaluation requirements are designed to be proportionate and not detract from the rich play, sport, cultural, and learning opportunities being provided as part of the programme.

31. Local Authorities are required to submit data for monitoring purposes shortly after the end of the financial year (April 2022). Monitoring data must be submitted to the Welsh Government via an online form (link to be provided). Local authorities are able to choose to ask all settings/activity providers to complete on their behalf, but responsibility will remain with the local authority to ensure all activities are fully reported to the Welsh Government. A separate form will need to be completed for each type of provision. This approach is consistent with the 2021/22 Playworks Holiday Project and Summer of Fun 2021 programme.
32. The Welsh Government plans to commission an independent evaluation. This is expected to include surveys and/or interviews with local authorities, providers, parents, children and young people. The evaluation is intended to provide useful lessons to the Welsh Government, local authorities, and more widely.
33. Local authorities are being asked to provide personal and identifiable data about participants to support the evaluation. Requirements have been kept to a minimum, but we need this information to be able to follow up with children and young people to learn more about their experience and to help us understand the impact of the programme. It is hoped providers will be able to easily access this information from participant registration forms or a register at a session.
34. Local authorities are responsible for making sure a privacy notice is in place to explain how participants' data will be used. The Welsh Government will provide a template to help this process. You must use this privacy notice, if you want to use an additional privacy notice for your local authority you can develop one alongside the Welsh Government notice.
35. Annex A sets out the required monitoring information.

Annex A

Aggregate information to be provided by all participating settings by 7 April 2022 (via Smart Survey or similar – TBC):

Information	Guidance
Name of school / setting	
CIW registration number, if applicable	
Amount of funding received from this programme	Rounded figures are accepted.
Postcode	If not based in a specific geographical location please note this and provide name(s) of area covered
Total number of children supported	Please enter number. Do not count any individual child more than once.
Type of provision	Please tick all that apply: 1. New provision 2. Extend - increase days or hours of existing provision 3. Fund places in existing provision 4. Other, please say
Provider type	Please tick all that apply: 1. local authority 2. education 3. cultural activities provider (drama, music, art) 4. youth service 5. childcare provider 6. playwork provider 7. family services 8. Sports and leisure provider 9. Other, please say
Main language of the setting	Please tick main operating language: 1 Welsh Medium 2 Welsh Medium and English Medium 3 English Medium with some bilingual elements 4 English Medium 5 Other – please specify
Age groups	Please enter number of children against each age 1. Under 2 2. Age 2 3. Age 3 to 4 4. Age 5 to 10 5. Age 11 to 15 6. Age 16 to 18 7. Age 19 to 24
Gender	Please enter number of children against each age category: 1. Male 2. Female 3. Other 4. Prefer not to say
Number of children with a disability or long term illness supported (if any)	Please enter number.

Number of children with additional learning needs supported (if any)	Please enter number.
Ethnicity	<p>Please enter number of children against each category:</p> <p>White</p> <ol style="list-style-type: none"> 1. English, Welsh, Scottish, Northern Irish or British 2. Irish 3. Gypsy or Irish Traveller 4. Any other White background <p>Mixed or Multiple ethnic groups</p> <ol style="list-style-type: none"> 5. White and Black Caribbean 6. White and Black African 7. White and Asian 8. Any other Mixed or Multiple ethnic background <p>Asian or Asian British</p> <ol style="list-style-type: none"> 9. Indian 10. Pakistani 11. Bangladeshi 12. Chinese 13. Any other Asian background <p>Black, African, Caribbean or Black British</p> <ol style="list-style-type: none"> 14. African 15. Caribbean 16. Any other Black, African or Caribbean background <p>Other ethnic group</p> <ol style="list-style-type: none"> 17. Arab 18. Any other ethnic group

Individual participant information to be provided by all participating settings by 7 April 2022. It is expected this will be taken from a setting register. It should be submitted securely (mechanism for submission will be confirmed before the end of the programme, once an evaluator is in place, but is likely to be a portal where a Word or Excel file can be uploaded):

Information	Guidance
Setting attended	
First name	
Surname	
Date of birth	This will help us to work out how many individuals accessed the programme in total
Address	
Email address for participants school age and older	This could be Hwb account or other email address. Parent email address is acceptable if preferable.
Telephone number for participants over age 16 only	