

Case Study:

National Trust at The Vyne – Summer 2025 HAF Pilot Scheme



As part of the Holiday Activities and Food (HAF) Programme, a pilot scheme was launched in summer 2025 in collaboration with the National Trust to provide enriching experiences for families in Basingstoke. The initiative aimed to reduce barriers to accessing cultural and natural heritage by offering free transportation and entry to The Vyne, a flagship National Trust site nestled in the Hampshire countryside.

The Vyne, a historic Tudor mansion surrounded by gardens, wetlands, and ancient woodlands, offers a rich tapestry of history and nature. With its opulent state rooms, family-friendly trails, and seasonal events such as “*We’re Going on a Ghost Hunt*” and outdoor cinema nights, it provides an ideal setting for educational and recreational family outings.

Eligible families with primary-aged children were invited to sign up for a fully funded day out at The Vyne, which included:

- Free entry for 2 adults (18+) and up to 5 children (under 18).
- Access to outdoor games and family-friendly challenges.
- A £22.50 gift card to spend in the on-site café.
- Transport on specific dates for those who need it.

Over the course of the summer, 26 families participated in the pilot. Many of these families had never visited The Vyne before, largely due to its rural location and limited public transport options. To address this, the scheme provided free minibus transportation from central Basingstoke, ensuring accessibility for all participants. This logistical support proved crucial in enabling attendance and fostering inclusivity.

Feedback from families was very positive. Parents appreciated the opportunity to explore a new environment with their children, engage in outdoor activities, and learn about local heritage. The experience also supported the HAF Programme’s goals of promoting physical activity, social engagement, and nutritional wellbeing.



NATIONAL TRUST
AT THE VYNE
SUMMER HAF OFFER

The Hampshire Holiday Activities and Food Programme (HAF) is partnering with the National Trust to offer fully funded family visits to The Vyne for eligible primary-aged children this summer!

A limited number of fully funded places are available for children who receive benefits-related free school meals (FSM) and are registered on the HAF programme.

Families can enjoy a day of outdoor fun with games and challenges hidden throughout The Vyne’s beautiful gardens. The offer includes:

Entry for two adults (18 and over) and up to five children (under 18).
Access to all activities.
A £22.50 meal gift card to spend in the café.

Scan the QR code to complete the application form by **Sun 6th July**. Following form submission and verification checks, a voucher will be emailed to eligible applicants.

This offer has limited availability, with a set number of free tickets and meal gift cards. Receiving a booking code does not guarantee a place - tickets must be booked online and will be allocated on a first-come, first-served basis.

Link to application form: <https://forms.office.com/e/3xFJRxjv9>

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This pilot has demonstrated the value of combining cultural access with practical support. By removing transportation barriers and leveraging the strengths of a trusted heritage partner, the scheme successfully broadened participation among families who might otherwise be excluded.

Looking ahead, there is strong potential to scale this model to other National Trust sites and rural attractions. Continued collaboration, targeted outreach, and logistical planning will be key to ensuring that all families, regardless of background or location, can benefit from the rich experiences our region has to offer.

“Thank you so much for approaching The Vyne regarding this partnership. It was great to be part of this initiative and feel that it was very well received by the attending families.” – The Vyne, National Trust