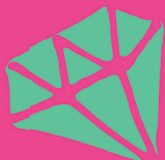


BIRMINGHAM HOLIDAY ACTIVITIES AND FOOD PROGRAMME

SUMMER 2022



BRING IT ON BRUM SUMMER 2022

Following the successful national pilot in 2021, the Department for Education committed over £200m per year over the next 3 financial years for the Holiday Activities and Food programme (HAF).

Birmingham City Council has appointed StreetGames to coordinate and deliver six weeks of free holiday club provision that includes healthy food and enriching activities during Easter, summer and winter for children aged 4-16 who are eligible for benefit-related free school meals.

The Birmingham HAF programme, known locally as 'Bring it on Brum!', is designed to address the 'holiday experience gap' where children from low-income households are:



Less likely to access organised out-of-school activity



Likely to experience 'unhealthy holidays' in relation to nutrition and physical health



Likely to experience social isolation





AIMS OF THE PROGRAMME

Bring it on Brum! is the largest HAF programme in England, supporting children and young people who are eligible for free school meals and is designed to ensure participants:

- Eat healthily over the school holidays
- Increase activity levels during the school holidays
- Take part in engaging and enriching activities which support the development of resilience, character and well-being along with their wider educational attainment
- Have a safe environment to go to and don't become socially isolated
- Expand their knowledge of health and nutrition
- Become more engaged with school and other local services

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

- Develop their understanding of nutrition and food budgeting
- Are signposted to other information and support on health, employment, and education

“ This year has seen the Bring it on Brum! programme develop significantly, both in terms of the percentage of children on free school meals taking part, but also the increased number of enrichment activities available to young people across Birmingham. Bring It On Brum! is more than a holiday activity and food programme, it removes everyday obstacles for families and is a source of opportunity for thousands of young people, providing them with the skills to live a healthy, happy life.”

Jenny Carter, Bring it on Brum!
Programme Director

A CITY APPROACH

Birmingham has the highest levels of children and young people eligible benefit related free school meals in England, with over 70,000 entitled to support.

Given the high levels of child poverty in the city, we have continued to support those children who are most vulnerable and need to access holiday club provisions beyond the free school meal status. This has included children and young people in care, those at risk of exploitation, those living in temporary accommodation and refugees.

We are proud of and thankful for the diversity and maturity of our holiday club providers, who have increased over the last 12 months. We deliver Bring it on Brum! through this network of providers who are made up of community and voluntary organisations, schools, Birmingham City Council services including Youth Services and Leisure Centres and a small number of commercial operators. We also work in partnership with multiple specialist partners including Birmingham Children's Trust, the Children's Quarter and Barnardo's to help us reach and engage the most vulnerable children and young people.

We continue to support these organisations through our workforce development programme to increase skills and knowledge and build local capacity for sustainable delivery. This summer we have trained over 300

holiday club leaders, coaches and volunteers, including young people, taking the total amount to over 1,000 since the summer of 2021.

The summer programme has again been independently evaluated by the University of Northumbria to measure the impact of the Bring it on Brum! programme. The preliminary findings are included within this booklet alongside a summative satisfaction report.

“ It has been incredible to see children take part in a wide range of fun, free, social and sporting activities focused on reducing social isolation, accompanied by a variety of healthy and nutritional, meals. Increasing access to leisure opportunities that they would otherwise have not been able to benefit from.

This ability to positively impact so many children is a result of the commitment from hundreds of incredible providers, who dedicate their time to ensure young people have a provision in their locality. Being able to observe the pure joy the programme has brought to so many across the city this summer is a testament to that hard work.”

Cllr. Karen McCarthy, Member for Children, Young People and Families

SUMMER STATS

151
Holiday club providers

26,101
Young people engaged

277
Holiday clubs

162,556
Attendances and meals provided

262
Locations

160
Learners trained



Case Study

#Nutrition #Enrichment

ASTON VILLA FOOTBALL CLUB

Aston Villa Football Club hosted a series of training sessions encouraging 5-16 year-olds to be active, understand the importance of a healthy, balanced lifestyle, and have fun in a safe and secure environment.

Food and Nutrition

As part of their enrichment programme, the club visited over 40 external providers, to host a series of engaging and interactive activity sessions, exploring the topic of healthy eating and nutrition.

Fit Kids Zone (pictured) enabled 60 children aged 5-11 to take part in the food focussed sessions and the children were given the chance to prepare their own smoothie from start to finish, developing the young people's practical skills and wider knowledge around healthy food preparation.

“Great few hours thanks so much! Kids and staff all enjoyed and learn something from it.”

Parent



Case Study

#Enrichment

8-LIMBS MARTIAL ARTS ACADEMY

The 8-Limbs Martial Arts Academy provided sessions which aim to develop valuable life skills and offer an enjoyable way for young people to keep fit, healthy, make new friends and have fun. They understand the importance of developing the participants' self-confidence through sport to create happy, self-assured individuals.

CPR Training

As part of their programme, the 8-Limbs Martial Arts Academy invited educators to visit the gym and teach the young people the valuable, life-saving skill of CPR.



Case Study

#NetworkDevelopment&Engagement

THE GOLF ROOTS PROGRAMME

The Golf Foundation strives to make the sport of golf accessible irrespective of gender, ethnicity, disability, religion, economic or personal circumstances.

The Golf Roots programme provides young people with a positive focus in their free time and equips the participants with skills for life, which they learn through a series of organised sports sessions.

This summer, The Golf Roots Programme provided equipment and coaching to 18 different community organisations across Birmingham and worked alongside StreetGames to produce the Bring It On Brum! Festival in Cannon Hill Park.

The Bring It On Brum! Festival

The festival was a spectacular insight into the diversity of the programme. Six of the 18 organisations chose to take part in the event, totalling 110 participants ranging from 4-15

years old. The event also had an even split of female to male participants and 90% of individuals came from an ethnic minority background.

Supported by HSBC and other partners, the event teed-off with words of support from HSBC Ambassadors PGA Coach, Nicola Bennet and former Australian World Cup Captain, George Gregan. The teams then made their way around the 10 golf skill stations and showcased the skills learnt throughout the summer.

“To see the enthusiasm and enjoyment of the children and staff alike was inspirational and the Golf Foundation are proud to be involved in the programme.”

The Golf Foundation



Case Study

#NetworkDevelopment&Engagement

BUILDING THE NETWORK

To address some of the common challenges faced by HAF Providers and create an opportunity for discussion, The Bring it on Brum! team created a series of Network Development Meetings for organisations to combine their knowledge into a creative voice, create opportunities for collaboration, and allow them to support each other in areas of strength and weakness.

“ It’s great to see the parks being used. The kids had a great time and it gets them off their screens and outside playing games all day. The lunch was good too!”

Parent



Celebrating Communities Sport Day

One such collaboration took place between Hodge Hill and Yardley, where over 20 organisations joined together to develop a series of sports days which were attended by 363 participants at Oaklands Park, Curtis Gardens and Gilberstone Recreation Ground. The aim was to create events that enhance a sense of community and bring safe, organised activity to areas which are often under-represented.

“ A resident from the neighbouring flats came to see what was happening and explained it was the first time in a long time that they felt safe enough to come outside, enjoy the fresh air and the company”

Andy Root, Oasis Hobmoor



Case Study

#WorkforceDevelopment

RMF CONSTRUCTION

RMF Construction Training Facility in Wythall provide training and examinations to professionals within the construction industry. RMF understands the importance of providing support to help individuals overcome the barriers faced when entering the workforce and improving social capital and community cohesion.

Hands-On Experience

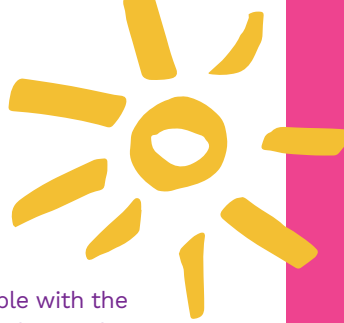
Young people from across Birmingham visited the Training Facility to experience a day in the world of construction. Each participant was kitted in the required PPE and got to experience real-life construction courses in action, they were also given the chance to be hands-on, driving diggers, dumpers and rollers around the site.

Trusting the young people with the responsibility to handle the machinery gave an insight into the construction industry. Attendees who were interested in exploring further education were given the details of relevant courses at Solihull College, helping them take the first steps to becoming construction professionals.

“ Bring it on Brum! plays a vital role in getting children from the local community, who may have limited access to school holiday activities, the chance to participate and engage with a programme of physical and mental activity which is aimed to improve their health and wellbeing”

Paul Devlin, RMF Health and Wellbeing Coach

RMF
GROUP



SATISFACTION REPORT

CHILDREN

2245

postcards were analysed

85.9%

of the children were highly satisfied/satisfied with their holiday programme overall

91.5%

were highly satisfied/satisfied with the location of their holiday club takes place

85.5%

were highly satisfied/satisfied with the time their holiday club takes place

94.2%

were very satisfied/satisfied with their coaches and leaders

“ The staff are very welcoming, and they care for all of the children.”
Participant

“ I liked being able to go on trips and bond with new people.”
Participant

COACHES

186

postcards were analysed

89.8%

were very satisfied/satisfied with the holiday programme overall

95.7%

were very satisfied/satisfied with the club and the activities.

83.9%

were very satisfied/satisfied with the food.

“ The groups are able to form a bond and unity with other people from different schools.”
Coach

“ The children all leave with smiles on their faces!”
Coach

PARENTS

33

postcards were analysed

96.7%

were very satisfied/satisfied

100%

were very satisfied/satisfied with the holiday clubs and the activities provided

93.7%

were very satisfied/satisfied with the food

“ The programme is brilliant! It's had a real positive impact on my son and on me.”
Parent



TRAINING

StreetGames has been the project management organisation since Easter 2021, responsible for the Holiday Activity and Food Programme in Birmingham.

We have been delighted to continue our work in partnership with Birmingham City Council and several local training partners to design and deliver a workforce development programme to support and further enhance the quality of holiday club activity.

We have been working with our holiday club providers for 12 months to understand their needs and aspirations, enabling us to design a workforce programme that builds capacity across the city and increases the skills, knowledge, confidence and competence of holiday club leaders, coaches and volunteers.

The summer training programme covered key themes such as:

-  Physical Activity
-  Inclusion
-  Food Standards
-  Health and Safety
-  Nutritional Education
-  First Aid
-  Mental Health Equality
-  Safeguarding



From provider feedback, we included a youth volunteer offer within the summer programme for the first time, enabling us to grow and develop the next-generation workforce supporting local communities and children in months to come.

Since Easter 2021, we have trained over 1000 holiday club leaders!

“ I very much enjoyed the course, it was by far the best delivered and most detailed first aid course I have completed. There was a lot of support and guidance which help me grasp a deeper understanding of the subject knowledge”

First Aid Course Learner





WITH THANKS TO



Birmingham
City Council



Department
for Education



FIND OUT MORE

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