

**BIRMINGHAM
HOLIDAY
ACTIVITIES
AND FOOD
PROGRAMME
SPRING 2024**

IMPACT REPORT



SPRING 2024



138

Holiday club providers

£1.117M

Value of Grants Awarded

85%

Eligible for Free School Meals

14,667

Young people engaged

54,110

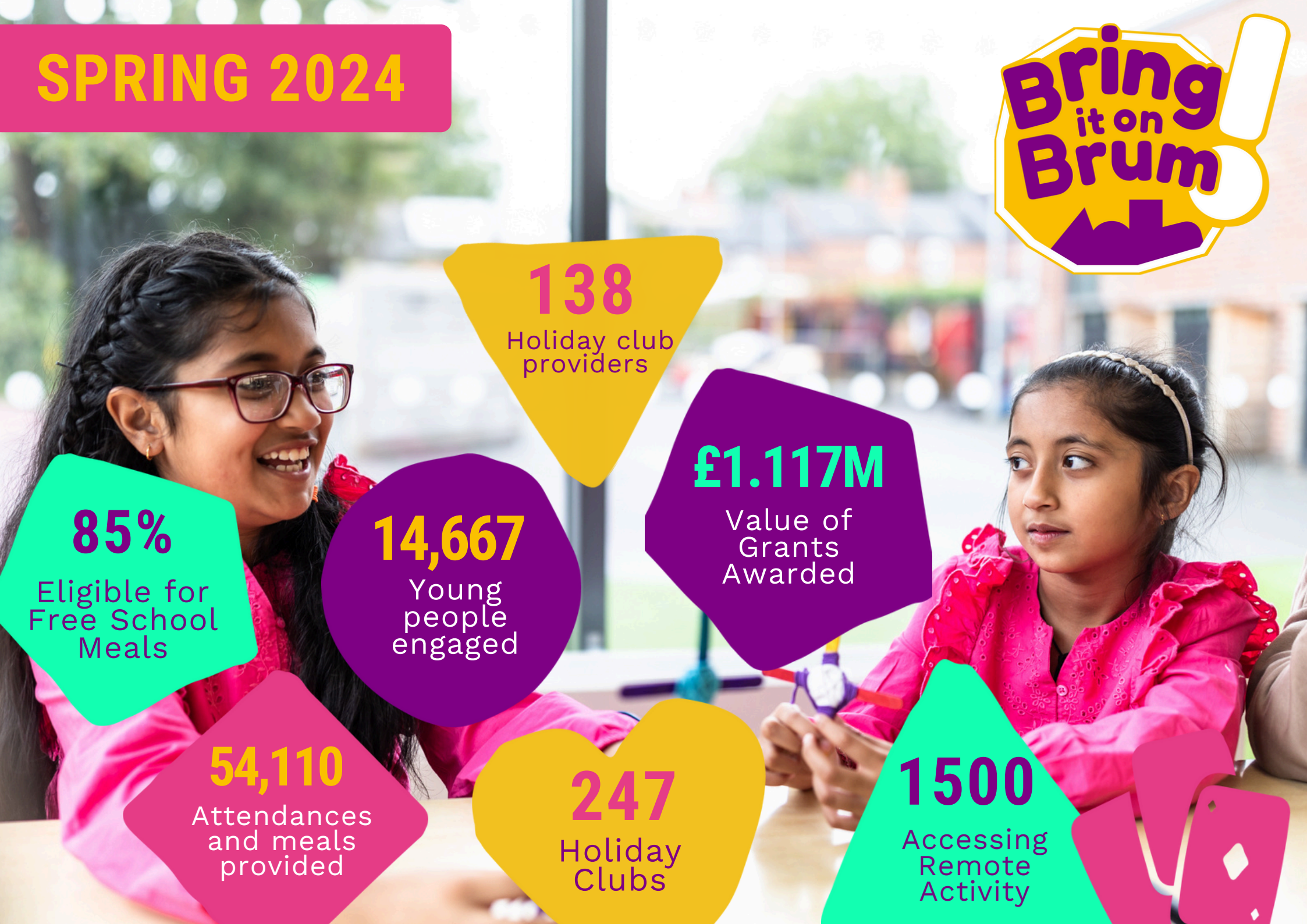
Attendances and meals provided

247

Holiday Clubs

1500

Accessing Remote Activity



CASE STUDY

COMMUNITY CAFE TAKEOVER

The programme starts with a practical, hands-on healthy eating training day. Young people cook a meal together in a professional kitchen and discuss healthy eating messaging alongside food hygiene and food safety.

Across the 5 day programme, in small groups, young people will help in the kitchen cooking healthy meals, plan and prepare healthy menus and manage the Cafe Takeover event.

The takeover day involves all young people preparing the food to sell to the general public, alongside providing food for free for those in need.

This is an fantastic cooking and cafe experience designed following feedback from young people that they wanted more opportunities to be hands-on, cooking, designing and preparing meals. Targeted at older teenagers as an introduction into the catering industry alongside the experience.

Through attendance at the project young people have:

- developed practical cooking skills in the kitchen
- learnt about using leftover ingredients or surplus donated food and how to make it into a meal
- developed menu planning skills
- understood basic food hygiene within a commercial kitchen
- enjoyed being a barista and using the coffee-making machine
- loved being a part of an event to feed the local community within the cafe takeover day



“ Thank you for having my children for a cooking session today. They absolutely loved it and couldn't stop talking about it. They would like to bring a friend along tomorrow.

Parent/ Guardian



CASE STUDY

BIRMINGHAM'S HOT CROSS BUNNIES

As part of the Hakuna Fruitata project, organisations on board for Spring 2024 delivery were encouraged to make Hot Cross Bunnies with their young people.

Children in 100 holiday club venues got the opportunity to make a hot cross bunny from scratch. They were able to mix the different ingredients, watch how the sticky mixture changed into a smooth dough and then shape it into a bunny decorating with raisins and bits of apple and fruit.

Holiday club staff were invited to attend face-to-face Let's Talk about Food training. This shared elements of key theories and evidence-based practices to help support the development of food tasting with children. Everyone was then guided through how to make sour dough-based hot cross bunnies by Lucy from Lils Parlour. Having made one themselves, coaches, leaders and volunteers felt confident to lead a group of children as part of Hakuna Fruitata to make hot cross bunnies during their spring holiday club.



CASE STUDY

FOOD WORKSHOPS WITH UNIVERSITY COLLEGE BIRMINGHAM

Through our partnership with University College Birmingham, 2nd-year students studying food and nutrition were offered the opportunity to complete their compulsory voluntary placement hours as part of Bring it on Brum! Students applied for the role of delivering nutritional and educational-based workshops to young people as part of HAF delivery.

Creating innovative and new ideas to add to the programme, students developed engaging, interactive practical workshops for young people to get involved in whilst having healthy conversations about food, nutrition and lifestyle topics.

Young people relate really well to students in their sessions. They enjoy external staff visiting them during sessions and love doing activities they haven't experienced before. There is a level of respect and enthusiasm displayed, supported by HAF club staff on site.

Equally provider staff enjoy having external support with activities around food and nutrition. It supports their own confidence and development by offering food-based sessions and empowers them to try different things at other times.

Finally, the students gain a wide variety of knowledge from working with young people. They have fed back the sessions were lots of fun, and gave them a real insight into some of the challenges to providing nutritional education in community settings. They were able to experience a broad mix of cultures, educational needs, ages of young people and community differences across Birmingham through the Spring holiday programme.



Great programme, would definitely recommend to family and friends. Well organised and very professional.

PARENT/ GUARDIAN FEEDBACK SPRING 2024

The programme has been an excellent fit for the kids interests and development, which makes me grateful for the opportunity they have to learn and have fun at the same time.

My children loved it and had so much fun, the staff are professional and very caring.

Excellent, my child really enjoyed the activities and the coaches were excellent.

Really fun and entertaining for children. Good amount of activities and games.

This club is amazing as my child got on with other children his confidence has reached its highest over the 4 days. Smiling alot more!

My son has had a great time and it has met all his needs in terms of activities food and freedom to run and be loud.

Fantastic experience! My child recently attended the holiday clubs during their school break and I couldn't be more impressed with the experience. From start to finish, it was evident that the holiday club prioritizes fun, safety, and engaging activities for kids.

The kids enjoy it and there is a range of activities for them to do.

It's been great for my kids during Easter break.

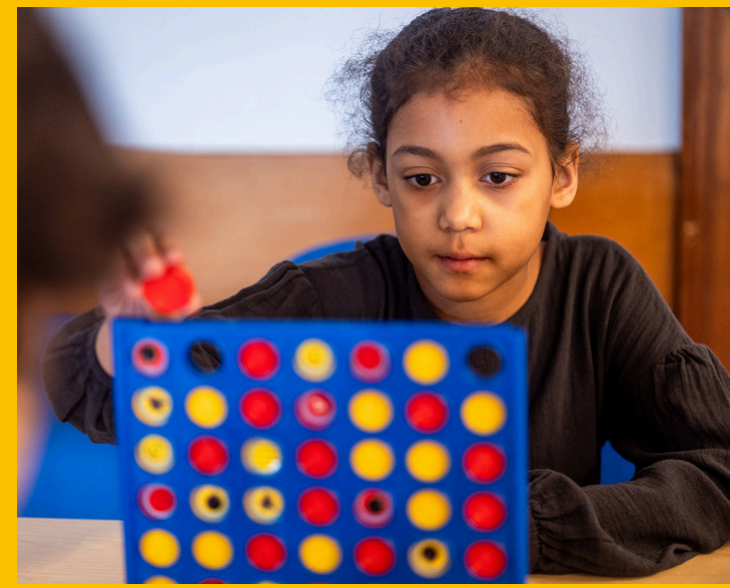
Very diverse range of activities for the kids. Fantastic for involving the community. Coaches were super amazing and supportive.

Very helpful, very interactive, helped my younger brothers stay fit and healthy.



SATISFACTION REPORT

YOUNG PEOPLE	CLUB LEADERS	PARENTS/ GUARDIANS
390 responses	39 responses	124 responses
88% were highly satisfied/ satisfied with their holiday club and the activities provided	100% were highly satisfied/ satisfied with their holiday club and the activities provided	83% were highly satisfied/ satisfied with their holiday club and the activities provided
94% were highly satisfied/ satisfied with the location of their holiday club		
88% were highly satisfied/ satisfied with the time their holiday club takes place		
94% were highly satisfied/ satisfied with their coaches and leaders		
75% were highly satisfied/ satisfied with the food provided	87% were highly satisfied/ satisfied with the food provided	76% were highly satisfied/ satisfied with the food provided



WORKFORCE DEVELOPMENT

We have continued to build sustainable provision across the city and through the Bring it on Brum! programme.

THE CORE OFFER

Holiday club leaders and volunteers can access training and learning opportunities to support their delivery of HAF activity.



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The training offered adheres to the programme requirements and is based on a training needs assessment completed by holiday club providers. We also offer training our Quality Assurance Support Officers and young people accessing work placements through the programme.

During this period, the following courses were delivered and accessed:

- Managing Challenging Behaviour
- First Aid (x3)
- Youth Mental Health First Aid
- Safeguarding
- Engaging Women and Girls
- Understanding Young People from Low Socio-economic Backgrounds
- Food Hygiene
- GDPR
- Let's Talk About Food

102
Provider staff and volunteers accessed training.

Learner evaluation is undertaken following each course to assess levels of satisfaction and to understand how leaders apply the learning to real-life settings.

100%

of those questioned said that the tutor was responsive to their needs.

80%

of those questioned said that the tutor's knowledge on the topic was very good.

100%

of those asked stated that they had learnt something new that they would put into practice.

90%

of learners agreed or strongly agreed that the course met their expectations.

In addition to the core offer, we also supported wider workforce development through the following programme:

FOOD & NUTRITION

We have delivered the 'Let's Talk About Food' programme in person and online to an additional 74 staff this spring, with the intention that leaders will cascade the information, approach, and ideas across their teams for embedded delivery.

74
Holiday club leaders and staff attended Let's Talk About Food training.

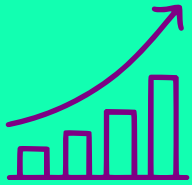


The training was very essential whilst delivering the practical element to the children. We intend to send future staff members as this will allow us to deliver to the best of our abilities.

Provider

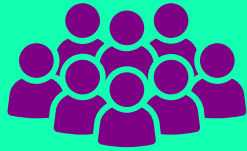


DIGITAL AUDIENCE



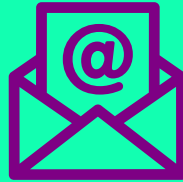
5.8%

DIGITAL AUDIENCE GROWTH



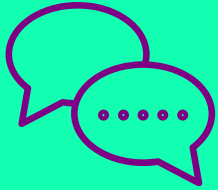
4660

SOCIAL MEDIA FOLLOWERS



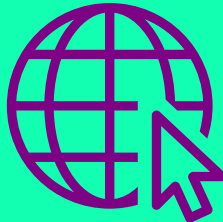
13,816

NEWSLETTER SUBSCRIBERS



3%

ENGAGEMENT RATE



21K

WEBSITE VIEWS



232

DIGITAL CAMPAIGNS SENT

FOLLOW US:



@bringitonbrum

AUDIENCE OVERVIEW

TOP AGE, GENDER, LOCATION

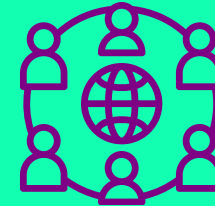


AGE 35-44



FEMALE

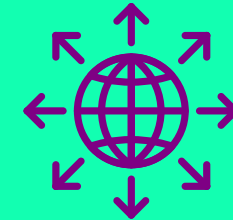
AUDIENCE REACH



23,280

USERS REACHED

Total number of people who have seen our content.



50,997

IMPRESSIONS

Total number of times our content is displayed.

DATA FROM 08.01.24-12.04.24