

BIRMINGHAM HOLIDAY ACTIVITIES AND FOOD PROGRAMME SUMMER 2024



IMPACT REPORT



SUMMER 2024



160

Holiday club providers

81%

Eligible for Free School Meals

27,151

Young people engaged

162,042

Attendances and meals provided

£4.3M

Value of Grants Awarded

311

Holiday Clubs

1500

Accessed Remote Activity

CASE STUDY

RUBIX ARTS: DELIVERING INCLUSIVE HAF PROGRAMMES THROUGH CREATIVE COLLABORATION

Background

Rubix Arts, a dynamic creative arts organisation, has successfully secured Holiday Activities and Food (HAF) funding over the past two years. Their objective has been to deliver high-quality HAF programmes alongside the “Play in the Parks” initiative, run by the Birmingham Play Care Network (BPCN). This partnership has been instrumental in creating enriching experiences for communities that often miss out on such opportunities. Working together with the Stockfield Estate Residents Group and the Friends of Park group, Rubix Arts has been able to offer a unique blend of creative arts, play, sports, and food within local parks.

Collaborative Approach and Funding

The initiative is a testament to the power of collaboration. Birmingham Play Care Network has been the primary funder, enabling the Play in the Parks initiative to reach a wide audience. Additionally, match funding provided by BIOB has been crucial in expanding the programme. This additional funding allowed the integration of sports and food into the existing play and cultural activities, creating a holistic and inclusive offer for the community.

The collaboration between Rubix Arts, BPCN, Stockfield Estate Residents Group, and Friends of Park has ensured that the programme is not only diverse in its offerings but also deeply rooted in the community it serves. Each partner has brought its strengths to the table, enhancing the overall impact of the initiative.

Community Impact

The response to the programme has been overwhelmingly positive. Attendance numbers at the events have been excellent, reflecting the community’s eagerness to participate in accessible and safe activities. During the programme, several parents expressed their appreciation for the scheme. Many highlighted that they could not afford to attend paid provisions elsewhere, making this free initiative a much-needed resource. The fact that the events were held within their own community parks also contributed to a sense of safety and convenience, making it easier for families to attend.

Young people, in particular, have benefitted significantly from the initiative. They now feel safer in their local parks, a space that has been transformed into a hub of positive activity and engagement. The programme has also facilitated connections between young people and new organisations, fostering a sense of community and belonging. Importantly, the inclusion of sports in the programme has encouraged young people to become more active, contributing to healthier lifestyles.

Long-Term Impact

The success of this initiative has had a lasting impact on the community. Trust in the organisations involved has grown, as they have consistently delivered on their promises, providing valuable and enriching experiences for local families. The support from BIOB and StreetGames has been particularly appreciated by the community, as it has enabled them to access opportunities that they otherwise might not have had.

The long-term impact of this trust cannot be understated. As the community continues to engage with these organisations, there is a strong foundation for ongoing collaboration and future initiatives. The success of the Rubix Arts programme, supported by BPCN, BIOB, and StreetGames, demonstrates the effectiveness of partnership-driven, community-focused approaches in delivering high-quality, inclusive activities.

Conclusion

Rubix Arts, through its collaborative approach with the Birmingham Play Care Network and other local groups, has made a significant contribution to the community by delivering an inclusive and engaging HAF programme. By integrating creative arts, sports, and food into their offering, and by focusing on accessibility and safety, they have provided a much-needed service to families who might otherwise be excluded from such experiences. The programme’s success is reflected not only in the high attendance numbers but also in the growing trust and sense of safety within the community. This initiative serves as a model for how targeted, well-funded programmes can create meaningful and lasting impacts in underserved communities.



CASE STUDY

COLLABORATIVE SPORTS DAYS TARGETING UNDERSERVED COMMUNITIES

Aim

The primary goal of this initiative was to organise a series of sports days in under-served communities, specifically targeting children, young people and families who had not previously accessed the Holiday Activities and Food (HAF) programme. The events were designed to provide fun, inclusive, and accessible physical activities, as well as nutritional education and community support.

Locations:

- Sheldon Country Park, Yardley
- Farm Park, Sparkbrook, Hall Green

Collaborative Partnership

The events were organised through a partnership of Local Trusted Organisations (LTOs) and HAF providers via the Yardley and Hall Green networks. A spirit of collaboration was key, with partners pooling their skills, marketing efforts, and communication strategies to ensure the widest possible reach. The collective action of these organisations played a crucial role in targeting children and families who had not accessed HAF before.

The planning of these events was supported by Early Help and The Active Wellbeing Society, and led by Elms Farm Primary School. The following LTOs contributed to the successful execution of the events:

- Yardley Tennis Club
- Birmingham United Football Club
- Fit Kidz Zone
- Kate Swann Dance Academy
- Aura Up Martial Arts
- Andalus Archers Club

Elms Farm Primary School staff provided Netball and Football activities, while other organisations offered various sports and recreational sessions tailored to engage children and young people from different backgrounds.

Event Planning and Logistics

For the Farm Park event, the team took extra steps to ensure safety and accessibility. With support from The Active Wellbeing Society, two surrounding roads were temporarily closed to create a safe environment for participants. Pre-event consultation with local residents was conducted and they showed strong support for the initiative. Additionally, a pre- and post-event litter pick was organised to maintain a clean environment and foster a sense of community responsibility.

Nutritional Engagement

Bring it on Brum! led the nutritional aspect of the events, creating a space for interactive and educational fruit preparation stations. These stations proved very popular, with participants making fruit salads, fruit kebabs, and ice pops. Engaging conversations were held with parents, who were shown how to recreate these healthy snacks at home, promoting healthier eating habits within families.

Food Festival at Concorde Youth Centre

In addition to the sports days, a food festival was organised at Concorde Youth Centre in partnership with Digbeth Dining. This event focused on families working together to prepare a variety of healthy foods, including fruit sundaes, healthy pot noodles and a taste-test quiz comparing branded and non-branded items. This interactive approach helped families, particularly those with picky eaters, explore ways to make nutritious meals fun and accessible.

Impact and Outcomes

- Attendance: Over the two events, 350 different children participated, with 90% of them eligible for Free School Meals. Every child was provided a meal as part of the HAF programme.
- New Sign-ups: Over 100 families signed up their children for additional HAF activities for the remainder of the summer, demonstrating the success of the events in reaching previously unengaged families.
- Community Support: Throughout the day, various community support organizations hosted market stalls offering advice and resources to families in attendance. This provided a holistic approach to supporting local communities, offering not just sports and nutrition, but also access to broader support services.

Conclusion

The collaborative effort between LTOs, HAF providers and community support organisations resulted in two highly successful sports days in areas of high deprivation. By working together, the partners created safe, fun and educational environments for children and families, many of whom had not previously accessed HAF. The events helped break down barriers to participation, promoted healthy lifestyles and connected families to additional support services, ensuring a lasting impact in the community.

This needs-led, collaborative approach demonstrates how bringing together local expertise and resources can create meaningful opportunities for children and families in underserved areas.

CASE STUDY

A NEEDS-LED APPROACH TO GIRLS FOOTBALL

Introduction

In summer 2024, StreetGames introduced a female football event in response to a clear need expressed by a group of girls at Law Leisure Learning, one of the local doorstep sport providers. These girls, aged 13-16, were interested in playing football but faced barriers to participation, including a lack of confidence and limited opportunities to play in a structured competition.

The event aimed to offer more than just a mini-tournament—it sought to create a safe, supportive environment where girls could build confidence, make new friends, learn new skills, and engage with football in a fun, inclusive way.

Event Design and Purpose

The event was designed to provide a variety of experiences, from casual participation to more structured competition, catering to girls at different stages of confidence and skill. It featured coaching sessions, workshops, and a mini-tournament, all led by skilled female youth coaches who delivered the sessions in a way that resonated with the participants. The idea behind this female-only event was to empower girls in a safe and fun environment, with a focus on socialising, learning and developing their football skills. For some, the event was an opportunity to have fun and connect with friends; for others, it was a platform to set goals and improve their game.

Collaboration and Support

StreetGames partnered with Birmingham City Foundation, BLESST CIC, and Birmingham United CIC to organise a girls-only football festival. Held on Saturday, August 10th, at Hodge Hill College in Birmingham, the festival welcomed up to 80 girls, with each group consisting of 8-10 participants. Smaller groups were paired up on the day to ensure full participation.

Logistics were carefully managed to overcome common barriers to participation. Each locally trusted organisation (LTO) provided transportation for their groups and female staff members or parents stayed with the girls to ensure a supportive environment. Consideration was given to cultural sensitivities and dietary needs in the provision of lunch and drinks, and organisers offered assistance to participants needing appropriate footwear.

Doorstep Sport Context and National Research

The festival was aligned with StreetGames' "Doorstep Sport" model, which emphasises providing accessible, fun and locally relevant sports opportunities for young people from underserved communities.

The design of the event was informed by StreetGames' national research, including insights from their Youth Insight Summary Report. This report, based on feedback from 1,000 young voices, highlighted the unique barriers faced by young people from low-income and underserved communities, including material barriers such as cost, transport, and facility access, as well as psychological barriers like lack of confidence.

This research shaped the delivery of the event, ensuring that it catered to different levels of interest and ability. The event was more than a tournament—it was an opportunity for the girls to have fun, learn new skills, and build connections in an inclusive environment. Overcoming Barriers to Participation

Understanding these diverse needs, the event was designed to minimise barriers to participation. Female-only coaches and staff were critical to creating an environment where the girls felt safe and supported. Additionally, trainers or AstroTurf shoes were acceptable for participation, and organisers provided assistance for any group that needed help securing equipment.

Long-Term Development and Sustainability

This event was not just a one-off; it was part of a larger conversation about the role of girls in football and how to ensure sustainable opportunities for participation. StreetGames, in collaboration with Birmingham City Foundation and other partners, used the event as a starting point for long-term development.

Following the festival, all participants and LTOs were invited to attend a women's football match hosted by Birmingham City Foundation in October/November, providing a further opportunity to engage with the sport. This event will serve as a springboard for ongoing support, including free football sessions for girls aged 8-18 and potential coaching opportunities in the future.

Supporting Local Development

StreetGames is committed to supporting LTOs in developing sustainable football programmes for girls. This includes access to coaching, connections to clubs and competitions, and support for workforce development in youth and community settings. StreetGames also offered guidance on funding opportunities, with StreetGames highlighting resources and running workshops on pulling together funding applications. Additionally, Talent ID opportunities were introduced, with direct links to the FA's Discover My Talent initiative. LTOs were encouraged to refer players with potential, providing pathways for talented girls to further their football careers.

Advocacy and Insight

#HerGameToo, an organisation advocating for girls and women in sports, conducted a central workshop at the event, discussing the challenges girls face in sports and offering support and guidance. This event was also linked to StreetGames' wider campaign to promote girls' participation in sport, including the emerging Us Girls Can campaign across Birmingham.

Evidence of Impact

An initial research and insight piece is currently underway to evaluate the impact of the event and guide future developments. The insights gathered will inform the next stage of this work, helping to refine the approach and further develop sustainable opportunities for girls in sport.

Conclusion

The StreetGames girls' football festival was a successful response to a local need, offering a safe and inclusive space for girls to play football, learn new skills, and build confidence. By addressing barriers to participation and providing long-term development opportunities, StreetGames and its partners are helping to create a sustainable future for girls' football in underserved communities. This event demonstrates the power of community-led, needs-driven initiatives to foster inclusion, empowerment, and growth in sport.

CASE STUDY

SPRINGFIELD PROJECT: EXPANDING HIGH-QUALITY HAF PROGRAMME TO INCLUDE 12+ PROVISION

Background

The Springfield Project, a community-driven initiative, has a strong track record of delivering a successful Holiday Activities and Food (HAF) programme for children under 11. This programme has provided vital support to families in the community, offering engaging, high-quality activities during school holidays. The success of the under-11 HAF programme has spurred the Springfield Project to expand its offerings, with a particular focus on creating a provision for young people aged 12 and above.

The Need for 12+ Provision

Recognising the gap in activity provision for older young people, the Springfield Project undertook local research to better understand the needs and interests of this age group. The findings were clear: local young people, especially those aged 12 and above, expressed a strong desire for more activities, particularly in sports. The sports identified as most popular among this group included badminton, football, table tennis, and cricket. Additionally, young women showed notable interest, highlighting a critical need to offer inclusive, engaging opportunities for this demographic.

The New 12+ Programme

To address these needs, the Springfield Project has designed a new provision specifically for young people aged 12 and above, with Doorstep Sport at its core. Doorstep Sport, known for its inclusive and accessible approach, will serve as the foundation of this new offering, ensuring that all young people, regardless of their background or ability, can participate in sports activities.

A key component of this new programme is the Young Ambassador initiative, which will empower older young people to take on leadership roles within the programme. By partnering with StreetGames and other strong Local Trusted Organisations (LTOs) in the area, the Springfield Project aims to create a robust, sustainable programme that not only meets the needs of local youth but also builds community capacity and resilience.

Community Support and Partnership

The expansion of the HAF programme to include a 12+ provision has garnered significant support from local schools and community organisations. These partnerships are crucial for the programme's success, as they provide additional resources, venues, and promotional support. Local schools, in particular, have been instrumental in identifying young people who would benefit from the new provision and in encouraging their participation.

Anticipated Impact

The introduction of the 12+ provision is expected to have a significant positive impact on the community. The programme has already captured the interest of older young people, with many expressing excitement about the upcoming activities scheduled to begin in September. The focus on sports, combined with the leadership opportunities offered through the Young Ambassador programme, is likely to foster a sense of ownership and pride among participants. Moreover, the Springfield Project's work with younger children through the HAF programme has already opened the community's eyes to the importance of engaging older young people. This new provision is expected to strengthen community ties, reduce anti-social behaviour, and promote healthy lifestyles among young people.

Conclusion

The Springfield Project's expansion to include a 12+ HAF provision marks an important step in addressing the needs of older young people in the community. By building on the success of their existing programme and working in partnership with StreetGames, local schools, and other LTOs, the Springfield Project is well-positioned to deliver a high-quality, sustainable programme that meets the needs of its community. The excitement and support from young people, particularly young women, are strong indicators that this new provision will be both impactful and well-received.



CASE STUDY

A NEEDS-LED APPROACH TO SEND INCLUSION

Introduction

In April 2024, a pivotal conversation at a local network meeting brought together 20 Special Educational Needs and Disabilities (SEND) providers from Perry Barr and Ladywood, Birmingham. During this meeting, it was highlighted that there was a lack of regular, accessible spaces for SEND young people and families in these areas.

Initial Concept and Challenges

The initial idea was to host an inclusive sports festival. However, several key Locally Trusted Organisations (LTOs) expressed their concerns. They indicated that a general sports day where their young people would join in with others could pose challenges. Due to sensitivities around trust and family concerns, they preferred a dedicated event exclusively for SEND young people, addressing their unique needs and fostering a safe environment.

Building Partnerships and Planning

In response, the Bring it on Brum! team reached out across the StreetGames partner network. Access Sport and Midland Mencap stepped forward, aligning with the vision of creating sustainable, ongoing activities rather than a one-off event. The first step was to bring together LTOs to explore how best to support local SEND communities. These discussions centred around capacity-building, with an emphasis on providing training and equipment to support long-term development.

Access Sport soon identified a funded opportunity to host their first inclusive sports day in Birmingham and the momentum gathered around this initiative led to the selection of Nechells as the event location. With Midland Mencap's resources in place, the event was scheduled during the school holidays and promoted the event through the StreetGames LTO network and the Bring it on Brum! parent network.

Event Delivery: Access Sport Inclusion Day

Access Sport played a key role in spearheading the initiative, bringing in local sports providers and facilitating partnerships. StreetGames connected additional partners, such as Ackers Adventure and The Andrew Simpson Foundation, both of which had funding and capacity to offer ongoing activities for SEND young people. Bring it on Brum! further leveraged their connections with family hubs and promoted the event by linking to the Paralympic athletes competing in the Paris 2024 Games, securing additional funding through the #MyTomorrow campaign and media support to raise awareness.

On Friday, 30th August 2024, the inclusive sports event took place, featuring a range of adapted and challenging activities tailored to the needs of SEND participants. These included: Ergo bikes, Climbing walls, Disc golf, Archery, Badminton, Judo.

Volunteers and support staff ensured that the event was smoothly run and accessible to all participants. Each LTO provided transportation for their groups and parents and staff stayed with the young people throughout the event. The activities were carefully designed to foster inclusion and engagement, allowing families and young people to rotate between stations in a safe, supportive environment.

Over 50 young people attended the event, with approximately 25% of them coming through the Bring it on Brum and StreetGames network.

Wider Context: Addressing Local Needs and Long-Term Sustainability

This event was designed based on the specific needs expressed by local SEND families and LTOs. A critical theme raised by these groups was the importance of trust. Parents wanted reassurance that the activities would cater to their children's unique needs and be safe. For SEND young people, barriers such as new environments, unfamiliar people and activities could be daunting. Therefore, trust in the delivery, style and relevance of the event was paramount.

The event design was also informed by broader national research. The Youth Insight Summary Report from StreetGames, based on feedback from 1,000 young voices, highlights that young people from low-income and underserved communities face significant inequalities in opportunity and participation. Many of the barriers they face are both material (e.g., cost, transport, access to facilities) and psychological, with the cost-of-living crisis exacerbating these challenges. This research helped shape the event, ensuring it was sensitive to these broader issues.

The Importance of Connecting and Collaborative Support

The event exemplified the power of collaboration. Access Sport, StreetGames, Midland Mencap and several local sports providers came together to deliver a successful day that met the needs of SEND families. Volunteers, staff, and coaches ensured that the activities were delivered in the right style—by skilled, compassionate youth coaches in a supportive, engaging manner.

Long-Term Sustainable Impact

The event was not a standalone initiative; it was part of a larger vision to create sustainable local support. Access Sport will continue to engage with the SEND disability forum and LTOs in Perry Barr and Ladywood to ensure that local connections to sport are maintained and expanded. The potential for workforce development is also being explored, ensuring that local coaches and volunteers are trained to support SEND young people in an ongoing capacity.

StreetGames and Access Sport are now looking at broader partnership funding opportunities. Through our connections with Ackers Adventure and The Andrew Simpson Foundation, we have identified additional funding streams and resources to further support SEND provision across Birmingham. There is also potential for StreetGames to support Access Sport's national advocacy work on disability inclusion.

Insight and Evidence of Impact

Initial feedback from the event has been positive and there is scope for further research and insight development if the SEND disability forum wishes to explore this. StreetGames is well-positioned to support future evaluations and gather evidence of long-term impact.

Conclusion

This case study demonstrates the importance of a needs-led, community-driven approach to service delivery. By listening to the voices of SEND families and local organisations, we were able to create an event that was both impactful and sustainable. The collaboration between Access Sport, StreetGames, and other partners has laid the foundation for future inclusive sports activities in Birmingham, ensuring that SEND young people have ongoing opportunities to participate in meaningful, adapted sports experiences.



Very engaging and good range of activities. Kids can't get enough!

PARENT/ GUARDIAN FEEDBACK

SUMMER 2024

Very warm and welcoming friendly environment for the children. Lovely staff and lots of activities.

Great programme to give back to the community great work please keep it up.

Very good for children and for working parents.

Excellent and much needed provision.

It's an amazing programme to help children get fit and stay active in the holidays. They are able to socialise and have lots of fun.

It is a really good programme. It helps kids of all ages and gives them a free meal.

I think it's amazing, the staff are very friendly and caring towards the kids. My brothers love coming here. It's very well organised and evident that the staff truly have a passion for working with these children. They go above and beyond their roles and ensure everyone is happy and safe.

Loved it keeps my kids happy and entertained.

It was a really inclusive, all my kids enjoyed the experience.

Amazing atmosphere, amazing coaches, perfect range of activities, engaging and a fun atmosphere for the kids, parents being kept informed of the daily activities that the kids get involved with.

Excellent programme with trusted and respected organisation. So worthwhile and invaluable in these troubling times.



SATISFACTION REPORT

YOUNG PEOPLE

759
responses

86%
were highly satisfied/
satisfied with
their holiday club
and the activities
provided

88%
were highly
satisfied/
satisfied with the
location of their
holiday club

85%
were highly
satisfied/
satisfied with the
time their holiday
club takes place

92%
were highly
satisfied/ satisfied
with their coaches
and leaders

75%
were highly
satisfied/
satisfied with the
food provided

CLUB LEADERS

150
responses

97%
were highly
satisfied/
satisfied with
their holiday club
and the activities
provided



77%
were highly
satisfied/
satisfied with the
food provided

PARENTS/ GUARDIANS

61
responses

97%
were highly
satisfied/
satisfied with
their holiday club
and the activities
provided

93%
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.



GO TO:
[BRINGITONBRUM.CO.UK](https://bringitonbrum.co.uk)



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:

- Youth Mental Health First Aid
- Managing Challenging Behaviour
- First Aid (x3)
- Safeguarding
- Engaging Women and Girls
- Understanding Young People from Low Socio-economic Backgrounds
- Food Hygiene
- GDPR
- Adverse Childhood Experiences
- Risk Assessment
- Level 1 Youth at Risk
- Activator Essentials
- Outdoor Cooking

109
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.

82%

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

86%

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

71%

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

68%

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 52 staff this summer, with the intention that leaders will cascade the information, approach, and ideas across their teams for embedded delivery.

52

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



Really informative, practical, will definitely put some things into practice this summer.

Provider

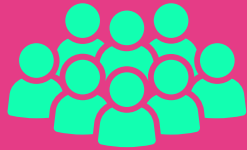


DIGITAL AUDIENCE



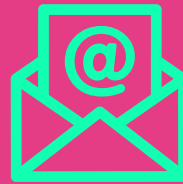
12%

DIGITAL AUDIENCE GROWTH



5118

SOCIAL MEDIA FOLLOWERS

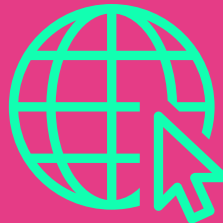


15,300

NEWSLETTER SUBSCRIBERS



7%
ENGAGEMENT RATE



38K
WEBSITE VIEWS

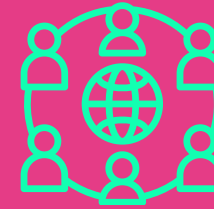


241
DIGITAL CAMPAIGNS SENT

FOLLOW US:

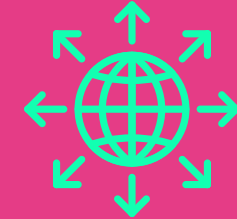
   @bringitonbrum

AUDIENCE REACH



65,221
USERS REACHED

Total number of people who have seen our content.



98,190
IMPRESSIONS

Total number of times our content is displayed.



DATA FROM 13.04.24-11.09.24

