

HOLIDAYS MATTER! TACKLING INEQUALITIES DURING HOLIDAY PERIODS

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Research has shown that the school holidays can be pressure points for some families. For some children, this can lead to a...

'HOLIDAY EXPERIENCE GAP'

Children from low-income households are:

MORE likely to experience 'unhealthy holidays' in terms of nutrition and physical health.

LESS likely to access organised out-of-school activities.

MORE likely to experience social isolation.

(Department for Education)

4.2 million

children in the UK
are living in
poverty. (29%)

UK

2.1 million

pupils in England
are eligible for free
school meals
(24.6%)

43%

(2022/23)

of children in
Birmingham are
living in poverty.

BIRMINGHAM

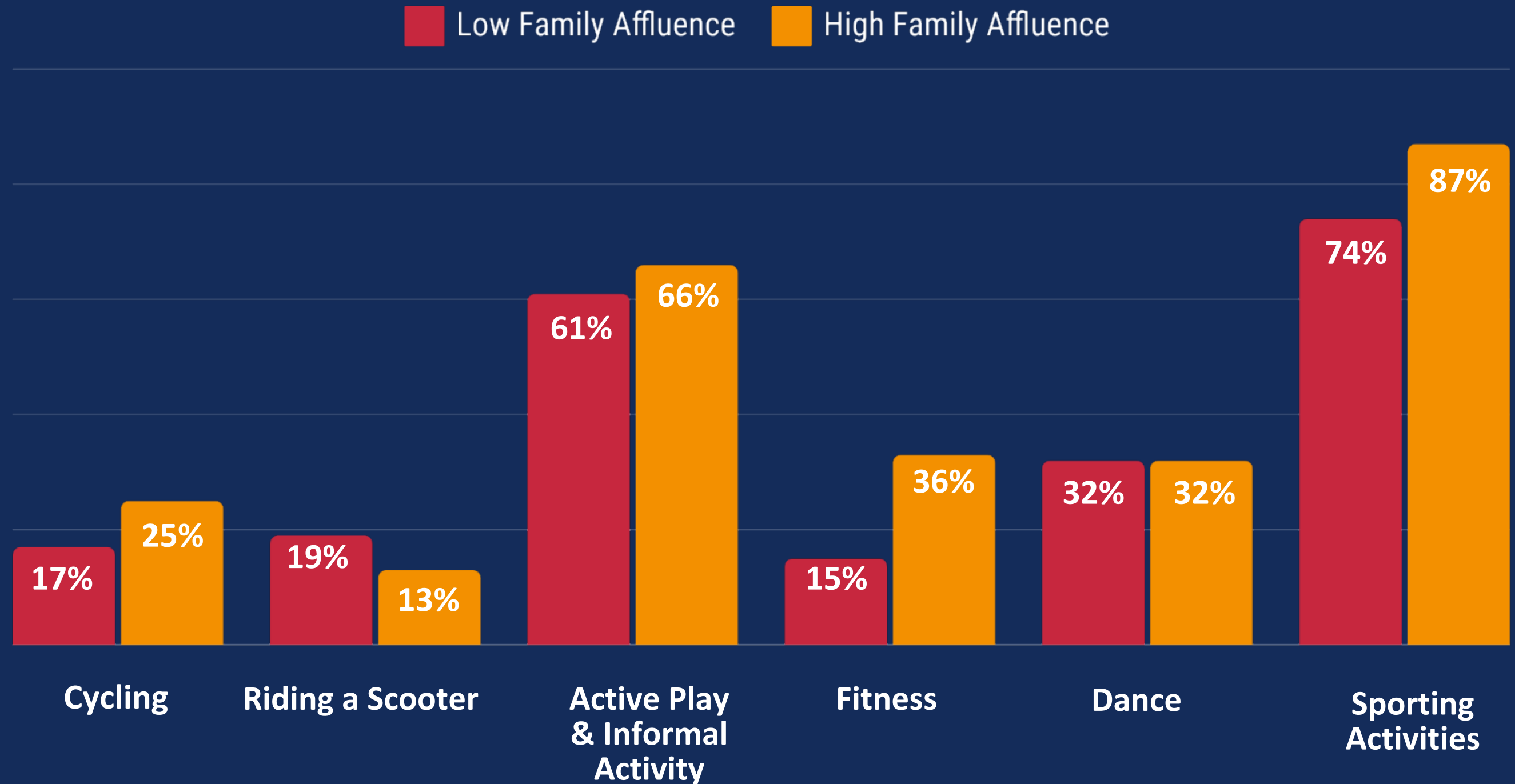
38.5%

pupils in Birmingham
are eligible for free
school meals. (2024)

66%

of children and young people from low affluence families are **not** meeting CMO guidelines for physical activity.

PHYSICAL ACTIVITY AND SPORT



Children from the lowest socio-economic groups are:

the **most likely** to be in the group doing no organised activity in holidays.

however...

they are **more likely** than others to **want** to do more activity in the holidays.

Key barriers predominantly relating to cost prevent them from doing so.

AVERAGE HOUSEHOLD SPEND ON ACTIVE SPORT

£12.67

per week

VS

LOW INCOME HOUSEHOLD SPEND ON ACTIVE SPORT

£3.75

per week

(Data from Sport England Activity Check-In)

BENEFITS OF HOLIDAY ACTIVITY PROGRAMMES: BRING IT ON BRUM!





55,668

Young people engaged

710

Holiday Clubs

296,543

Attendances and meals provided

781

Provider Staff and young people received training

£6,680,092.17

Value of grants awarded

205

Holiday club providers

94%

strongly agree/
agree their child
had the
opportunity to take
part in a range of
different physical
activities.

88%

strongly agree/
agree their child
had the
opportunity to try a
new sport /
physical activity.

18%

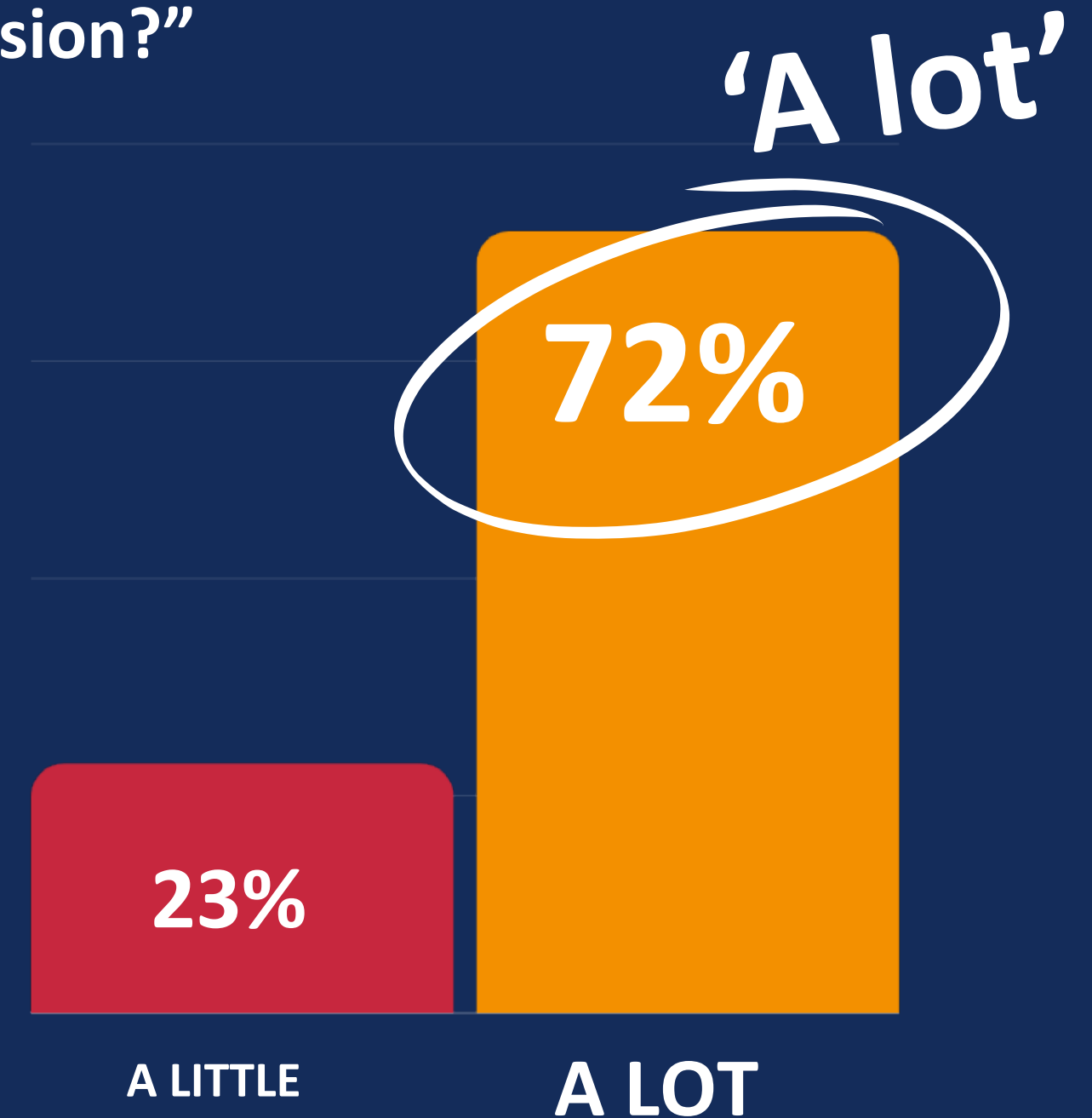
their child started
attending sports
sessions.

29%

their child joined a
sports club or
team.

CHANGING LIVES

“How much did taking part in sport and physical activities at the holiday programme influence your child's decision to join a sports club/session?”



Since taking part in the programme, providers say their year-round provision looks different.

WORKFORCE DEVELOPMENT

69%

strongly agreed / agreed

the training helped them to introduce new sports activities into their delivery

81%

strongly agreed / agreed

the training helped to expand delivery

94%

strongly agreed / agreed

have put their learnings into practice, built the confidence and increase the knowledge and skills of their workforce.

BIRMINGHAM

CHANGING THE OFFER

91%

engage more young people in weekly sessions

81%

offer a wider variety of activities

71%

engage with different cohorts

64%

deliver more weekly sessions

33%

deliver in different venues

24%

deliver in different communities

CHANGING SPORT

NGB's partnerships have increased the variety of activities available and supported workforce development.

- ✓ Our first female only sport/football Festival
- ✓ Our first SEND/Inclusive Sport Festival
- ✓ Our first Water Sports Festival

Over
1500

holiday club staff/
volunteers & young
leaders have received
training.

12

NGB's provided
community
offers for the
summer of 2024.

Paddle UK

in partnership with the
Canals & Rivers Trust
and StreetGames
enabled over **1,500**
young people from **57**
clubs to take part in
activities across **8**
community paddle
sport hubs sites across
the city.

The Golf Foundaton

provided training and
a kitbag to **40** clubs
engaging over **65**
children.

England Hockey

provided training and
a kitbag to **19** clubs
engaging over **500**
children.

The British Triathalon

provided resources to
56 clubs with **28**
coaches receiving
additional training.

LTA

provided training and
a kitbag to **37** clubs
engaging over **500**
children.

**BUILDING
SUSTAINABLE CHANGE:
THE WAY WE DO IT
MATTERS**



OUR APPROACH TO BUILDING CHANGE

Building hyper-local connected networks – bringing together holiday activity providers, nurturing collaboration and sharing knowledge.

Providing opportunities to strengthen individual and community capacity and capability by providing access to training, qualifications, workforce development and upskilling volunteers.

Supporting holiday activity providers, through one-to-one advice, providing access to insight, ideas and resources, to enhance the quality of delivery and compliance.

Sign-posting community organisations to funding opportunities.

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OUR APPROACH TO BUILDING CHANGE



Providing opportunities for holiday activity providers to raise their 'collective' voice.



Using the collective voice of holiday activity providers to advocate on their behalf - to influence strategic partners and funders.



Building connections with wider partners (such as NGBs, wider cultural partners and food providers) who can help to broaden the holiday activities available and 'add value'.



Implementing a quality assurance process to help review the quality of delivery and support continuous improvement and learning.



www.streetgames.org



StreetGamesSportsCharity



StreetGames



StreetGamesUK



**SPORT
ENGLAND**

*sportwales
chwaraeoncymsu*