

BIRMINGHAM HOLIDAY ACTIVITIES AND FOOD PROGRAMME

SPRING 2023

IMPACT REPORT



SPRING 2023



197

Holiday club providers

86%

Free School Meal %

16,090

Young people engaged

£1,155,874.93

Value of Grants Awarded

74,7199

Attendances and meals provided

235

Locations

1466

Activity Packs



CASE STUDY

#Physical Engagement

ASPIRATIONAL DAYS FEED CHILDREN'S AMBITIONS

Over 160 young people in Birmingham benefitted from Aspiration Days hosted by the University of Birmingham, Oriel College and Aston University 'Bring it on Brum' are working in partnership with the University of Birmingham, Oriel College and Aston University to offer a unique series of aspirational taster days for students from the City's secondary schools as part of this year's Holiday Activities and Food (HAF) programme, known locally as 'Bring It On Brum'.

The programmes are designed to excite and inspire young people about the opportunities available to them to continue their learning in the future and encourage pupils to set their sights and ambitions high.

"The University of Birmingham's Outreach Office has a proud tradition of supporting young people from our local communities and we are honoured to be one of the first universities in England to deliver the HAF programme in partnership with StreetGames. We hope the 100 students we will be hosting on campus will have a first-class educational experience and will gain valuable insight about how food is manufactured and the importance of a good diet to maintain excellent health." **Mohammed Ansar Senior Outreach Officer, Student Recruitment and Outreach at University of Birmingham**

Prof Aleks Subic, Vice Chancellor and Chief Executive said "Aston University aims to support socio-economic transformations in our city and region. As a deeply civic university, we take great pride in being ranked among the top UK universities for social mobility. The development of digital and entrepreneurial skills in the broader community and inspiring the next generation of leaders is central to our strategy. In line with our strategy and civic role, we are delighted to welcome the HAF Digital Tycoon programme to Aston University and work with the young people from our region on this important agenda."

By partnering with the University of Birmingham, Oriel College and Aston University to provide these educational outreach days, the programme now hopes to give young people the chance to learn more about higher education and the opportunities they might want to pursue in the future.



CASE STUDY

#Enrichment

ENGLAND SQUASH SUPPORTS YOUTH SPORTS IN BIRMINGHAM

Over 150 Bring It On Brum participants were given a once-in-a-lifetime opportunity to be spectators at Squash British Open in Birmingham!

The Squash British Open triumphantly returned to Birmingham after two decades, being hosted at the Birmingham Rep Theatre. To ensure young people across Birmingham could make the most of this opportunity, England Squash invited Bring It On Brum participants to watch the Squash British Open for free.

One of the Bring It On Brum providers who took up the opportunity was Street Futures, who said:

"These opportunities are really important for our young children as it helps them to see different sports being played and how to play them. It gives young people a sense of enjoyment to try something new and continue them in the future whether that be as a hobby or a potential career." **Usman Khan, Director at Street Futures CIC**

Birmingham City Council supported this fantastic sporting event by giving the go-ahead for a squash activation zone outside the venue, meaning spectators could use this opportunity to have a go at the game and test their skills on a variety of mini pop-up courts.

In 2021 England Squash outlined its three main objectives; to increase participation, enhance diversity and nurture talent. "We at England Squash seek to coordinate, to connect, to support and to inspire" England Squash (Our Purpose and Vision)

There is hope that going forward a stronger relationship will continue to develop between England Squash and Bring It On Brum partners ensuring that even more young people are able to access the sport in the future, not just in Birmingham, but across the country.

"Since Birmingham 2022, we've been taking squash to new communities, introducing hundreds of people to the sport in the Birmingham and West Midlands area. We're looking forward to building on this work and collaborating further with Street Games and the Bring it on Brum." **Community Engagement Officer, England Squash**

"Working closely with England Squash we have been able to provide the opportunity for Bring It On Brum participants to visit the British Open and experience squash at the highest level and have the opportunity to try out the sport and watch top international players competing. StreetGames hope this is the start of a strong relationship with England Squash and that we will be able to replicate this type of opportunity again in different parts of the country" **Matt James, Area Lead for Bring It On Brum, StreetGames**

CASE STUDY

#Physical Engagement

TESTING THE WATERS: INTO THE GREEN AND BLUE

StreetGames, Canal & River Trust and British Canoeing have committed to work collaboratively over the next three years to support the development of seven paddle sports hubs across Birmingham.

This collaboration aims to ensure more children and young people across Birmingham have access to paddle sports and that underserved communities have the tools to become healthier, safer and more successful.

Birmingham has 35 miles of canals and open waterways and the seven hubs now located at Perry Barr, Castle Vale, Winson Green, Port Loop, Star City, Small Heath and Selly Oak mean that families across the city will have access to this incredible water network for a range of sporting activities.

As part of the Spring 2023 Bring It On Brum programme, Birmingham families were offered the opportunity to try Bell Boating across the seven hubs.

“Bell boats are my dad’s invention, it’s a very stable craft and a very easy way to introduce people to the water. We are in the process of developing ideally seven hubs across Birmingham, those seven hubs will be rooted in those communities. British Canoeing is now helping out to improve and build the infrastructure in terms of equipment, boats and resources, so we can amongst other things, serve the HAF (Holiday Activity and Food) Programme” **Andy Train, Olympian**

Bring It On Brum providers will be given the support needed to ensure that access to these waterways remains sustainable and their holiday club participants have access to Birmingham’s incredible waterways over the next three years.



PARENT/ GUARDIAN FEEDBACK SPRING 2023

It was a great find! Great coaches, kept the children engaged and busy, rain or shine.

The programme is brilliant! I don't have much family and I don't know many people who have children of a similar age to my son. Without this programme my son wouldn't be able to engage socially with other kids like he can in school. The programme enables him to maintain and develop his social skills and the activities provided means he's able to do this in a flexible way.

Brilliant for parents who need extra support during holidays.

The activities were fun and educational.

Great programme and kids love attending!

Such a great programme both of my girls absolutely loved it and cant wait to go again. Such lovely leaders and very inclusive, they made lots of new friends and came out full of confidence.

Amazing staff and kids had a brilliant time.

It was two fantastic days of activities for my teenage girl. It was perfect. My daughter learnt how to make some hair styles. Next day it was even more amazing. She made a scrub bath, salt bath and candles by herself. It was first time she's made something that she can use after. She also brought a bag with lots of goodies. All of staff were very kind, they were always ready to help. Food was also super. Thank you for this type of activity for my daughter.

Fabulous my son had a fantastic time really enjoyed it made new friends and now wants to learn kick boxing

Brilliant chance for girls to take part in a sport that they are not often pushed into at school - rugby and cricket

SATISFACTION REPORT

PARTICIPANTS

399

postcards were analysed

88%

were highly satisfied/ satisfied with holiday club and the activities provided

90%

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

86%

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

94%

were highly satisfied/ satisfied with their coaches and leaders

93%

were highly satisfied/ satisfied with the food provided

COACHES

29

postcards were analysed

100%

were highly satisfied/ satisfied with holiday club and the activities provided

93%

were highly satisfied/ satisfied with the food provided

PARENTS/ GUARDIANS

235

postcards were analysed

92%

were highly satisfied/ satisfied with holiday club and the activities provided

82%

were highly satisfied/ satisfied with the food provided



TRAINING REPORT

NO. COURSES
COMPLETED

122

AVAILABLE COURSES

SAFEGUARDING

15

AUTISM AWARENESS

20

DISABILITY INCLUSION

12

LEVEL 3 FIRST AID AT WORK

12

RISK ASSESSMENT

5

HOW TO MEET SCHOOL FOOD
STANDARDS

3



2

GDPR
Certificates
Issued



53

Food
Hygiene
Certificates
Issued

92%

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

85%

of those questioned
said that what they had
learnt is useful to
performing their role

100%

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

100%

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

FEEDBACK



"The tutor was very patient and had a great ability to involve everyone and listen to all participants views and thoughts. The content was very clear and well delivered."

"I found it very important and interesting when we were asked to consider the safeguarding culture within our organisation because it reminded me to go back to review the policies and procedures so that I can make effective use of it when assessing my surroundings with the young people"

DIGITAL STATS

14.5K
WEBSITE
VISITS

68.1%
NEW
VISITORS

451
NEW
FOLLOWERS

170
POSTS

3013
TOTAL
FOLLOWERS

3.99%
ENGAGEMENT
RATE

42K
USERS
REACHED

Total number of people
who have seen our
content.

82K
IMPRESSIONS

Total number of times our
content is displayed, no
matter if it was clicked or
not.

