



Birmingham
City Council



Department
for Education

Bring it on Brum!

Birmingham's Holiday Activity and Food Programme

2025-26 Delivery Guidance

Note: all organisations must read this guidance prior to submitting an application for funding.

Organisations that have delivered before must take note of text highlighted in blue for changes to the 2025-26 programme.



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Overview

This document provides information for organisations wishing to deliver the Holiday Activities and Food programme (HAF) in Birmingham. This guidance has been developed by combining the Department for Education guidance for Local Authorities with local detail specific to the Birmingham programme.

In Birmingham, the Holiday Activities and Food programme is branded as 'Bring it on Brum!'.

Introduction to Holiday Activity and Food Programmes (HAF)

Since 2018, Department for Education funded holiday activities and food programmes, have provided support to children in receipt of free school meals through holiday periods. Following successful pilots, the programme was rolled out to all local authorities in England in 2021.

Research has shown that the school holidays can be high pressure points for some families and children from low income household miss out. Children and young people are:

- less likely to access organised out-of-school activities
- more likely to experience 'unhealthy holidays' in terms of nutrition and physical health
- more likely to experience social isolation.

HAF programmes are a response to this issue with evidence showing that free holiday clubs can have a positive impact on children and young people, and that they work best when they:

- provide consistent and easily accessible enrichment activities
- cover more than just breakfast or lunch
- involve children (and parents) in food preparation
- work through local partnerships.

As a result of this programme, we want children who attend this provision to:

- eat healthily over the school holidays
- be active during the school holidays
- take part in engaging and enriching activities which support the development of resilience, character and wellbeing along with their wider educational attainment
- be safe and not to be socially isolated
- have a greater knowledge of health and nutrition
- be 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 towards other information and support, for example, health, employment, and adult education.



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Birmingham Context

For more information on our previous programmes visit the Impact page of the Bring it on Brum! website: <https://www.bringitonbrum.co.uk/impact/>.

Our aims for Bring it on Brum! in 2025-26 include:

- Engage over 14,000 unique young people in our spring and programme
- Engage over 25,000 unique young people in our summer programme
- Engage over 12,000 unique young people in our winter programme

There are over 80,600 young people going to school in Birmingham who are in receipt of benefits-related free school meals.

Who is the programme for?

Bring it on Brum! is for school aged children from Reception to Year 11, ages 4 to 16 years who receive benefits-related free school meals.

Benefits-related free school meals (FSM) are available to pupils if their parents are in receipt of one of the qualifying benefits and have a claim verified by their school or local authority. For further information on eligibility, please visit [Apply for free school meals - GOV.UK \(www.gov.uk\)](https://www.gov.uk/apply-for-free-school-meals).

Universal infant free school meals

All children in reception, year 1 and year 2 in England's state-funded schools receive a free meal under the Department for Education's universal infant free school meal (UIFSM) policy. Infant pupils who receive a free meal under UIFSM must also be eligible for *benefits-related free school meals* to be able to access free programmes.

Other children and families

Local Authorities have discretion to use up to 15% of funding to provide free or subsidised holiday club spaces for children who are not in receipt of benefits-related free school meals but who could benefit from holiday club provision.

This may include, for example:

- children with special educational needs and/or disabilities who are not eligible for free school meals
- children with an EHC plan (education, health and care)
- children assessed by the local authority as being in need, at risk or vulnerable
- young carers
- looked-after children or previously looked after children
- children who have low attendance rates at school or who are at risk of exclusion.

This list is not exhaustive, we will commission a number of providers to run holiday clubs exclusively for these targeted groups. There will be specific questions on the grant application form for organisations working with these groups.





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Working with children with SEND/Additional needs

There is flexibility in how the programme can be delivered to children with special education needs and/or disabilities (SEND). It is vital that our programme provides sufficient, high-quality provision for children with SEND.

We will ensure providers plan how they will accommodate children with SEND or additional needs and make sure that those with more complex needs are able to access suitable provision designed exclusively for them. There are questions in the grant application form that relate specifically to the inclusive or exclusive provision for young people with SEND.

Working with the secondary school age range

We know that providing holiday clubs that are appealing and have high engagement levels with secondary school age range can be challenging. Provision for this age range will often look different to that aimed at the primary age range and we will make specific plans for the secondary age range.

There will be flexibility in the programme offered to older children with careful consideration being given to a different model of food and activity provision for example offering afternoon or evening sessions with an evening meal being the focus for the food aspect. Holiday programmes have a huge role to play in assuring parents and families that their children and young people safe and secure when taking part.

The choice of venue is often critical in building an attractive offer for older young people. School venues can be less popular but pop-up provision in parks and city centres can be highly effective in ensuring provision is where it is needed. Travel costs can be a barrier to attendance and therefore must be considered.

We need to consider the role that older children can have in supporting, designing and leading sessions for their peers or for younger children; to help them to socialise and develop leadership skills which can be crucial for those aged 13+ years.

Those who can pay to attend

We encourage providers to make paid spaces available to any children not receiving benefits-related free school meals, who can pay to attend. This would be through operating a blended approach where eligible children are given free spaces and non-eligible children are required to pay.

Help with childcare costs

If you are an approved or registered childcare provider some families who are eligible for Universal Credit may be able to claim back up to 85% of childcare costs. There may be families where children are not eligible for benefits-related free school meals but families are in receipt of Universal Credit.

If your programme exceeds 4-hours and you are charging for the additional time; families may be able to claim some of this back.



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As a child care provider you can find out more, create a childcare provider account and sign up for Tax-Free Childcare here: [Tax-Free Child Care](#).

For more information on Universal Credit and Child Care visit: [Universal Credit and Child Care](#).





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Framework of Standards

Holiday Activity and Food Programmes must deliver on the following outcomes. Each is covered in turn in this guidance document:

- Food provision
- Enrichment activities
- Physical activities
- Increasing awareness of healthy eating, healthy lifestyles, and positive behaviours
- Signposting and referrals and family support
- Robust policies and procedures
- Effective Safeguarding

Not all holiday club providers have to deliver all aspects of the programme but the clear expectation is that all eligible children and their families should benefit from all aspects of the programme. This might mean that we require a blended approach to ensuring children and families can access different aspects of the programme through different providers.

Food Provision

Providers must serve at least one meal during each session (breakfast, lunch or an evening meal) and all food provided at the holiday club (including snacks) must meet [school food standards](#). For some children, the opportunity to enjoy a hot meal at a holiday club is important and our aspiration is that providers should, where possible, try to offer hot meals to children attending. However, we acknowledge that this is not always possible and that alternatives to hot meals can sometimes be more suitable. All cold packed lunches must meet school food standards.

Alternatively, for providers who provide meals on-site, they could consider making the same healthy food available to all children, but with an additional charge for the non-funded places.

All food provided as part of the programme must:

- comply with regulations on food preparation
- take into account allergies and dietary requirements ([allergy guidance](#))
- take into account any religious or cultural requirements for food.

There is flexibility in the design of the food provision which should always be tailored to ensure that all food meets the dietary needs of the children who attend. The food served should also be appropriate for the nature of the session, for example, offering cold packed lunches for parks or outdoor venues.

Providing food on site can provide an opportunity to engage children and families in food preparation and nutritional education. Research shows that when children are involved in designing menus and the preparation of food, they are more engaged and more willing to try new and healthier food. This developmental approach is key to effecting long-term change in engagement with food and nutrition.



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If providers are preparing and serving their own food or working with a food partner, they or their food partner must be registered as a food business. This provides reassurance to those involved that food safety standards are being met. A food business is defined as anyone preparing, cooking, storing, handling, distributing, supplying or selling food. For further information, visit [Food business registration - GOV.UK \(www.gov.uk\)](https://www.gov.uk/food-business-requirements).

Providers preparing their own meals or working with a local food partner will need to **provide the following 3 weeks before the start of each programme:**

- The menu you will serve demonstrating how meals meet school food standards
- Details of the kitchen facilities you will use, ensuring they are registered with Birmingham City Council
- Confirmation of the latest food hygiene rating for the kitchen. Food hygiene ratings must be 4 or 5 in order for the food partner to be eligible to provide food for holiday programmes
- The relevant insurance information relating to providing food onsite
- Evidence of staff training for Level 2 Food Hygiene
- Evidence of staff training for Allergy Awareness.

Where organisations cannot provide their own food, a central food service will be offered at no direct cost to the organisation.

In relation to the provision of food we expect all organisations to ensure:

- Drinking water is available and easily accessible throughout every session
- No serving of fizzy drinks or those with added sugar (no added sugar dilute is acceptable)
- No serving of fried foods
- Meals and snacks must meet at least 2 portions of a child's 5 a-day
- Excessive amounts of fat, salt & sugar should be limited
- Attention to correct portion size should be exercised
- Food and meals provided are ethnically sensitive and evidence cultural awareness
- Children with allergies are safe when eating food provided
- All food is to be stored appropriately and at the correct temperature.

In the grant application form, providers will need to select how food will be provided at each venue. The options are:

1. Providing our own food (food is prepared and served onsite)
2. Working directly with a food provider (chosen and paid by activity provider, food is prepared offsite and delivered for serving onsite)
3. Accessing the central food service (coordinated centrally and paid for directly through programme funding, food is prepared offsite and delivered for serving onsite).

In all cases, whether food is prepared on site or delivered to the venue, all holiday activity providers must have public liability insurance that also covers the provision of food. Providers will be asked to confirm that their public liability insurance includes the provision of food in the grant application form.



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Enrichment activities

Holiday clubs must provide fun and enriching activities that provide children and young people with opportunities to:

- develop new skills or knowledge
- consolidate existing skills and knowledge
- try out new experiences
- have fun and socialise.

This could include but is not limited to:

- physical activities, for example, football, swimming, table tennis or cricket
- creative activities, for example, putting on a play, junk modelling or drumming workshops
- experiences, for example, a nature walk or visiting a city farm
- free play, for example, fun and freedom to relax and enjoy themselves.

We expect all HAF providers to provide a balanced programme. For providers whose primary focus is set around a specific activity or sport, we expect them to ensure that children attending their provision benefit from a holistic and varied experience.

All costs for enrichment activities must be included in delivery budgets and will count towards the cost per space per day.

Physical activities

Holiday clubs must provide activities that meet the [physical activity guidelines](#) on a daily basis. In line with those guidelines, we expect:

- All children and young people participating in the programme should engage in moderate-to-vigorous physical activity for an average of at least 60 minutes per day. It should be noted that this does not have to be in the form of a structured activity session, but can include active travel, free play and sports.
- Children and young people participating in the programme should engage in a variety of types and intensities of physical activity to develop movement skills, muscular fitness, and bone strength
- Children and young people should aim to minimise the amount of time spent being sedentary, and when physically possible should break up long periods of not moving with at least light physical activity.

Increasing awareness of healthy eating, healthy lifestyles, and positive behaviours

Holiday club providers are expected to incorporate activities that help children and young people to understand more about the benefits of healthy eating and nutrition into their programme. These do not need to be formal learning activities. This could include:

- getting children involved in food preparation and cooking
- growing fruit and vegetables
- taste tests
- discussing food and healthy eating during mealtimes
- including food and nutrition in other activities



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Offering positive learning and development through holiday activities creates stigma-free opportunities to support children and young people in learning about healthy lifestyles and exercise. This could cover, for example with older young people, the use of vapes, cigarettes, drugs, and how this can lead to issues including: economic, social, personal safety, exploitation and criminality.

In order to further support the development of this outcome there are free training courses and resources available to all holiday club providers that cover food and nutrition, including how to deliver food based activities in holiday clubs. For more information visit the providers portal:

<https://www.bringitonbrum.co.uk/providers-portal/>

Password for the providers portal: bringitonbrum (all lower case, all one word)

We also offer opportunities for local experts to visit holiday clubs and deliver healthy eating and positive behaviours sessions to young people. The main aim of these sessions is for staff and volunteers to watch, engage and learn so they are confident in delivering these types of sessions themselves in the future. Interested providers should speak to their Area Lead and look out for opportunities advertised in the provider email communications.

Signposting and referrals and family support

Organisations should be able to provide information, signposting or referrals to other services and support that would benefit the children who attend their provision and their families. This could include sessions or information provided by:

- Citizen's Advice
- School nurses, dentists, or other healthcare practitioners
- Family support services or children's services
- Housing support officers
- Jobcentre Plus
- Organisations providing financial education
- Early Help Support Services
- Early years and childcare, including help to pay for childcare (e.g. Tax Free Childcare).

There are many ways that providers can meet this element of the programme, for example, through trained and knowledgeable staff engaging with families during drop-off and pick-up times.

We recommend organisations make contact with their local Early Help team. They may be able to help in a number of ways:

- Early Help teams may be able to help promote holiday clubs to eligible families and young people.
- Consider inviting Early Help team members to sessions to speak with parents and provide local signposting support.
- Early Help teams run a number of online training sessions which organisations may find useful.



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- Organisations can refer children, young people and families to Early Help who could benefit from additional support.

More information on Early Help in Birmingham including contact details for the local teams can be found here: [Birmingham Early Help](#).

Tools and resources to support organisations to achieve the holiday activity and food programme outcomes can be found on the Providers Portal of the Bring it on Brum! website.

www.bringitonbrum.co.uk/providers-portal

Password: bringitonbrum (all one word, all lower case)

The family support page of the Bring it on Brum! website also has information which can be shared directly with parents, carers and families: www.bringitonbrum.co.uk/family-support.

Robust Policies and procedures

There are a wide variety of organisations and individuals involved in the delivery of the Holiday, Activities and Food programme including but not limited to:

- schools, colleges, nurseries, private providers, charities, youth and sports clubs, community groups.

All organisations must be able to demonstrate that they have in place relevant and appropriate policies and procedures for:

- safeguarding, including the recruitment of staff and volunteers
- health and safety
- relevant insurance policies
- accessibility and inclusiveness.

When submitting a funding application, providers will be asked to confirm that they have public liability insurance covering holiday activities including the provision of food and employer liability insurance and/or professional indemnity insurance.

If providers are unsure whether their policies cover activities being delivered through the holiday activity and food programme, they should check with their insurer before applying. Organisations will also be required to share the date that their public liability insurance expires and upload a copy of their insurance certificate.

Effective Safeguarding

Safeguarding and promoting the welfare of children is everyone's responsibility. We want every holiday club to be a safe and happy place for children to be and for parents, carers and families to feel confident that their child is well looked after and that robust safeguarding arrangements are in place.

As set out in [working together to safeguard children](#), safeguarding is defined for the purposes of this guidance as:



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- protecting children from maltreatment
- preventing impairment of children's mental and physical health or development
- ensuring that children grow up in circumstances consistent with the provision of safe and effective care
- taking action if you identify children to be at risk of harm.

We expect all providers to take the safeguarding and welfare of all children seriously and that during the holidays issues or disclosures may arise that need dealing with. In the first instance providers should follow their organisations policies, procedures and codes of practice. Any serious safeguarding concerns should be reported to the relevant authorities.

Holiday clubs in school settings

We know that schools are safe places and have robust safeguarding arrangements in place. Where activities are provided by the governing body or proprietor of a school, under the direct supervision or management of their school staff the school's child protection policy will apply.

Where the activities are provided separately in the school but by another body, the governing body or proprietor should seek assurance that the body concerned has appropriate safeguarding and child protection policies and procedure in place. We recommend that anyone involved in the delivery of a holiday club in school settings is familiar with [keeping children safe in education](#).

Holiday clubs in out of school settings

By out-of-school settings we mean organisations or individuals that provide tuition, training, instruction or activities to children without their parents' or carers' supervision, but are not:

- schools, colleges, education settings providing alternative provision, 16 to 19 academies, providers caring for children that are registered with Ofsted or a childminder agency.

These settings generally provide tuition, training, instruction or activities outside normal school hours (for example, evenings, weekends, school holidays), although some settings are run part-time during school hours to help meet the needs of those in home education.

The guidance for providers running out-of-school settings on [keeping children safe during community activities, after-school clubs and tuition](#) covers advice on what policies and procedures providers should have in place for health and safety, safeguarding and child protection, staff suitability, and governance.

Safeguarding in Birmingham

We are working with Birmingham Safeguarding Children Partnership to provide organisations with the right information and support in relation to safeguarding children and young people. Birmingham Safeguarding Children Partnership website: <https://www.lscpbirmingham.org.uk/>.

Right Help, Right Time

We strongly recommend that all staff and volunteers complete the Right Help, Right Time online training, it is free of charge and takes less than 2-hours to do. The 'Right Help, Right Time' (RHRT)





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training and guidance is essential for everyone who works with children, young people and their families in Birmingham.

It advises what support is available whatever the needs and is a collective framework and practice guide on how all individuals, agencies, partners and practitioners work together in Birmingham. More information on Right Help, Right Time can be found online here:

- Right Help, Right Time guidance: <https://lscpbirmingham.org.uk/working-with-children/right-help-right-time>.

Are you worried about a child?

If you are worried about the welfare of a child or young person, the Children's Advice and Support Service (CASS) provides a single point of contact for members of the public and for professionals who want to raise concerns about a child.

They will listen, assess your concerns, and can take action if a child is at risk. If you are not sure whether a child is at risk or not you can discuss the circumstances with them or with them. You can report your concerns to CASS by phone or by completing an online referral form.

Telephone number: 0121 303 1888

(Monday to Thursday: 8:45am to 5:15pm, Friday: 8:45am to 4:15pm)

Telephone emergency out-of-hours: 0121 675 4806

Online referral form: <https://www.birminghamchildrenstrust.co.uk/contact>.

Do you have concerns about an organisation that is running a holiday programme and/or staff and volunteers working at a holiday club?

The Local Authority Designated Officer (LADO) is the person who should be notified when there are concerns about the behaviour or conduct of a professional or volunteer who works with children.

The LADO will provide advice and guidance on whether the allegation sits within the scope of the procedures. If the allegation does fall within the scope of the procedures, the LADO will oversee the management of the allegation, co-ordinate information sharing with the right people and monitor and track any investigations, with the aim to resolve it as quickly as possible.

The LADO liaises with organisations such as the police, other departments within the council such as social care, regulatory bodies such as Ofsted and professional bodies to ensure a thorough and fair process for all those involved.

You can contact the LADO by phone, email or you can complete a referral form:

Phone: 0121 675 1669

Email: ladoteam@birminghamchildrenstrust.co.uk

LADO Referral and Advice Form: <https://lscpbirmingham.org.uk/documents/lado-referral-and-advice-form>.



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Volunteers and DBS Checking

We know that in some settings, volunteers can play an important role in the delivery of holiday clubs. Under no circumstances should a volunteer in respect of whom no checks have been obtained be left unsupervised or allowed to work in regulated activity.

For some of the voluntary staff involved in the delivery of the holiday, activities and food programme in holiday clubs, this work will be done regularly and considered to be regulated activity. This means they will be subject to an enhanced Disclosure and Barring Service (DBS) check with barred list information.

There may be a very small number of volunteers who do not regularly carry out this role, and so it may not be considered as regulated activity. This means they may not be required to have an enhanced DBS check.

The guidance on [regulated activity in relation to children](#) contains definitions of what we mean by regular and regulated activity. Example; a guest speaker or presenter visits a holiday, activities and food programme club to deliver a talk on nature. The guest is escorted by staff at the club (who are DBS checked) while on the premises and is not left unsupervised with children at any time. In these circumstances, we would not expect a DBS check to be carried out.

To provide reassurance to parents, families and carers, we strongly recommend that all volunteers who are involved in the delivery of the holiday, activities and food programme in holiday clubs should have an [enhanced DBS check](#) (which, where applicable, should include children's barred list information). We do not recommend holiday clubs using volunteers that are not DBS checked, but if this occurs, it is the responsibility of the provider to ensure that volunteers are not at any point left alone and unsupervised with children in holiday clubs.

Other workers

All staff who are employed by holiday club providers funded through the holiday, activities and food programme should be subject to an enhanced DBS check with barred list information. Part 3 of [keeping children safe in education](#) sets out a clear process for safe recruitment. We recommend local authorities and holiday clubs providers follow this best practice when recruiting volunteers.

Ofsted registration

Holiday clubs may need to register with Ofsted or they may be [exempt from registration](#). Both clubs and providers that would require registration with Ofsted, and those that are exempt, can participate in the holiday, activities and food programme.



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Grant Funding and Application Criteria

We need a range of providers across the city to help deliver an enriching and exciting programme during spring (Easter), summer and winter (Christmas) school holidays.

The following types of organisations are eligible to apply for grant funding:

- Constituted community, voluntary, faith and not for profit social enterprises
- Community Interest Companies (CIC)
- Charitable organisations
- Schools, colleges and educational establishments
- Out of school providers/childcare
- Commercial organisations that are delivering against a social objective and are not applying for funding that will generate profit.

What funding can cover

Funding is available for children who are eligible for benefits-related free school meals. Funding for vulnerable and SEND groups is available through solicited applications only.

All eligible young people should benefit from a minimum of 24 face-to-face sessions across the year; 4 sessions during spring, 16 sessions during summer and 4 sessions during winter holidays. It is expected that each session offered should be 4 hours long. More hours and days can be delivered for the same group of young people but these must be funded elsewhere or be paid for spaces.

Organisations cannot apply for funding to run sessions on weekends or bank / public holidays. Funding is only available for spring (Easter), summer and winter (Christmas) school holidays. There is no funding available for half term holiday clubs.

If you have 50 spaces per day and 40 spaces are for eligible children then the funding can only pay for 40 spaces, the remaining 10 spaces must be funded elsewhere or be paid for spaces. If you are able to commit to 100% of places being for eligible children then they can all be funded. **Additional checks, such as, collecting the Bring it on Brum! / HAF / free school meal code for each young person is compulsory.** Pre-registration is recommended so that only eligible children are offered places.

The grant can be used to fund the delivery of the holiday club including the following:

- Venue hire
- Staff costs
- Food costs (where incurred)
- Physical activity costs
- Enrichment, healthy eating, healthy lifestyles positive behaviours and signposting costs
- Training costs (where the course is not being offered through the Bring it on Brum! training programme).
- Other costs; such as any resources and materials to deliver the holiday activity and food programme outcomes.



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Cost per child per day and maximum grant available

We have put together the following maximum grant guidance for the cost per child per day of the holiday club; this is based on a programme being delivered for 4 hours. The cost per child per day will be calculated using the total grant request and needs to be inclusive of costs for all activities, including physical activities, venue hire, staffing, equipment, enrichment and food (where being provided directly).

Children and young people eligible for benefits-related free school meals

- For organisations providing their own food we would expect applications to be in the range of £18.50 to £23.00 per young person per day. The maximum grant available is £23.00 per young person per day.
- For organisations accessing the central food service (i.e. incurring no direct food costs) we would expect application to be in the range of £13.00 to £16.00 per young person per day. The maximum grant available is £16.00 per young person per day.

Vulnerable groups and those with special education needs or disabilities (SEND) who are not eligible for benefits-related free school meals but are eligible for Bring it on Brum! (*solicited applications only*)

- For organisations providing their own food we would expect applications to be in the range of £18.50 to £26.50 per young person per day. The maximum grant available is £26.50 per young person per day.
- For organisations accessing the central food service we would expect applications to be in the range of £13.00 to £21.00 per young person per day. The maximum grant available is £21.00 young person per day.

Food provision has been calculated at £5.50 per meal.

If the maximum grants available to not cover all of your operating costs you will need to find additional match funding to support your programme.

Match Funding and In Kind Support

We would like to see as many organisations as possible secure match funding and/or offer 'in kind' support to their application. Area Leads can help with this and we regularly promote funding opportunities through Bring it on Brum! communications. We want to capture any match funding, both cash values and in kind such as time and resources that are already paid for. We will ask for match funding values on the grant application form.

Delivering in more than one venue

Organisations are able to apply for funding for programmes that are being delivered in different venues. These programmes must be for different groups of young people. Where organisations would like to apply for funding at different venues, they must complete a different grant application form for each venue. Two or more venues must not be put on the same grant application form. **If you are looking to deliver activity in 5 or more venues; please speak to your Area Lead to discuss our multi venue application form.**



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Maximum number of spaces per day

In many areas of the City, the demand for funding exceeds the funds available. For this reason we reserve the right to moderate programme sizes to make sure we are building the best holiday programme for local young people and families. We are proud to have a varied and vibrant Bring it on Brum! programme and we will continue to strive for this.

In some instances, this will apply to funding applications that are requesting funding for more than 100 young people per day and/or looking to deliver multiple sessions in the same venue. To keep a balanced programme in each district we will consider making offers to applicants requesting funding for 100+ spaces per day in exceptional circumstances.

Delivering more than one programme at the same venue

Organisations can apply for funding to run more than one programme at the same venue. For example two sessions per day, AM and PM and/or programmes in week 1 and week 2 of the spring or winter holidays. These programmes **must** be for different groups of young people. Where organisations would like to apply for funding for more than one programme at the same venue, they can do so on one grant application form. There will be space on the form for you to describe the different programmes, who they are for and the numbers of young people attending. In many areas of the City demand exceeds funds available, we therefore reserve the right to not fund more than one programme in the same venue.

Annual framework

We want to support good quality Bring it on Brum! providers who have delivered the programme consistently and regularly over the last 12 months to submit an annual application. We are hoping this process will make it easier for organisations so only one application is needed to cover spring, summer and winter delivery.

Funding for each consecutive holiday period will only be awarded based on successful delivery of the previous programme including satisfactory programme monitoring and financial reconciliation.

Organisations must meet the following criteria in order to be considered for an annual award in 2025-26. If providers are unsure if their organisation is eligible to apply for an annual award, they should contact their Area Lead.

Annual Award Criteria

- Successful delivery of at least two holiday club programmes in the last 12 months
- Achieve 80% or more of the number of unique participants targeted in each application or a significant upward trend reaching 80% in the most recent delivery.
- Engage a minimum of 85% of participants who are eligible for benefits-related free school meals.





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- Be delivering all holiday activity and food programme outcomes to a satisfactory level with plans in place for improvement beyond satisfactory in to good and very good delivery.
 - Food provision
 - Enrichment activities
 - Physical activities
 - Increasing awareness of healthy eating, healthy lifestyles, and positive behaviours
 - Signposting and referrals and family support
 - Robust policies and procedures
 - Effective Safeguarding
- Full compliance with grant conditions, financial reconciliations and programme monitoring in a timely manner
 - Swift return of partnership agreements
 - Accurate financial reconciliation completed by the deadline
 - Independent (following training) completion of programme monitoring via Coordinate Sport by the deadline.

Application Process

Organisations will apply for grant funding through an online portal managed by StreetGames. The grant application form can be accessed using this link:

<https://www2.grantrequest.co.uk/application.aspx?sid=34&fid=35981>

Each time you select the above link and log in to your account, a new grant application form will be started.

To access your account to review new requirements or amend and submit an application that has already been started use this link:

<https://www.streetgames.org/our-network/our-network-project-portal/>

We will no longer be accepting application resubmissions. Organisations will be able to amend their application as much as they want prior to submitting it on the portal but once it is submitted changes will not be possible.

Application Assessment

During stage 1 of the assessment we will review the eligibility criteria of the organisation, the quality of the application and the outcomes that are being proposed. We will also assess the value for money of the application based on cost per child per day. This is calculated by taking the total grant request / number of days being delivered / number of spaces available each day.

During stage 2 of the assessment we will review the geographical areas being proposed as well as the demographics of the young people being targeted. We will be mapping the proposed holiday provision in each local area to ensure that sufficient levels of provision exist for all young people; taking in to consideration age and types of provision offered. This mapping is completed alongside data showing the location of free school meal eligible children. Stage 2 of the assessment process will ensure that





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local provision is targeted in the right areas and supports those of greatest need. We will also ensure that the delivery budget is distributed across the city accordingly.

We will use the matrix below to ensure a consistent approach is taken when scoring grant funding applications. Organisations are required to answer each question in the application form as fully as possible, as each question will be assessed against the criteria. Every question in the grant application form must achieve a score of 3 or more in order to progress.

The maximum score of five marks per question is achieved through providing a detailed response with up to five different points made. Using examples of previous delivery will enhance the quality of the response.

Score	Description
0	No response to the question, no evidence provided and/or a poor track record in this area, evidenced from previous holiday club delivery.
1	Very Poor. The response clearly fails to meet the criteria detailed in the question. The response exhibits clear and significant omissions with regard to meeting the criteria detailed. Inadequate or no supporting evidence has been provided to support the response.
2	Poor. The response satisfies only some of the criteria detailed in the question. The response has some omissions with regard to meeting the criteria detailed. Some evidence is provided to support the response, however this is lacking in sufficient detail in one or more areas.
3	Satisfactory. The response satisfies the criteria detailed in the question. Some evidence is provided to support the response, any missing evidence or detail is only minor.
4	Good. The response fully and successfully meets the criteria detailed. Full and relevant evidence is provided to support the response.
5	Excellent. Exceptional response that meets or exceeds all criteria detailed in the question. Full and relevant evidence is provided to support the response.





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Programme Monitoring Requirements

It is compulsory for all funded organisations to use the Coordinate Sport system for programme monitoring. The Coordinate Sport system has a number of functions:

- The system can be used to promote programmes and take bookings directly from parents/carers in advance of programmes starting. This is our preferred method as it means all relevant information for each young person is collected automatically. The system has a messaging function which can be personalised.
- The system can be used to promote activities with bookings still taken directly by the holiday club. Organisations will then be required to import participant details and record the days they attended.
- Organisations offering 'closed' provision to a specific group of young people that do not need support with promotion or taking bookings will use the system to import participant details and record the days they attend.
- It is compulsory for all organisations to have their programme set up and register their young people on the Coordinate Sport system in advance of the programme starting.
- Penalties will be introduced where organisations regularly submit incomplete data sets. This will impact receipt of future funding.

Every organisation will need to have staff and/or volunteers trained to use Coordinate Sport. Training will be provided. Programme monitoring requirements are the responsibility of the holiday club provider including setting up projects, taking bookings, adding participants where bookings are taken directly and recording on the register the days each young person attended.

As part of the grant conditions, all funded organisations are required to capture the following information for each unique participant that attends.

- First name
- Surname
- Free School Meal eligibility (Yes / No)
- School name (From a list of Birmingham City Council schools)
- Does the young person have a disability? (Yes / No)
- Does the young person have a special educational need? (Yes / No)
- Home postcode
- Ethnicity (From standard UK ethnicity list)
- Gender
- Date of birth (DD/MM/YYYY format)
- Bring it on Brum! Eligibility Code (sent to parent/carer via school)

We would recommend that organisations also collect the following information to ensure the safety of all participants. This information is not required as part of the reporting for the programme.

- Emergency contact details for parent/guardian
- Known medical conditions that could impact participation
- Allergies and dietary requirements, essential when providing food





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- Photography and media consent from parent/guardian if you are wishing to take photos of videos
- Medical consent in case of emergency situations.

More information on data capture can be found on the Providers Portal section of the Bring it on Brum! website: <https://www.bringitonbrum.co.uk/content/uploads/2022/01/Bring-it-on-Brum-Data-Capture-Information.pdf>.

Bring it on Brum! / HAF / FSM Codes

Eligibility codes are created by Birmingham City Council, sent to schools who then send to the codes to parents/carers of each child eligible for benefits-related free school meals.

It is compulsory for all organisations to collect the Bring it on Brum! / HAF codes from parents/carers when taking bookings. The booking system can be set up to collect the code. If a parent/carer is not able to provide a code, they need to contact their child's school to confirm their eligibility and get their code.

Partnership Agreements and Funding Payments

On approval of a grant, organisations will need to download, sign and upload a partnership agreement. These agreements are sent via the online grant portal. To access the online grant portal visit: <https://www.streetgames.org/our-network/our-network-project-portal>

Our usual process is to pay 80% of the grant up front and the remaining 20% on completion of satisfactory programme monitoring and financial reconciliation. Annual grants will be paid in this same way for each holiday period.

Financial Reconciliations

Financial reconciliations are completed via the online grant portal. Organisations will need to reconcile their spend against their budget forecast. Financial reconciliations will be checked prior to any final funding payments being released.

Where programmes have not met their target number of participants, we would expect to see some cost savings recorded on the financial reconciliation; for example where less food was needed and staff numbers were reduced in line with the number of young people attending. If recorded expenditure is less than the initial 80% grant payment, we will request that the difference is paid back.

Financial Audits

Each holiday period, a sample of organisations will be identified where more in-depth financial audits will be carried out. Criteria that will be used to identify organisations for financial audit include; random sample, grants awarded above £30k, new delivery partners and organisations with high underspend/overspend.



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Dates for Bring it on Brum! 2025-26

Spring 2025

Application Dates

- Monday 3rd February, 9am; grant portal opens for annual (spring, summer and winter) and spring only funding applications.
- Sunday 23rd February, midnight; grant portal closes for annual and spring only funding applications.
- Monday 24th February to Friday 7th March; grant review process.
- Monday 10th March to Friday 14th March; partnership agreements awarded to successful applicants (unsuccessful applicants will also be notified at this time).
- Monday 17th March to Friday 21st March; organisations to upload spring programmes to Coordinate Sport for promotion and bookings.
- Monday 24th March; bookings go live on Bring it on Brum! website; 3 weeks before the holiday period starts.

Spring Delivery Dates

Week 1: Monday 14th April to Thursday 17th April 2025 (4 delivery dates available).

Week 2: Tuesday 22nd April to Friday 25th April 2025 (4 delivery dates available).

Because Friday 18th April (Good Friday) and Monday 21st April (Easter Monday); are UK Holidays we will not fund activities to take place on these days.

Spring Programme Monitoring and Financial Reconciliation Deadline

Friday 16th May 2025 (3 weeks after the final delivery day).

Summer 2025

Application Dates

- Monday 12th May, 9am; grant portal opens for annual (summer and winter) and summer only funding applications.
- Sunday 1st June, midnight; grant portal closes for annual and summer only funding applications.
- Monday 2nd June to Friday 13th June; grant review process.
- Monday 16th June to Friday 20th June; partnership agreements awarded to successful applicants (unsuccessful applicants will also be notified at this time).
- Monday 23rd June to Friday 27th June; organisations to upload summer programmes to Coordinate Sport for promotion and bookings.
- Monday 30th June; bookings go live on Bring it on Brum! website; 3 weeks before the holiday period starts.



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Summer Delivery Dates

Week 1: Monday 21st July to Friday 25th July 2025 (5 delivery dates available - check local schools)
Week 2: Monday 28th July to Friday 1st August 2025 (5 delivery dates available)
Week 3: Monday 4th August to Friday 8th August 2025 (5 delivery dates available)
Week 4: Monday 11th August to Friday 15th August 2025 (5 delivery dates available)
Week 5: Monday 18th August to Friday 22nd August 2025 (5 delivery dates available)
Week 6: Tuesday 26th August to Friday 29th August 2025 (4 delivery dates available)

Because Monday 25th August is a UK Holiday, we will not fund activities to take place on this day.

Summer Programme Monitoring and Financial Reconciliation Deadline

Friday 19th September 2025 (3 weeks after the final delivery day).

Winter 2025-26

Application Dates

- Monday 13th October, 9am; grant portal opens for winter only funding applications.
- Sunday 2nd November, midnight; grant portal closes for winter only funding applications.
- Monday 3rd November to Friday 14th November; grant review process.
- Monday 17th November to Friday 21st November; partnership agreements awarded to successful applicants (unsuccessful applicants will also be notified at this time).
- Monday 24th November to Friday 28th November; organisations to upload winter programmes to Coordinate Sport for promotion and bookings.
- Monday 1st December; bookings go live on Bring it on Brum! website, 3 weeks before the holiday period starts.

Winter Delivery Dates

Week 1: Monday 22nd December to Wednesday 24th December (Christmas Eve) 2025 (3 delivery dates available).

Week 2: Monday 29th December to Wednesday 31st December (New Year's Eve) 2025 and Friday 2nd January 2026 (4 delivery dates available).

Because Thursday 25th December (Christmas Day), Friday 26th December 2025 (Boxing Day) and Thursday 1st January 2026 (New Year's Day) are UK Holidays, we will not fund activities to take place on these days.

Winter Programme Monitoring and Financial Reconciliation Deadline

Friday 23rd January 2026. (3 weeks after the final delivery day).



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School Term Dates

The dates on this page may not apply to academies, foundation, free or voluntary aided schools. All schools are encouraged to accept the dates set by Birmingham City Council but they are not required to. Providers should contact schools directly to confirm their term dates in case they differ.

Before selecting delivery dates, providers need to check with local schools for any difference in term dates. This may impact the number of young people that will be available for holiday programmes on certain days.

See the Birmingham City Council website for school term dates:

https://www.birmingham.gov.uk/info/20014/schools_and_learning/685/school_term_dates





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Frequently Asked Questions

Does provision have to follow a 4x4 model?

Activities should aim to provide 4 hours per day, 4 days per week, for 1 week at spring, 4 weeks at summer and 1 week at winter. We are looking to adopt a flexible approach whilst ensuring the programme as a whole offers enough provision for all eligible children in each local area. Funding will cover 4 hours per day, you can deliver longer days but you will need to fund the remaining hours with grant funding, match funding or with paid provision.

Do I have to deliver programmes during all school holidays?

No, you can apply for funding for the school holidays that you want to deliver in. There is no expectation that all organisations have to deliver during all three holiday periods; spring, summer and winter.

Can the grant be used for Half Terms?

No. The Department for Education have made it clear that the grant can only be used for the spring (Easter), summer and winter (Christmas) school holidays. It cannot be used for other school holidays.

Does food provision have to be a hot meal? Or can it be cold food?

The Department for Education would prefer that hot meals are provided, but understand that this is not always possible. Therefore, cold foods such as sandwiches/salads are acceptable, as long as they meet school food standards. For more information on the School Food Standards visit: [School food standards: resources for schools - GOV.UK](#)

How do I provide food if our venue does not have a kitchen on site?

There are 2 options available; you can either arrange food via the central food service coordinated by StreetGames on your behalf, or you can identify a local food organisation who can prepare meals for collection or delivery them to your venue. Organisations providing food for holiday programmes must be a registered food business with a food hygiene rating for 4 or 5, and all food provided must meet food standards and nutritional guidance.

What are the required staffing ratios?

Organisations need to work to ratios that have been set out in their own operational plans and risk assessments. We recommend reviewing the guidance on the NSPCC website. [Recommended adult to child ratios for working with children.](#)

Can children under 4 years access the programme?

Programmes or activities specifically aimed at children aged under 4 years who are not yet at school are not eligible for funding. If an organisation is looking to engage families in their provision then the whole family can attend providing at least one child is aged 4 to 16 years and in receipt of benefits-related free school meals.



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Can we apply for match funding for our holiday programme?

Yes, and this is very much encouraged. If your organisation is already in receipt of funding to deliver holiday programmes, funding can be applied for to provide additional activities or to enhance your programme. If previously your programme didn't have a food provision or offer regular physical activity, for example, you can apply for funding for these elements.

Should our message be that there are funded spaces available rather than advertising that it's for FSM young people only?

This is a great approach to take if you want to run an open access provision. Promote to all making sure that costs are clear and advertise that there are free spaces available for children eligible for benefits-related free school meals.

Are all organisations able to use 15% of their funding for children who are not FSM eligible but are considered vulnerable?

No, unfortunately not. If organisations are working exclusively with children in vulnerable groups they can apply for funding through the 15% pot. Please contact your Area Lead to discuss further before applying.

Do I have to register my provision with Ofsted?

Whether you have to register with Ofsted or not is based on the type of provision you provide. You do not have to register if you provide tutoring or coaching in either one or two of the following activities to children aged 3 and over: school study support or homework support, sports, performing arts, arts and crafts, religious, cultural or language studies. However, you cannot look after children under 5 for more than 4 hours in any one day.

The activity needs to be the main focus of what you offer, such as school study support, sport or performing arts. This should be specific tuition or coaching to help children improve their skills, rather than offering childcare for working parents. We do not necessarily expect everyone working with children to be a specialist coach, but they should have particular skills in those areas to help children improve. For more information on Ofsted requirements please visit: [Ofsted Registration Exemptions](#).

Do I need to include the cost of training in my grant application?

An extensive free training programme is offered to all funded organisations. You do not need to include the costs for these training courses in your grant application form.

For other training that is not offered, you will need to include the cost of this training in your grant application form. Additional training costs will be assessed in line with your application.

Where can I access more support?

Your Area Lead is available to talk through your programme ideas, support you with your application. If you are working across multiple Birmingham districts, please contact the person most relevant.



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Useful Weblinks and Contacts

Bring it on Brum! website

Our front facing website aimed at engaging parents and carers.

www.bringitonbrum.co.uk

Bring it on Brum! Providers Portal

A password protected area of the Bring it on Brum! website where organisations can access documents and resources. This should be the place to go for all information on the programme.

www.bringitonbrum.co.uk/providers-portal

Password: bringitonbrum (all one word, all lower case)

Bring it on Brum! Provider Communications

Sign up for programme updates: <https://confirmsubscription.com/h/y/BE9A894E9144B443>.

Birmingham City Council Holiday Activity and Food programme

https://www.birmingham.gov.uk/info/50260/birmingham_holiday_activities_programme/

Birmingham Children's Partnership

<https://www.birmingham.gov.uk/BCP>

Coordinate Sport Website

System used for programme reporting, promotion and taking bookings

<https://coordinate.cloud/>



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Bring it on Brum! Team Contact Details

If you need further support your Area Lead is able to help:

Districts: Erdington, Perry Barr & Ladywood

Contact: Ray Vince; Ray.Vince@StreetGames.org

Districts: Hodge Hill, Yardley & Hall Green

Contact: Bryn Lewis; Bryn.Lewis@StreetGames.org

Districts: Sutton Coldfield, Edgbaston, Hall Green & Selly Oak

Contact: Matt James; Matt.James@StreetGames.org

Food Lead

Contact: Pam Noel; Pam.Noel@StreetGames.org

Programme Manager

Contact: Claire Wheeler; Claire.Wheeler@StreetGames.org

Alternatively, you can email the Birmingham Holiday Activities email address:

birminghamholidayactivities@StreetGames.org.

