

BIRMINGHAM HOLIDAY ACTIVITIES AND FOOD PROGRAMME

ANNUAL REPORT 2024



Birmingham
City Council



Department
for Education



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BRING IT ON BRUM! 2024

Birmingham's Holiday Activity and Food (HAF) programme, known locally as Bring it on Brum! is the largest programme in England and seeks to address holiday hunger, inactivity, social isolation and learning loss among some of the most vulnerable children and young people in the city.

National sport for development charity, StreetGames, continues to partner with Birmingham City Council in the design, development, delivery and evaluation of the programme, ensuring that we achieve the outcomes of the programme and that we put the values, needs and aspirations of low-income children, young people and families at the heart of what we do.

In 2021, Bring it on Brum! embedded a series of principles to ensure opportunities through the programme delivery were maximised, with a clear focus on the outcomes for children, young people and families that extend beyond the funded period.

We are proud to celebrate another successful year of the Holiday Activities and Food (HAF) programme in Birmingham. In 2024, over 54,000 children and young people took part in enriching holiday experiences, with 86% of those attending in receipt of Free School Meals. This incredible reach highlights the vital role HAF continues to play in supporting some of our city's most vulnerable children and families - ensuring access to nutritious food, safe spaces, and inspiring activities throughout the spring, summer, and winter school holidays.

This success would not be possible without the dedication and commitment of the brilliant organisations across Birmingham who delivered high-quality food and engaging activities to children across the city. We also extend our sincere thanks to StreetGames, our valued local authority delivery partner, for their continued support in helping make the HAF programme a source of joy, support, and opportunity for thousands of young people.

Lindsey Trivett
Head of Early Years and Childcare Service
Birmingham City Council



Throughout 2024, we have continued to grow, develop and embed our holiday provision across the city. We continue to operate through a hybrid delivery model, commissioning key providers including in-house services and local grassroots, voluntary, community and faith sector organisations. We are now starting to demonstrate a positive impact on their growth and sustainability through continued support and investment.

We continue to put youth voice at the heart of our provision, ensuring the programme delivers a child and young person-centred approach that incorporates healthy and nutritional meals, enriching physical activities, education on healthy lifestyles and good value for money.

We have continued to build our evidence base and strive to influence future policy and practice in tackling inequalities during holiday periods.

Jenny Carter
Programme Director, StreetGames

Birmingham has the highest levels of children eligible for benefit-related free school meals in England, with approximately 81,000 children entitled to support. However, given the high levels of general and child poverty in the city (1 in 3 children live in poverty, 4 in 5 in some communities), Bring it on Brum! adopted a very targeted and tailored programme, through the discretionary Holiday Activity and Food funding and additional investment to widen the offer to support additional families most in need beyond those eligible for free school meals.

With a tailored and targeted communications campaign, the programme was marketed directly to families eligible for benefits-related free school meals, specifically commissioning provision to reach:

- Families living in the most underserved communities.
- Those living in temporary accommodation.
- Children and young people in care.
- Children and young people with special and additional needs.
- Young people at risk of serious youth violence and exploitation.



Bring it on Brum! aims to ensure that participating children and young people:



Are ready to return to school, college or to move on to work



Have access to safe, non-stigmatising local places to go for fun activities



Spend time with friends and have opportunities to be more active during the school holidays



Have increased awareness of healthy eating, healthy lifestyles and positive behaviours



Have parents and carers who are signposted to local family services



Eat more healthily over the school holidays



Take part in a wide range of engaging and enriching activities



Have the chance to carry on sports and physical activities beyond the holidays

2024 SUMMARY

409
organisations
took part in the
Bring it on Brum!
programme

716
holiday clubs
provided a range of
enriching activities
across the city

290
staff & volunteers
accessed training
helping local organisations
to upskill their team for free

15
national governing bodies
connected with 5,490
children and young people
introducing them to new skills
and increasing physical activity

55,913

**children and young people
attended a holiday club**

at no additional cost
to their families

261,083

nutritious meals served

while providing fun,
engaging nutritional
education

4,500

**children and young people to
access remote activity**

ensuring equal access for
those unable to attend in-
person holiday clubs

£6,450,289.00

**Invested into local
holiday clubs**

guaranteeing funding for
organisations during the
holidays

FINANCE

Bring it on Brum! is the largest HAF programme in England with the largest cohort of free school meal children (c.80,600, Jan 2024). The DfE made a grant to Birmingham City Council of **£7,947,290.00** for the 2024 programme delivery period.

Bring it on Brum! continues to be committed to supporting as many children and families as possible, through a vision of upskilling communities and community leaders to develop their competence and confidence and to extend provision most sustainably. **79%** of the total delivery grant was invested into provision for children and young people across the three delivery periods in every district of the city.

To achieve the levels of engagement required by the programme, a cost model was developed to support grant-making and ensure value for money. The cost model implemented for 2024 was based on an average of **£21.50** per child per day, an increase of **£1** from 2023 to reflect the continued increase in running costs.

Bring it on Brum! continues to leverage alternative provision and support within the existing network that will complement the delivery of the programme.

Throughout 2024, this equated to **£1.3m** with approximately **£1.165m** being secured by holiday club providers from other grant funders and in-kind contributions to extend provision and include none-HAF eligible cohorts and **£135k** was secured through partnership investment to diversify the offer and add further value and enrichment.

Notable partners include:

- National Literacy Trust through book donations and reading sessions
- St John Ambulance through their young responders first aid training programme
- Mental Health UK through delivery of their 'Your Resilience' workshops in holiday clubs
- National Governing Bodies of Sport with support of equipment, training, resources and festivals
- Bikeability through their Learn to Ride and Level 1 cycle training programme
- University College Birmingham food and nutrition students delivered practical and interactive food and nutrition workshops to young people within HAF sessions as part of their student placement.
- Food providers including Waitrose, Morrisons and Warburtons have donated food items to HAF clubs.

FINANCIAL SUMMARY 2024

Administrative Expenditure	£789,734.00
Capital Expenditure	£0
Programme Expenditure	£6,450,289.00
Other Expenditure	£707,267.00
Total Expenditure	£7,947,290.00
Total Payment from DfE	£7,947,290.00
Underspend	£0

GOVERNANCE

The core governance structure in Birmingham is the Steering Group. Established in 2021, the group has a defined terms of reference and membership. The group is made up of Birmingham City Council departments including children's services, commissioning, education, public health, youth and leisure services and early help, StreetGames, Birmingham Children's Trust, the Active Partnership, West Midlands Violence Reduction Unit and Birmingham Voluntary Service Council.

The programme continues to be embedded well across the city, with representation and commitment across numerous strategic plans, including the Health and Wellbeing Board (physical activity and food systems sub-groups), the West Midlands 'Holiday Mitigation' task group and the programme management team all actively inputting into the Public Health Strategy for Physical Activity and the emerging Sport Strategy.



STAKEHOLDERS

Bring it on Brum! has continued to foster strong working relationships with key stakeholders across the city, to support delivery of the programme, evaluate the impact on children, young people and families and to enable future sustainability.

Our key strategic stakeholders include:

- Birmingham City Council (inc. Public Health, Youth Services, Leisure and Early Years)
- StreetGames
- Birmingham Children's Trust
- BFriends Charity (charitable body of Birmingham Children's Trust)
- Sport England
- Sport Birmingham
- West Midlands Violence Reduction Unit
- The Active Wellbeing Society
- Aston Villa Foundation
- Birmingham Voluntary Council Service
- Children's Quarter
- Birmingham Play Care Network
- National Literacy Trust
- National Governing Bodies of Sport

OUR NETWORK

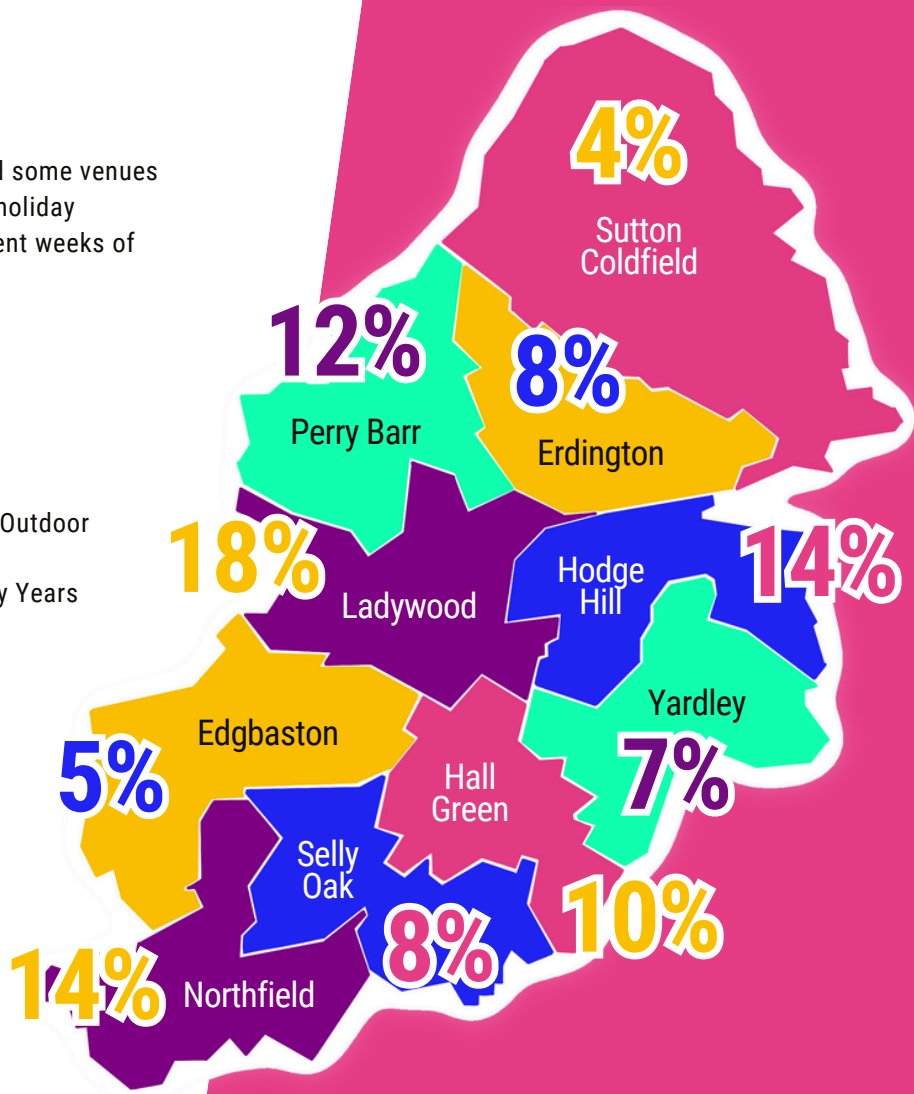
Some providers work across multiple venues and some venues are used by different providers during the same holiday periods i.e. delivering programmes during different weeks of the spring, summer or winter holidays.

VENUE TYPE

43%	School/ College/ University	7%	Youth Centre
21%	Community Venue/ Asset	5%	Sports Club
10%	Fitness Centre/ Gym	4%	Open Space/ Outdoor Venue
7%	Faith Venue	3%	Nursery/ Early Years

PROVIDER TYPE

40%	Community/ Voluntary Sector
27%	Charitable Trust
20%	Commercial Operator
6%	School/ College/ University
7%	Other



OUTCOMES

All Bring it on Brum! holiday club providers are encouraged to deliver the Department for Education Holiday Activity and Food Programme framework standards. In 2024, these standards were:

- Food provision that aligns to school food standards
- Enrichment activities
- Physical activities
- Increasing awareness of healthy eating, healthy lifestyles, and positive behaviours
- Signposting and referrals
- Robust policies and procedures
- Effective safeguarding.



An organisation's ability to deliver against the framework standards are assessed through:

- Grant application forms – all organisations are required to complete a grant application form to apply for funding to run free holiday clubs. This form asks for information on their overall programme, where it is needed and why and asks in turn how the holiday programme will meet the requirements of each framework standard.
- Quality Assurance (Support Visits) – In 2024, **296** quality assurance visits were completed. During these visits to the holiday clubs, the Bring it on Brum! team observe the activities taking place and ask questions about the daily programme to ensure the framework standards are being met. It is important that these visits are viewed as a positive experience for the providers and they feel supported to ensure their holiday programme reaches its full potential.
- The continued use of self-assessment methodology allowed providers to identify areas in which they required additional support. The quality assurance assessment forms were also modified to better measure delivery against HAF guidelines enabling focus on wider programme improvement in all areas and give actionable feedback to providers.

CHILDREN & YOUNG PEOPLE FEEDBACK

1,174 Responses

91%

highly satisfied/
satisfied with their
**holiday club and the
activities** provided

93%

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

94%

were highly satisfied/
satisfied with their
coaches and leaders

77%

were highly satisfied/
satisfied with the
food provided

86%

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

We asked children and young people

"WHAT DID YOU LIKE THE MOST ABOUT YOUR HOLIDAY CLUB?"

*"I liked the activities and it was fun to socialise
with people from different age groups and
backgrounds."*

"Self-defence and cyber activities."

*"I liked the drills. I like how the coaches adapt
sessions and help any beginners. I liked the
podwork and core exercises."*

*"The food and the activities because
the activities are very productive and
the food is delicious."*

*"Keeping me busy in the holidays
instead of playing PS5 all day."*

*"I loved making nice friends with lots
of new people and joining different
groups. I also liked cooking, I like
pasta pizza and wraps."*

*"Enjoyed riding the bike and playing games
that help me learn to be safe on a bike."*

PARENT & GUARDIAN FEEDBACK

296 Responses

"Let's just say we wish this was on every day as our daughter would be in attendance."

"This programme is amazing, they go above and beyond for the children."

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

"This is a really helpful group during the holidays as I struggle with childcare and my annual leave entitlement."

"The programme was safe, well run and led by experienced coaches. My son felt very welcomed and made lots of friends."

"The programme is amazing and my children love every second of it."

"Fantastic, my daughter has really enjoyed herself. She has been jumping out of bed each morning excited to start her day."

PROVIDER FEEDBACK

192 Responses

99%

highly satisfied/
satisfied with their
**holiday club and the
activities** provided

88%

were highly satisfied/
satisfied with the
food provided

93%

highly satisfied/
satisfied with their
**holiday club and the
activities** provided

86%

were highly satisfied/
satisfied with the
food provided

FOOD & NUTRITION

Food Provision

Every child attending a Bring it on Brum! session has benefitted from a healthy nutritious meal. Processes are followed every delivery period to ensure School Food Standards are adhered to, along with a programme of Quality Assurance that offers additional reassurance that high-quality standards are being sustained. If a provider chooses to supply food independently, a menu is submitted to us before delivery. A team of dietitians reviews the menus against a School Food Standards assessment template.

We continue to encourage providers to work with Birmingham based organisations to source their holiday club food and meals. We check each food provider to ensure minimum hygiene ratings (4 or 5) are in place. Where a provider needs support to find a food partner, we have a list of trusted food organisations that have regularly supplied school food standard meals across the programme.

Hakuna Fruitata

Hakuna Fruitata is aimed at providing opportunities and experiences for young people to explore and enjoy food in a 'no worries' and 'no pressure' environment. The project also aims to empower Bring it on Brum! providers to have confidence, knowledge, skills and understanding to stimulate healthy conversations and positive experiences around food, nutrition and positive behaviours.

Through 2024, Hakuna Fruitata activities were delivered by over 80 organisations in over 130 holiday clubs. The range of activities delivered through Hakuna Fruitata include fruit-based sundaes, kebabs, smoothies, making soup and pitta pizzas.

Let's Talk About Food Training

We have developed a comprehensive cascade training programme to support holiday club leaders and volunteers to integrate food and nutritional education into their everyday delivery. We delivered the 'Let's Talk About Food' programme to 177 leaders, from 85 BIOB settings, with the intention that leaders will cascade the information, approach and ideas across their teams for embedded delivery.

A new pilot for the summer saw young leaders who were active in a holiday club setting with an interest in food and nutrition access a 'Let's Talk About Food' workshop. The content was modified for young people and was well received, helping them to have positive conversations about food choices with their peers. 15 young leaders accessed the workshop. We will deliver this project again in summer 2025 and are looking to engage 30-40 young leaders.

University College Birmingham

We have continued our collaboration with University College Birmingham, School of Health, Sport and Food to recruit students to support the Hakuna Fruitata project. The students were tasked with delivering a series of nutrition-based workshops to young people to enhance their holiday club experience whilst sharing new ideas and approaches with provider staff teams they could deliver again within their sessions. The students delivered 140 sessions in HAF clubs across the year.

Young Leader Social Action Food

Four HAF providers signed up to offer young leaders and teenagers an opportunity to develop a social action project focused on food and nutrition. 25 young people from four organisations attended an initial face to face training session in October half term, supported by an adult volunteer from the organisation. This session introduced attendees to the principles of being a leader exploring the key attributes needed. The group did team building activities which provided opportunities to mix with young people from other organisations from across the city.

Other activities focused on the food and nutrition; groups were tasked to create a new pizza that considered healthy eating principles as well as environmental sustainability and carbon emissions. YouTube videos on food and the environment, impact of social media on food choices were used to encouraged debate and discussion within the group. Finally, the groups were given time to start planning their social action project. Each group was provided with a small grant to purchase ingredients and resources needed to deliver their activity during winter HAF. A variety of projects were delivered ranging from making soup and delivering to a local homeless group, an Italian themed family event, cake sale and fruit workshops for families to do with their children.

Feedback received was overwhelmingly positive from the young leaders. They were surprised how much organisation was required to deliver their activities. Staff commented on the personal growth and development of the young leaders throughout the period of planning the events. One commented it had been 'priceless' for the growth they had witnessed of their young people.

PHYSICAL ACTIVITY

All Bring it on Brum! clubs deliver activities that meet physical activity guidelines during each session. All children and young people are engaged in moderate to vigorous physical activity for at least 60 minutes per day. Holiday club providers deliver this outcome in many formats; structured sport, physical activity or exercise sessions are the most common with many also delivering free play sessions.

We encourage providers to engage young people in a variety of physical activities to develop movement skills, muscular fitness and bone strength. The most successful providers listen to the children and young people they work with to understand the sports and physical activities they would like to do, therefore giving the young people a say on the activities that are delivered during their holiday club.

As providers in Birmingham grow in confidence, there has been an increase in both the variety and quality of the types of physical activities offered. The range of activities included: Athletics, archery, badminton, basketball, boxing, climbing, cricket, cycling, dance, dodgeball, fencing, fitness, football, golf, gymnastics, hockey, horse riding, martial arts, netball, playground games, rounders, rugby, tennis, scootering, skateboarding, swimming, table tennis, tennis, trampolining, walking, water sports, volleyball and yoga. Our relationship with National Governing Bodies of Sport (NGBs) continues to develop. In 2024, we worked with 15 NGBs to support Bring it on Brum! delivery. Support included workforce development, free coaching sessions, equipment, events festivals and tickets to top level sporting events.

NGB's included British Cycling, British Fencing, British Triathlon, England Athletics, England Basketball, England Hockey, England Squash, England Volleyball, Football Association, Golf Foundation, GB Archery, GB Snow Sport, Lawn Tennis Association, Paddle UK, Swim England and Warwickshire County Cricket Club/England Cricket Board

These partnerships resulted in Bring it on Brum! holiday clubs benefitted from the following throughout 2024:

- **57** bags of sporting equipment
- Over **5,490** young people experienced playing a new sport.
- **280** young people attended live sporting events.
- **£28,500** invested into equipment.
- **141** holiday club leaders trained across **135** holiday clubs.



ENRICHMENT

National Literacy Trust – free reading sessions and book donations

Through a partnership with the National Literacy Trust, they delivered free reading sessions in **17** different holiday clubs throughout the summer of 2024. The sessions included NLT staff reading stories to children and young people and giving away free books. We estimate that over **300** young people accessed this enrichment opportunity.

Your Resilience Workshops delivered by Mental Health UK

Your Resilience equips 14-16-year-olds with the tools and knowledge they need to build their resilience, so they can better protect and maintain their mental health through life's transitions. Designed with input from young people, it is delivered through scenario-based discussions and engaging activities. The workshops include: what is resilience?, managing studies, friendships, exam stress, juggling time, social pressures, making decisions, low mood, depression and anxiety.

22 holiday club providers signed up to host a workshop delivered by Mental Health UK. We estimate over **200** young people benefited from taking part in these sessions.

Bikeability

We again worked with Birmingham's Bikeability partner The Active Wellbeing Society to deliver Learn to Pedal and Level 1 Bikeability sessions in holiday clubs. Bikeability is an exciting gateway to a child's cycling journey. Bikeability teaches children to maintain their cycle, glide, control their cycle, pedal and be aware of their surroundings. There is now a direct relationship between these providers and The Active Wellbeing Society which creates a strong legacy and has led to new term-time bookings. We are also working with **2** new Bikeability providers moving forward to increase the supply.

In 2024, over **650** children accessed the Bikeability programme from **18** Bring it on Brum! clubs.

Sutton Coldfield Theatre Tickets

Over **450** tickets were distributed to children and their families in partnership with Royal Sutton Coldfield Town Hall as part of the Bring it on Brum! winter holiday provision.

The Royal Sutton Coldfield Town Hall aims to provide equal access to the arts. By offering access to their pantomime performance, children, young people and their families were able to experience the theatre, some for the first time. Access was also offered to include BSL and relaxed performances to support those with additional needs.



WORKFORCE DEVELOPMENT

In 2024, ~**300** holiday club leaders and volunteers, including older young people, have been trained to deliver the programme and build their confidence and competence, which also supports year-round delivery. We expect to see fewer providers attending our multi-year certification courses such as Level 3 First Aid at Work, Food Hygiene and Health and Safety Level 2, having already gained the accreditation for previous programme delivery.

We recognise that the core workforce programme alone does not fully reflect the community capacity building and training that is being delivered across the city.

Across the year, the following courses were accessed by HAF staff, leaders and volunteers;

- Level 2 Food Hygiene
- Safeguarding
- Level 3 First Aid at Work
- Risk Assessments
- Natashas Law
- Youth Mental Health First Aid
- Sport Specific Training
- Adverse Childhood Experiences
- How to meet school food standards
- Autism Awareness
- Disability and Inclusion
- GDPR
- Let's Talk About Food

Inclusive Practice training

Listening to the needs of our provider network, we recognised that they would benefit from training and support to deliver inclusive holiday clubs. We worked with a locally trusted organisation who are experts in working with young people with special educational needs and disabilities; they are also a SEND specialist HAF provider.

The interactive workshop was designed to support and inform providers on working with children and young people with SEND and their families. The workshop covered the following areas:

- How to get the best information from families about the needs of their child/ren
- Learning about the wider needs of children and the different types of special educational needs and/ or disabilities
- Sharing scenarios with other providers and how solutions to difficult and challenging situations can be found.

The workshops were very well received, and we will continue to deliver them in 2025.

ENGAGING FAMILIES

Sports Days

We continued with our successful sports day events to engage local children, young people and families. The summer events took place at Sheldon Country Park in Yardley and Farm Park in Sparkbrook, Hall Green. The aim of the sports days is to engage families who had not previously accessed the Bring it on Brum! programme. The events were purposely delivered in underserved communities, so we had the best chance of engaging eligible young people. The events were designed to provide fun, inclusive and accessible physical activities, as well as nutritional education and community support.

The collaborative effort between local organisations, Bring it on Brum! providers and community support organisations resulted in two highly successful sports days that engaged **350** young people, **90%** of whom were eligible for benefits-related free school meals.

By working together, the partners created safe, fun and educational environments for children and families, many of whom had not previously accessed Bring it on Brum!. The events helped break down barriers to participation, promoted healthy lifestyles and connected families to additional support services, ensuring a lasting impact on the community.

Family Food Experiences

Delivered by Digbeth Dining CIC in partnership with a local Bring it on Brum! holiday club provider, our Family Food Experiences focus on food education for the whole family. The events included a cooking tutorial where children and parents were encouraged to work together to create a nutritious meal, which they were then able to sit down to enjoy together. Families also got to experience cooking demonstrations and creative crafts. In 2024, **13** Family Food Experiences were delivered, engaging over **250** young people.

Ready, Steady, Cook

The Active Wellbeing Society continued to deliver their popular Ready, Steady, Cook sessions to enable parents/carers and their children to cook a two-course meal in a safe, relaxed and friendly environment. These have been very popular with families, culminating in them enjoying eating the meal they prepared before departing. Extra portions of food were available for families to take home too. Across the year, **17** Ready, Steady Cook events were delivered.

SIGNPOSTING & REFERRALS

We continue to support holiday club providers to develop their local knowledge to improve their delivery of the signposting and referrals outcome. We expect all providers to 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.

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 have developed a suite of tools and resources to support providers to achieve this outcome, and they are hosted in the providers section of our website.

The family support page on the Bring it on Brum! website also has information which can be shared directly with parents, carers and families. This page lists many local services including food support, financial support, bereavement support and mental health support.

Birmingham City Council and partners developed a Help in Brum leaflet which offers support and guidance to families affected by the cost-of-living crisis. We shared links to this leaflet with providers and directly with families too.



PROMOTING OUR PROGRAMME

Our communications strategy for 2024 focused on:

- Maintaining participant numbers
- Retaining our digital audience levels
- Highlighting the wider impact of the Bring it on Brum! programme

In 2024, the programme achieved a **5%** growth in the number of children participating in the Bring it on Brum! programme. This was done by regularly communicating with families who have previously participated in the programme through our email and social media channels.

To ensure we retained our digital audience, we continued to regularly provide content that is relevant to families in Birmingham, such as promoting free services and events, further support available for families and programme updates. Not only did we manage to retain our audience across our digital channels (X, Instagram, Facebook and email), we also achieved a **29%** growth with a combined digital audience of **20,761** by the end of 2024.

One of the priorities for the Bring it on Brum! programme team was to ensure we showcased the wider impact of the programme, which was achieved through collecting case studies on providers whose participation in HAF has made a significant impact on their year-round offer.

FOLLOW US:



OVERVIEW



29% Digital audience growth



4,809 Social media followers



15,952 newsletter subscribers



2.9% Engagement Rate



239 Digital campaigns sent



84,100 Website views



78,077 Website users reached



148,368 Impressions

CONCLUSION

Looking ahead to 2025

As we move into the final year of the programme under the current funding cycle, we have lots to build upon. We have developed a strong evidence base by working with academic partners and stakeholders, gathering case studies and valuable feedback from children, young people and parents.

Through our strong governance framework, we will build from this evidence base to deliver a successful 2025-26 programme, tackling some of the stubborn challenges and working towards embedding holiday provision across the city long-term.

Throughout 2025-26 we will:

- Commission provision that achieves geographical sufficiency and offers a varied and vibrant offer to children, young people and families.
- Continue with our targeted approach to engaging children and young people eligible for benefits-related free school meals and other, specific vulnerable cohorts.
- Continue to deliver effective quality assurance that includes checks before, during and after holiday club delivery.
- Continue to deliver a training and workforce development programme that not only focuses on skills and qualifications needed for HAF delivery but also readies providers for future delivery of community-based activity for young people in underserved communities.

- Ensure that youth voice is at the heart of decision-making and that the provision is reflective of need.
- Connect with specialist providers to ensure we commission sufficient provision for children with SEND during holiday periods.
- Seek opportunities to extend provision through leveraging additional investment, resources and capacity.

We are committed to tackling inequalities for low-income children, young people and families during holiday periods. We will explore options to sustain holiday provision and ensure that HAF leaves a legacy across the city.

We will:

- Engage wider partners and stakeholders to influence future policy and practice in relation to holiday provision.
- Using the HAF programme outcomes to measure the wider impact on young people, families and holiday club providers.
- Continue to work with other Local Authorities to share learning and best practice.

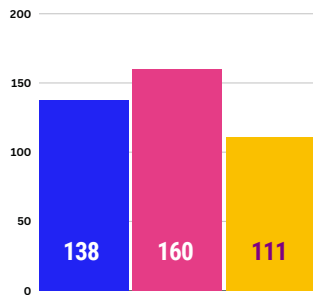
OVERVIEW

Spring

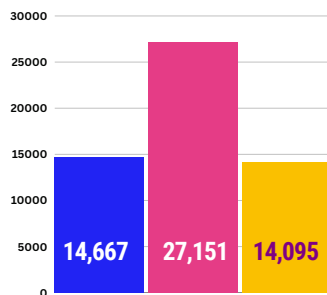
Summer

Winter 2024

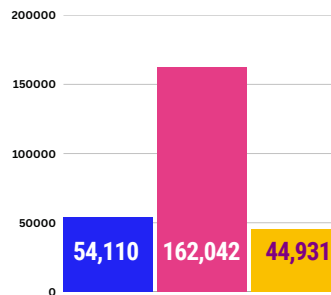
Holiday Club Providers



Young People Engaged

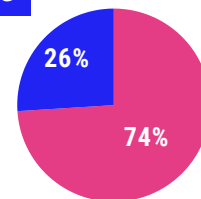


Attendances and Meals Provided

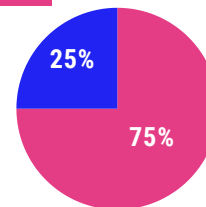


SECONDARY/ PRIMARY

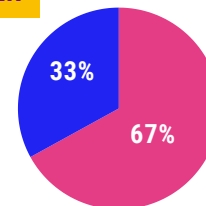
SPRING



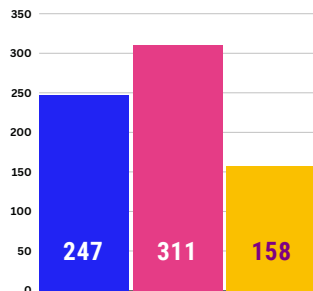
SUMMER



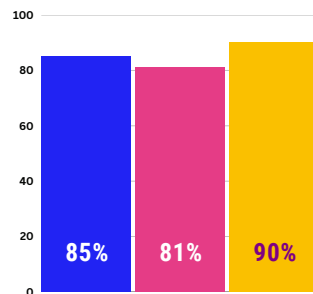
WINTER



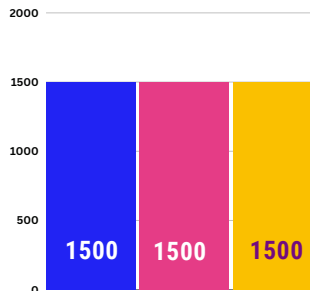
Holiday Clubs



Free School Meal Attendees (%)



Accessed Remote Activity





CASE STUDIES

READY, STEADY, COOK! FAMILY WORKSHOPS

FOOD PROVISION

In partnership with The Active Wellbeing Society (TAWs) Bring it on Brum! offered a number of Ready Steady Cook opportunities for young people to attend with their parents/carers.

The session is a practical and interactive workshop where families work together to prepare and cook a meal. All ingredients are provided and participants are guided step by step by friendly professional cooks to make a 2-course meal. Children are given the chance to chop, cut, grate and peel vegetables in a safe environment, whilst learning new recipes to replicate at home. The meals produced are low cost and low energy, and once cooked all participants attending sit down together to eat as a whole group. Leftovers are then packaged up to be taken home.



The aim of the workshop is to enable families to take part in an interactive cooking session together. Previous cooking experience isn't required, however, all children must have an adult in attendance.

Feedback from the workshops has been very positive from both adults and children. These sessions always book up very quickly and are a popular addition to the HAF calendar. Parents often comment they didn't realise their child was so adept at chopping and cutting, and state they will involve them in more preparation and cooking at home as a result of the sessions.



DELIVERING INCLUSIVE PROVISION THROUGH CREATIVE COLLABORATIONS

ENRICHMENT

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.

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 through the Bring it on Brum! programme 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.

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 benefited 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, encouraging 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.



A NEEDS-LED APPROACH TO GIRLS' FOOTBALL

PHYSICAL ACTIVITY

In summer 2024, a group of girls aged between 13-16 from Law, Learning and Leisure, Handsworth noticed there was a lack of accessible football tournaments for girls in their local area. To bridge this gap, the girls not only arranged their own tournament but recruited the support of system partners from across Birmingham to provide coaching and workshops for participants, led by female youth coaches.

The girls not only wanted to create a tournament, they also aimed to create a safe, supportive environment where girls could build confidence, make new friends, learn new skills whilst engaging with football. 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.

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, from various Bring it on Brum! providers.

Participating organisations 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.

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.



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 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.

STUDENTS BRING NUTRITIONAL ADVENTURES TO BRING IT ON BRUM!

HEALTHY LIFESTYLE

Partnering with University College Birmingham, Bring it on Brum! invited 2nd-year food and nutrition students to spice up their Easter programme. These students didn't just complete their volunteer hours—they crafted interactive workshops that turned learning about food and nutrition into a delicious adventure!

Students brainstormed fresh ideas to dazzle young minds. From cooking healthy snacks to exploring lifestyle topics, every workshop was designed to be fun, informative and hands-on.

Kids loved having university students lead sessions. It wasn't just about learning—it was about bonding over new activities and showing off their skills. The enthusiasm and respect were infectious!

For Bring it on Brum providers, having extra hands meant more creativity and confidence. Together, they explored new culinary horizons, empowering each other to try bold new flavours and activities.

Students gained valuable insights into community nutrition challenges. They learned from diverse experiences, cultures, and educational needs across Birmingham, making every session a learning journey filled with laughter and discovery.

From tasty treats to eye-opening discussions, the partnership between UCB and Bring it on Brum! didn't just nourish bodies—it fed young minds and sparked a passion for healthy living that will last a lifetime!

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

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



RAINEY CREATIONS

SIGNPOSTING & REFERRALS

Since 2021, the Rainey Creations Club at West Heath Community Centre has been a sanctuary for young people with SEND and young carers. These young carers, often burdened with responsibilities beyond their years, find a much-needed break and a chance to just be kids at Rainey Creations.

Young carers often miss out on the joys of childhood. They take care of parents with disabilities, mental health issues, addictions, or chronic illnesses, as well as siblings with similar challenges. Rainey Creations understands this and has tailored their club to cater to both groups, ensuring they get a respite from their daily duties.

Many young carers who attend have siblings with disabilities, Autism, or chronic illnesses. Their lives are filled with appointments, behavioural issues and disrupted routines. The club's first HAF delivery in Summer 2021 highlighted that many parents were unaware of available support. Rainey Creations stepped in, not only providing a break for the children but also guiding parents to organisations like Noah's Star and PHaB Camps.

Typical days for these young carers involve waking up at night to help siblings, assisting with dressing and entertaining, or helping with medical needs. When they arrive at Rainey Creations, the priority is to ensure they get to be kids. The club has a high return rate, showing just how much the young carers and their siblings enjoy it.



Adjusting to a new routine can take time for new attendees. They need to learn that the club is for them too, not just their siblings. Staff often split the children into groups, using different rooms to ensure everyone gets the same activities without the young carers having to worry about their siblings. For example, during a dance session, a young carer can participate without worrying about a sister who dislikes loud sounds.

If a child needs help with food or the toilet, the staff handle it. They don't dismiss the young carers' insights but instead incorporate them into the care team to ensure everyone has fun. It might be hard for the young carers to let go initially, but soon they relax, have fun and even get cheeky! They get to experience new adventures, like trips to the Safari Park, which were previously out of reach.

Rainey Creations also supports young carers looking after adults. These children, often FSM recipients, handle tasks like calling doctors for prescriptions and preparing meals. The club becomes a lifeline, offering them a break from their adult responsibilities. Here, they don't have to set tables or do chores—they just get to have fun and be kids. At Rainey Creations, every child gets the chance to relax, play and simply enjoy being young.



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