

BIRMINGHAM HOLIDAY ACTIVITIES AND FOOD PROGRAMME SPRING 2025

IMPACT REPORT



BRING IT ON BRUM!

Since 2021, Bring it on Brum! has improved the holiday experience of thousands of children and young people across Birmingham by providing healthy meals, enriching activities and funded childcare places during the spring, summer and winter school holidays.

Research shows that the school holidays can be pressure points for some families. For some children, that can lead to a holiday experience gap.

Children from low-income households 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





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

SPRING25 SUMMARY

88%

Free School
Meal Attendees

17%

SEND
Attendees

157

Holiday club
providers

16,033

Young people
engaged

£1,331,869.00

Value of
Grants
Awarded

275

Holiday
Clubs

51,668

Attendances
and meals
provided

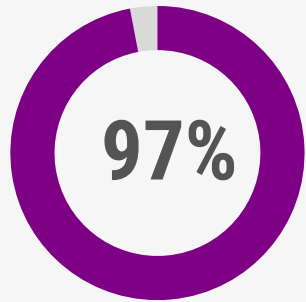
1,500

Accessed Remote
Activity

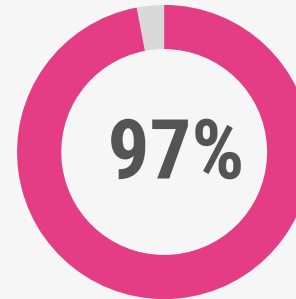
SATISFACTION SURVEY RESULTS

CHILDREN & YOUNG PEOPLE

256 Responses



of children and
young people
rated their
holiday club as
'Very Good' or
'Good' overall



of children and
young people
said their
holiday club
made them feel
happy

TESTIMONIALS

"I made new friends and became the Captain of cricket."

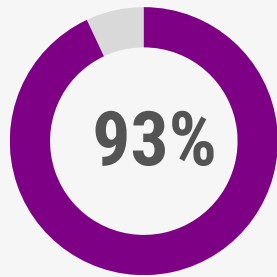
"It's fun to make new friends and be very active and fun for everyone."

"Bring it on Brum! was an amazing experience – our children were truly happy every day! The coaches were kind, supportive, and full of energy, and the leader created a warm, welcoming atmosphere. It was honestly the best holiday club experience we've ever had."

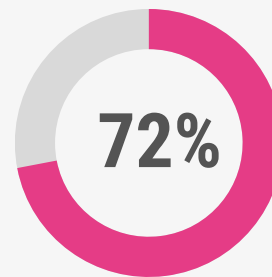
"We absolutely loved the holiday club! The staff were incredibly friendly and caring, and our children came home smiling and full of joy every single day. It was a fantastic experience from start to finish."

"Today was my first day and everyone's really nice"

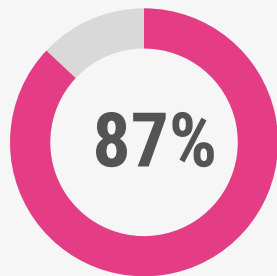
“Which of the following do feel you do you do at your holiday club?”



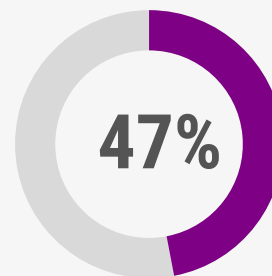
say they **take part in sport, fitness and physical activity**



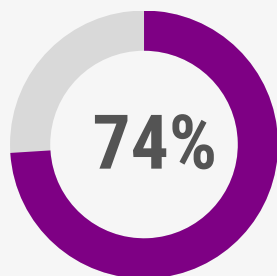
say they **try out new experiences**



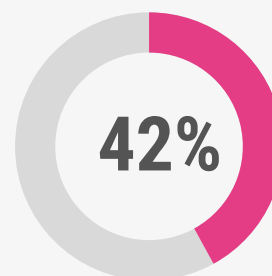
say they **have fun and socialise**



say they **increased their awareness of healthy eating, lifestyles & positive behaviours**



say they **eat healthy, nutritious meals**

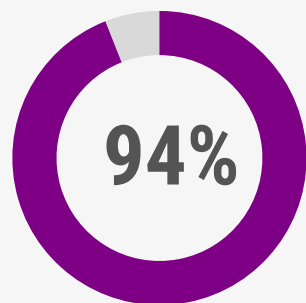


say they **cook or make food**

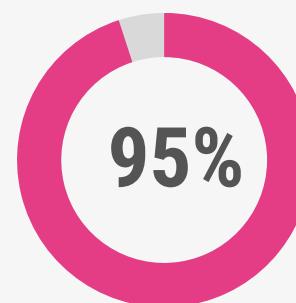
SATISFACTION SURVEY RESULTS

PARENTS & GUARDIANS

320 Responses



of parents & guardians **rated** their holiday club as 'Very Good' or 'Good' overall



of parents & guardians **would recommend** their local holiday club to other families

TESTIMONIALS

"An amazing club experience full of activities, great healthy food and loads and loads to do while there."

"Staff are amazing, friendly and kind and have boosted my sons confidence tremendously."

"Children's health and wellbeing have improved as they are in the club doing other activities rather than watching TV or tablets all the time."

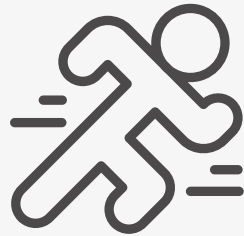
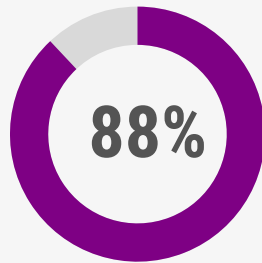
"My 8 year old child went for 2 days. She played football, cricket, hockey and volley ball the first day and cricket and hockey the second along with watching a movie and having an Easter Egg hunt."

"My son made so many beautiful things at this holiday club and really loved how professional and caring the staff were. Thank you so much. We will definitely be visiting again in future."

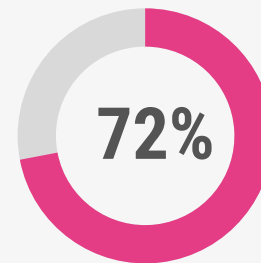
"It keeps them busy during the holidays and helps me feed them at lunch times which is a bonus."

"This, for me, is one of the best clubs as my child really enjoys cooking and it gives them the opportunity to cook something new, from scratch, which we don't always have time to do at home. Learning safe knife/grating techniques is extremely important, so this was amazing for them to learn. The fact I could bring her younger siblings was brilliant too!"

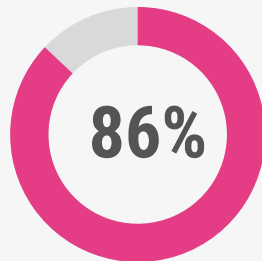
"Which of the following do feel your children do at their holiday club?"



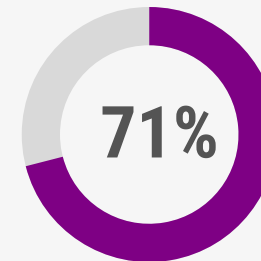
say they **take part in sport, fitness and physical activity**



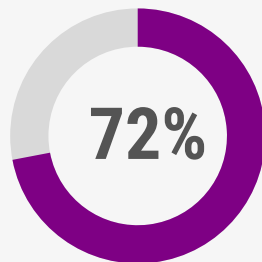
say they **try out new experiences**



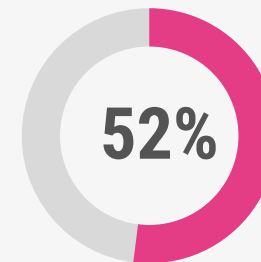
say they **have fun and socialise**



say they **eat healthy, nutritious meals**

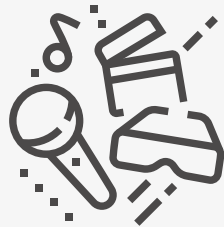
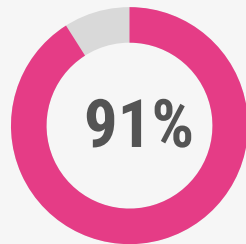


say they **develop their skills & knowledge**

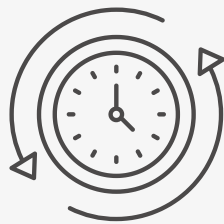
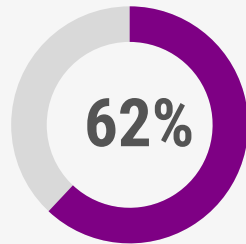


say they **increased their awareness of healthy eating, lifestyles & positive behaviours**

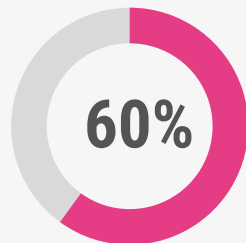
What are the biggest benefits the holiday club has for you as parent or guardian?



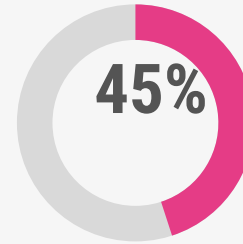
Keeping your children **entertained**



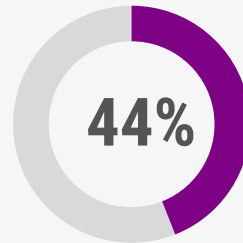
Keeping your children **in a routine**



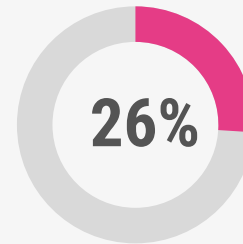
Reducing **general costs** during the holidays



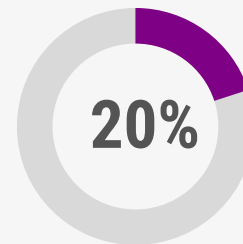
Supporting your **mental health and wellbeing**



Providing **affordable childcare**



Providing **support for a child with SEND**



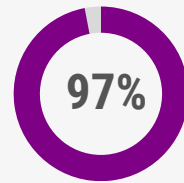
Signposting to **information and support**, such as health services, employment

SATISFACTION SURVEY RESULTS

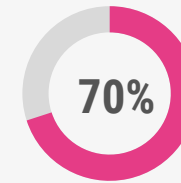
What benefits has Bring it on Brum! had on the children and young people?

HOLIDAY CLUB PROVIDERS

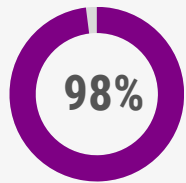
62 Responses



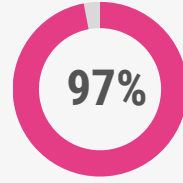
Increase
socialisation



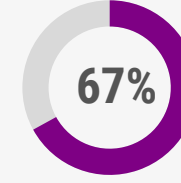
Helping to
develop greater
understanding
of food,
nutrition and
other health
related issues



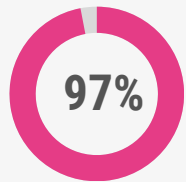
Providing
healthy and
nutritious
meals



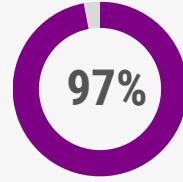
Providing
engaging
activities that
support their
development
and well-being



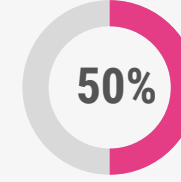
Connecting
young people
and their
families with
support
services



Maintaining
physical
activity
levels



Creating a
safe space
for young
people



Preparing
young people
for their
return to
school

TESTIMONIALS

"Without Bring it on Brum! we would have a large number of children who, over holiday periods, would be inactive or in vulnerable situations. The Bring it on Brum! programme enables us to provide a safe space where there are familiar adults, where young people are fed and enjoy active time with their friends."

"Our funding is usually for term-time only, and Bring it on Brum! funding has opened up possibilities for planning much-needed further enrichment and engagement with children locally."

"We have a large amount of disadvantaged children without the funding we would not be able to provide a free holiday club. It is important for the children to attend as it reduces poverty, antisocial behaviour in the area."

"We feel very much part of the wider StreetGames team now and want to do our bit in the local community especially at these difficult times for people."

WORKFORCE DEVELOPMENT

We have continued to build sustainable provision across the city and through the Bring it on Brum! programme.

135
people in total
accessed
training

Holiday club leaders and volunteers can access training and learning opportunities to support their delivery of Bring it on Brum!

The training offered adheres to the programme standards and expectations outlined within the DfE Grant Determination Letter and is based on a training needs assessment completed by the providers. We also offer the development programme to casual employees e.g. Quality Assurance Support Officers and young people accessing work placements through the programme.

During this period, the following courses were delivered and accessed:

- Safeguarding
- Understanding Behaviour that may Challenge
- Ace's and TIPS
- Engaging Women and Girls
- Risk Assessment
- SEND and Inclusion
- School Food Standards
- Level 3 First Aid

GDPR CODES
ISSUED

7

FOOD HYGIENE
CODES ISSUED

129

58
Provider staff
and volunteers
accessed
training

In addition to the core offer, we also supported wider workforce development through the following programmes:

YOUNG RESPONDERS

St. Johns Ambulance have continued to deliver their Young Responder programme, with an additional 77 young people attending the training. Birmingham is the first area in the country that St. John Ambulance have worked with on a HAF programme.

St. John Ambulance have strong links with the National Health Service as well as amateur and professional sports events and has offered opportunities to Young Responders who wish to expand their practical experience.

77

Young People
attended
Young
Responder
Training

I liked the tutors input and their own experiences. I'm always looking to learn directly through a tutor, so enjoyed this the most. A great course to do online, thank you!

Learner

The trainers were very knowledgeable and shared the information in an easy to understand way. I enjoyed the amount of interaction used throughout the course.

Learner

"COMMUNITY IS AT THE HEART OF EVERYTHING WE DO"

OASIS SHORTHETH

The Bring it on Brum! holiday club at Oasis Academy, Short Heath have been providing holiday clubs for over 4 years, after local families expressed their struggle to find engaging, cost-effective activities over the school holidays. Oasis Academy believes that their school sits in the heart of their community and offers holistic support to families such as a pre-loved uniform bank, food pantry, 'stay and play' for under 3's, dads' coffee mornings and a community allotment area.

"Our clubs are unique as they are led and delivered by school staff and an Organisation connected with community mentors. Every year we have a staggering number of secondary school children coming back to us as they feel safe and secure in the clubs." **Pam Atwal, Designated Safeguarding and Community Lead at Oasis Academy Short Heath**

The holiday club offers cooking, arts and crafts, sports led by trained sports coaches, dance classes and karaoke, as well as ensuring inclusive support for SEND children.

"My girls always love coming to the clubs at Easter and in the summer. The activities are amazing and the fact that you offer lunch for them too really helps. It really makes the holidays more fun and helps me with being able to work. I really appreciate all you do." **Louise (Parent/ Guardian)**

"The Easter club is a great place. My child loves going and has so much fun. It helps to keep him regulated and stay in a routine. He loved the activities!" Sarah (Parent/ Guardian)

"My girls thoroughly enjoy days at your holiday clubs. The activities and lunch are all amazing, thank you all so much!" **Rachel (Parent/ Guardian)**

Oasis Academy feel the holiday clubs are also a great opportunity to build connections with the children, young people and their families outside of an academic environment. The programme removes the usual barriers which may exist during term-time, such as academic goals, school schedules and year-group structure and instead focuses on developing each child's sense of belonging, prioritising enjoyment and trying new experiences. The holiday club also allows parents to go to work, taking the pressure off families who may be struggling financially.

"The HAF programme has allowed us to run the holiday club. Without the funding, it would not be possible. We can offer a variety of enrichment activities for children giving them happy memories of the school holidays." **Pam Atwal, Designated Safeguarding and Community Lead at Oasis Academy Short Heath**

