

BIRMINGHAM HOLIDAY ACTIVITIES AND FOOD PROGRAMME SUMMER 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

SUMMER25

SUMMARY

87%

Free School
Meal Attendees

14%

SEND
Attendees

186

Holiday club
providers

24,020

Young people
engaged

£4,416,305.87

Value of
Grants
Awarded

300

Holiday
Clubs

181,305

Attendances
and meals
provided

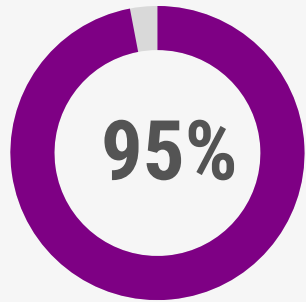
1,500

Accessed Remote
Activity

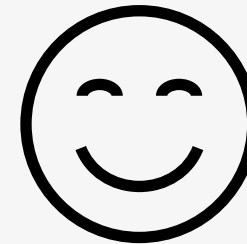
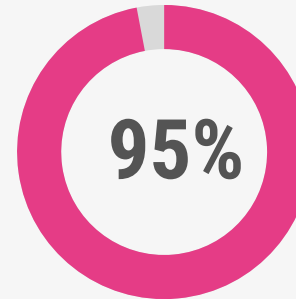
SATISFACTION SURVEY RESULTS

CHILDREN & YOUNG PEOPLE

517 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 get to do new and fun things like new games but mostly making new friends."

"I think that's it's really good because they have new tennis courts and we can play on them."

"Very fun and active for all people no matter their abilities in sports."

"I liked making the fresh fruit ice lolly's I enjoyed designing our own water bottles and using different colours."

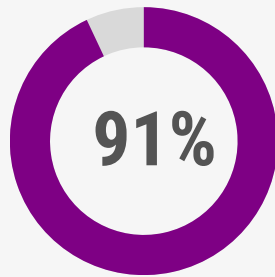
"I've always wanted to play tennis and the coaches teach me how to play. I enjoy meeting with my friends everyday."

"I liked playing with my friends the adults were nice. I liked making the fruit muffins."

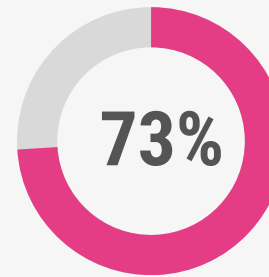
"I had so much fun. I improved my swimming skills."

"There are loads of opportunities and we get to have special sessions with dance teachers and art teachers"

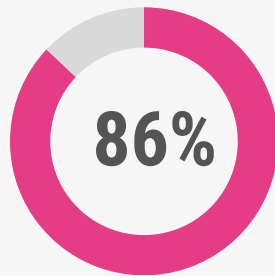
“Which of the following do feel you do you do at your holiday club?”



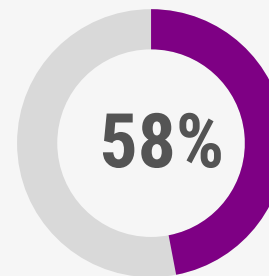
say they **take part in sport, fitness and physical activity**



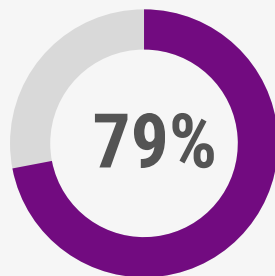
say they **eat healthy, nutritious meals**



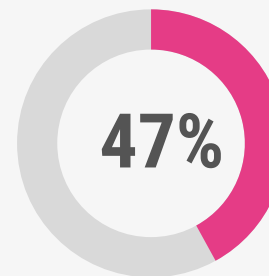
say they **have fun and socialise**



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



say they **try out new experiences**

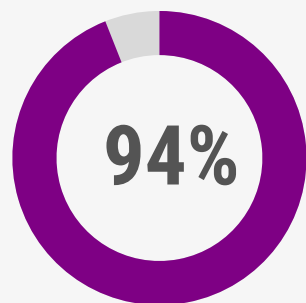


say they **cook or make food**

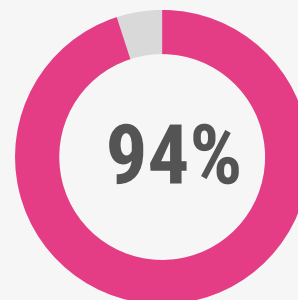
SATISFACTION SURVEY RESULTS

PARENTS & GUARDIANS

408 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

"Brilliant, my child really enjoyed it and learnt lots of new skills."

"My child is really excited and waiting for next day and coming back with smile and loads to tell me."

"It's great for the kids, the staff are like family now and they live going to make friends and take part in activities."

"My children loved it, met new friends, had lovely food, the staff are friendly and the staff worked hard to ensure all children had fun, my son has SEN and wanted to go everyday. Thank you!"

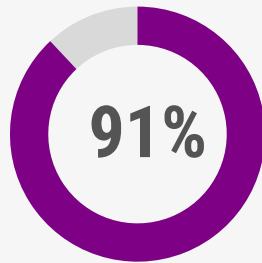
"I'm a single mother, the club helped the children to build friendships in the area."

"Children's physical and creative needs were catered for. They had 2 days of sporting activity and 2 of learning and quizzes. They also attended trips that we would otherwise not be able to afford."

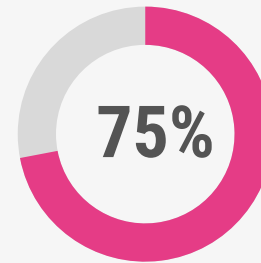
"My daughter loved attending here she was eager to wake up every morning to get ready and go. she enjoyed staying active at the clubs and doing a variety of topics she had never done before."

"Gave the kids a routine, so much exercise and they learnt many new skills, kept them busy and off devices they absolutely loved attending."

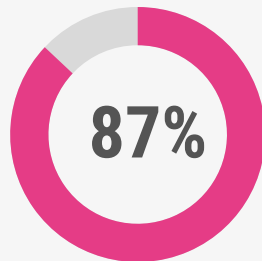
“Which of the following do feel your children do at their holiday club?”



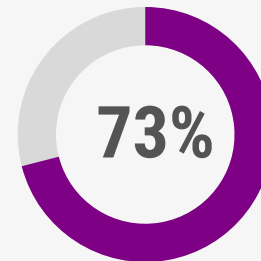
say they **take part in sport, fitness and physical activity**



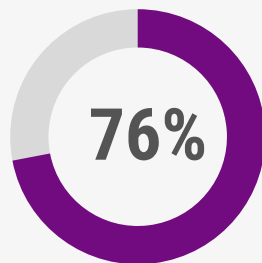
say they **develop their skills & knowledge**



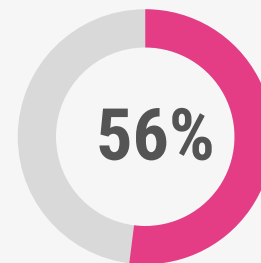
say they **have fun and socialise**



say they **eat healthy, nutritious meals**

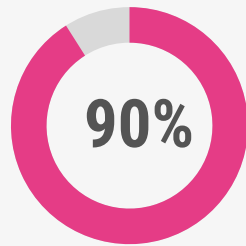


say they **try out new experiences**

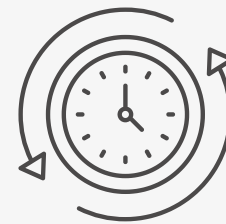
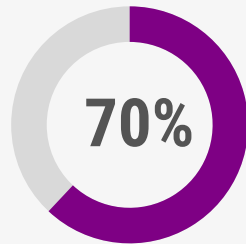


say they **increased their awareness of healthy eating, lifestyles & positive behaviours**

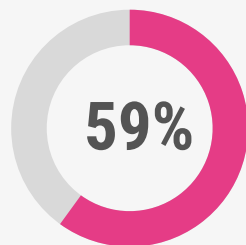
What are the biggest benefits the holiday club has for you as parent or guardian?



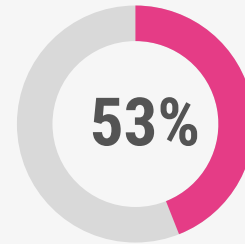
Keeping your children **entertained**



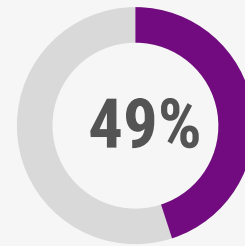
Keeping your children **in a routine**



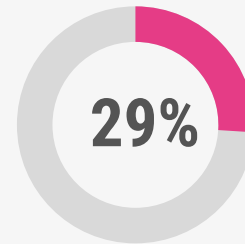
Reducing **general costs** during the holidays



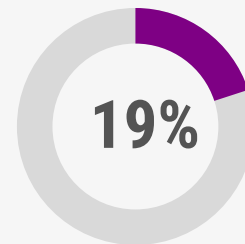
Providing **affordable childcare**



Supporting your **mental health and wellbeing**



Providing **support for a child with SEND**



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

PARENTS & GUARDIANS 408 Responses

SATISFACTION SURVEY RESULTS

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



HOLIDAY CLUB PROVIDERS

55 Responses

TESTIMONIALS

"The programme has such an impact on young people and provides access to opportunities otherwise not available eg bellboating, trips, experiences."

"It enables us to run a well staffed programme with a good enrichment and offer more so than we could otherwise do. It also allows us to employ and develop local young people as leaders."

"It has really embedded a community in the organisation."

The programme helps provide extra opportunities that we wouldn't otherwise be able to do which benefits the school, staff and families."

"We wouldn't be able to deliver or have as big a reach on young people. We could deliver in holidays but would have to be paid by parents."

"It helps us provide sessions to young people that wouldn't normally get to try these sports due to costs."

WORKFORCE DEVELOPMENT

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

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:

- Managing Challenging Behaviour
- Safeguarding
- Level 2 Food Hygiene
- GDPR
- Risk Assessment
- Understanding School Food Standards
- Let's Talk About Food
- Full of Beans

94

Provider staff and volunteers accessed training

GDPR CODES ISSUED

15

FOOD HYGIENE CODES ISSUED

70

ENRICHMENT

BIKEABILITY

Bring it on Brum! continue to include the Bikeability programme as an offer to holiday club providers in Birmingham. In Summer 2025, Bikeability operated across 24 venues, enabling 1924 children and young people to take part in cycling sessions.

- Learn to Ride Sessions – 612 Participants
- Balance Training – 199 Participants
- Level 1 Cycling – 1052 Participants
- Level 2 Cycling- 61 Participants

1,924

Young People took part in Bikeability this summer

This is not only fantastic for the children, it has brought additional work for the instructors as well as set these children up ready for taking part in their Level 2 training in year 5/6. A big thank you to StreetGames, HAF organisations, our Bikeability Supplier staff and instructors who worked hard to make this happen.

Cycling Projects Specialist- Transport Planning,
Birmingham City Council

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.

85

Organisations took part in Hakuna Fruitata this summer

WEBSITE TRAFFIC PERFORMANCE REPORT

Data from 01.07.2025- 31.08.2025
Note: Website relaunched on 27.06.2025



Total Visits

256k



Unique Visitors

21,249

'Book Now' Clicks

94%

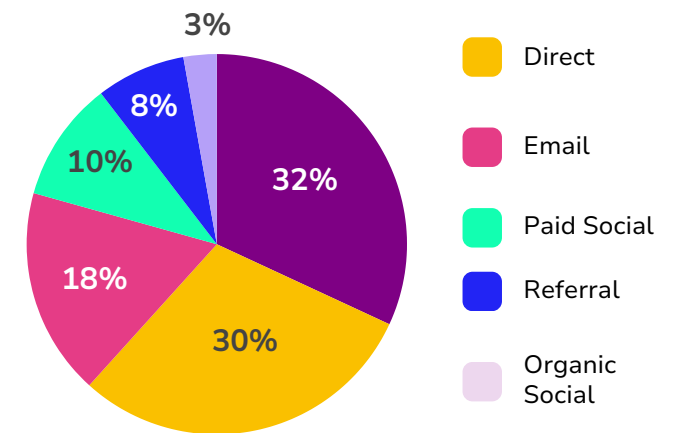
Average Session Duration

40sec

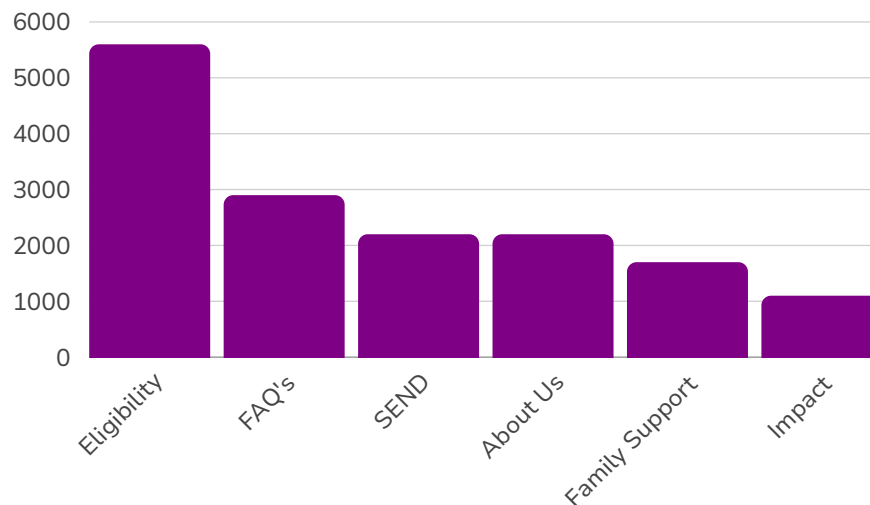
'Contact Us' Form Entries

387

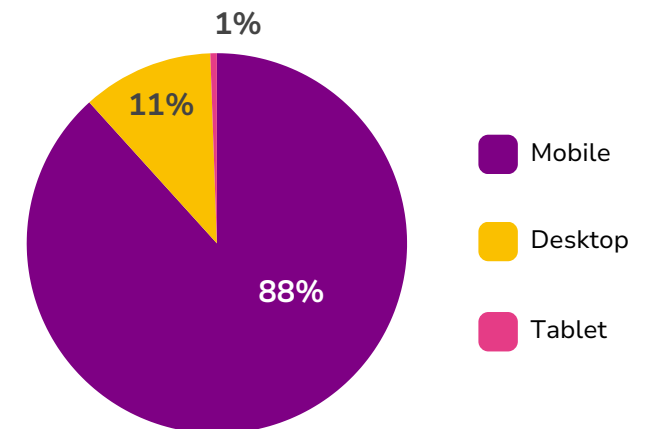
Traffic Sources



Top Page Views



Devices



DIGITAL CONTENT PERFORMANCE REPORT

Data from 01.06.2025- 31.08.2025

Total Impressions



Number of times people saw our content

401,265

Total Engagements



Number of likes, comments, shares, clicks etc

26,994

Total Digital Audience

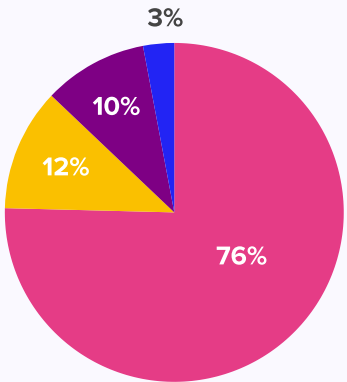


Email, Social Media

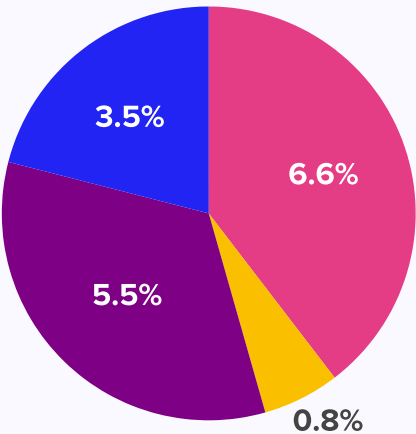
21,983

Audience

- Email
- Instagram
- Facebook
- X

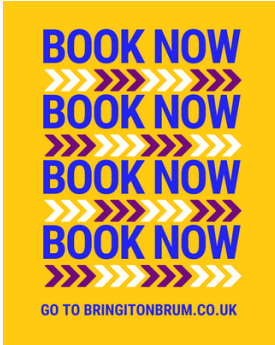


Engagement Rate (%)



- Email
- Instagram
- Facebook
- X

Top Performing Posts



Audience Growth

Email	83	↑ 0.5%
Instagram	194	↑ 28%
Facebook	189	↑ 257%
X	0	↑ 0%

A HAVEN FOR SEND CHILDREN, PEACE OF MIND FOR PARENTS

OUR SPECIAL ANGELS

Determined to create support for the families of SEND children, Our Special Angels launched in December 2022. What began as a small club has grown rapidly, now supporting over 60 children each holiday across Birmingham and Walsall.

"Our Special Angels is a lifeline for our family. It's the only place where I feel completely at ease leaving my child, knowing they are safe, happy, and understood." **Parent**

OSA provide specialist care for children with a wide range of needs, including profound learning disabilities, autism and complex medical requirements. In the Bring it on Brum! 2025 Parent and Guardian survey, **28% of parents said that the biggest benefit Bring it on Brum! holiday clubs had on them was providing care or support for a child/ children with SEND.**

"Parents tell us that without OSA, they would feel overwhelmed and exhausted. The respite we provide allows them to rest, focus on work or other siblings, and recharge, knowing their child is safe and happy. HAF funding has enabled us to reach more children and provide vital support where it's needed most."

Our Special Angels

"Without this club, I don't know how we would manage during the school holidays. The staff go above and beyond, and we finally get a chance to rest while our child has fun." **Parent**

"HAF funding is vital as it allows us to subsidise places for families, making our clubs accessible to those who could not otherwise afford them, while maintaining the exceptional level of care our children need." **Parent/ Guardian**



The Our Special Angels HAF programme offers a wide range of enriching activities, including sensory play, arts and crafts, music sessions, forest school, soft play, sports, animal encounters and themed workshops. OSA also provides young people with SEND volunteering and training opportunities to build skills and confidence, whilst also giving parents vital respite.

"What makes our programme unique is our very high staff-to-child ratios and specialist personal care teams, including nurses to support PEG-fed children. This ensures every child is safe, supported, and fully included. Without it, many families of children with SEND would not be able to access our clubs, as the cost of delivering specialist care is extremely high." **Our Special Angels**

"OSA has changed our lives. The support we receive here has helped us feel less isolated and part of a community." **Parent**

WIDENING PARTICIPATION IN SPORTS WITH NATIONAL GOVERNING BODIES

STREETGAMES

Throughout the Bring it on Brum! programme, Programme Coordinator, StreetGames, utilised their connection with a range of National Governing Bodies (NGB) to give holiday club providers access to sport provision.

These were made available as part of a broader initiative to increase youth participation in sport and physical activity.

NGB Sport Offers

A total of nine NGB sports were included in the summer programme: Cricket, Tennis, Rugby, Handball, Golf, Fencing, British Triathlon, Squash and Basketball.

Each sport provided a tailored offer comprising professional coaching sessions, training resources, and access to sport-specific equipment, designed to introduce children and young people to new sports or deepen their engagement in existing ones. These offers targeted skill development, physical fitness and team-building, promoting long-term engagement with physical activity.

Access to International Events

To further inspire participation and broaden horizons, tickets to high-profile international sporting events were distributed to Locally Trusted Organisations (LTOs). Events included:

- International Tennis at Edgbaston
- The Hundred cricket competition
- British Open Squash Championship
- The Masters Golf at The Belfry

This opportunity enabled young people to witness elite sport firsthand, encouraging aspirations and showcasing pathways into sport beyond local participation.

NGB Festivals and Events

In addition to regular sessions, five major NGB-led sports festivals were delivered during the summer, engaging nearly 300 young people. These inclusive events brought together children and young people for days of multi-sport activity and fun, delivered in collaboration with, Cricket, Tennis, Golf, Rugby and Athletics

University College Birmingham students played a key role in supporting some of these events, helping facilitate activities and running a fruit sundae station, which encouraged healthy eating in a fun, hands-on way.

To ensure the wellbeing of participants, lunches were provided through the HAF programme for every participant.

Impact and Outcomes

- **300+** young people actively participated in NGB sports festivals
- Exposure to **9** different sports, promoting variety and inclusive access
- Enhanced youth engagement, confidence, and skill-building
- Strengthened partnerships between NGBs, universities, and local organisations
- Promoted healthy lifestyle habits through nutrition-focused activities
- Created aspirational experiences through attendance at international events

The Summer 2025, NGB sport offers successfully demonstrated the power of collaborative sport programming in engaging children and young people across a variety of activities. By combining access to elite sport, grassroots festivals and holistic health support, the programme delivered a rounded and impactful experience that aligned with broader goals of inclusion, wellbeing and long-term engagement in physical activity.



BOOSTING HOLIDAY CLUBS WITH THE POWER OF BREAKFAST

THE PIONEER GROUP

Based at The Sanctuary in Castle Vale, The Pioneer Group are a housing association who work locally to access funding which supports the community's most vulnerable families.

The Sanctuary is also home to Early Help, which offers signposting and support to families, while providing year-round provision for children and young people.

"My child has really enjoyed socialising and being involved in activities."
Parent

The Pioneer Group's Bring it on Brum! programme, aimed at children aged 8 -16, particularly those in the Castle Vale area, strives to create a safe space for young people.

"Without the funding from Bring it on Brum!, we wouldn't be able to provide a club during the holidays. Being able to provide support during the holidays has strengthened our relationships with families and has helped us develop closer relationships with other local providers in the area, enabling us to work more strategically across Castle Vale." **The Pioneer Group**

As part of their Bring it on Brum! programme, The Pioneer Group took part in Hakuna Fruitata, a project designed specifically for the Bring it on Brum! HAF programme, aiming to provide practical, interactive and engaging workshops for young people aged 5-16 so they can experience more food-based activities in a 'no worries', 'no pressure' environment.

At the Sanctuary, the food-based activities are adapted to target all age ranges and include young leader-led cooking sessions, fruit-tasting and a new breakfast club.

The breakfast club, run by young leaders from The Sanctuary, became incredibly impactful when blended with the Bring it on Brum! programme. By introducing breakfast, the morning attendance increased and the staff saw a significant change in the young people's behaviour throughout the remainder of the session.

"I find it really fun and I get to spend time with loads of people and make new friends" **Participant**

"I like it because they take good care of me" **Participant**

It was also a fantastic opportunity to give the young people the opportunity to lead, including planning the menu and budgeting as well as preparing and serving the food.



"The young leaders project, with the introduction of breakfast club was a game changer. It reduced 'hangry' children and their overall behaviour was better. As a team, it made us realise how many children were coming to the HAF club hungry. The difference in children's attitude to activities, engagement and ultimately enjoyment has been fantastic to witness. We will definitely look to include breakfast provision for our young people in the future." **The Pioneer Group**

A YEAR-ROUND WATER SPORT OFFER

STREETGAMES

Since the launch of the Into the Green and Blue in 2023, the Bring it on Brum! programme has seen a huge success in the uptake of water sports across the city.

This summer, over **510** young people from **22** Bring it on Brum! holiday clubs took part in either bell boating or kayaking at one of the **41** paddle sessions as part of their Bring it on Brum! holiday programme.

Not only have water sports been incredibly successful for young people as part of the Bring it on Brum! programme, but through programme delivery partner, StreetGames, children, young people and their families across Birmingham have been able to access FREE Water Sport Festival's hosted at various locations across the city throughout the year.

At the most recent event this September, over **1100** children, young people and their families from the Bring it on Brum! programme took part in the Water Sports Festival hosted at various venues across Birmingham. Participants were able to take part in activities such as sailing, kayaking, rowing and swim safety sessions at no additional cost outside of the holiday period.

By building a connection between the HAF programme and the wider sports offer in the city, StreetGames aim to support local partners in being able to offer year-round access to the water for families, encouraging further participation in water sports.



BOOKS OUT LOUD IN BIRMINGHAM

THE NATIONAL LITERACY TRUST

This summer, The National Literacy Trust donated **682** books to Bring it on Brum! clubs, working with **11** organisations across **12** visits.

The campaign aimed to give out free books whilst highlighting the benefits of reading to children, young people. As part of their 'Book Out Loud' campaign, The National Literacy Trust team also read out loud from a range of books, targeted at different age groups, provided by 'The Emma Press'

Feedback from Bring it on Brum! clubs, was incredibly positive.

"We find our children do not always have the access or the means to be able to have books bought for them, and may only get to look or read a book at school. We hope this continues as we are really grateful to be involved and on the receiving end. The books have sparked curiosity, creativity, friendships and common ground for our children." **Balsall Heath CATS**

"The children loved the storytelling sessions. They enjoyed hearing the stories read aloud with energy and expression, which brought the books to life for them. For some, it was the first time they had experienced being read to in a group, and it created a shared sense of enjoyment and excitement around reading." **Kidz Quest**

