

BIRMINGHAM HOLIDAY ACTIVITIES AND FOOD PROGRAMME

WINTER 2025

IMPACT REPORT



Birmingham
City Council



Department
for Education



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

WINTER 25 SUMMARY

91%
Free School
Meal Attendees

14%
SEND
Attendees

120
Holiday club
providers

11,748
Young people
engaged

£653K
Value of
Grants
Awarded

192
Holiday
Clubs

39,310
Attendances
and meals
provided

3,100
Accessed Remote
Activity



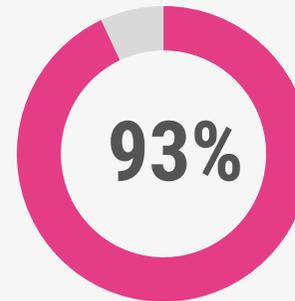
SATISFACTION SURVEY RESULTS

CHILDREN & YOUNG PEOPLE

188 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 enjoy a lot everyday. We do many things and we also play football outside. I made a new friends and I was very happy."

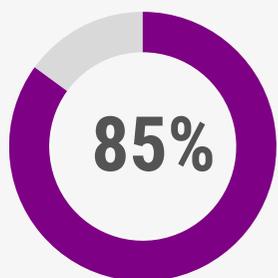
"I am shy and sometimes find it hard to make new friends, staff members made me feel at ease and helped me to socialise with the other children."

"I love playing in the forest. The food is nice. I have made friends here."

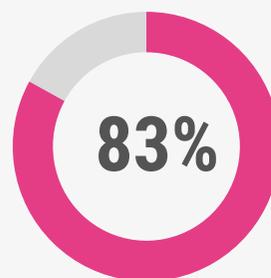
"I get to meet friends my age to socialise with, I like the community activities and the outdoor activities. There is a gym area at the park we go to, which I really enjoy."

"I really enjoyed the hot afternoon lunch meals - all of them were really delicious and tasty. I learnt a lot about the ingredients and was involved in the making of several foods."

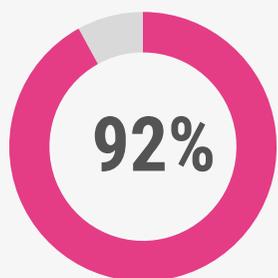
“Which of the following do feel you do you do at your holiday club?”



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



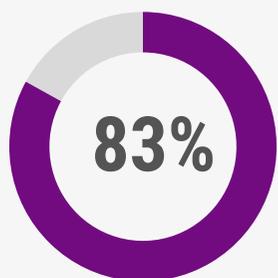
say they **eat healthy, nutritious meals**



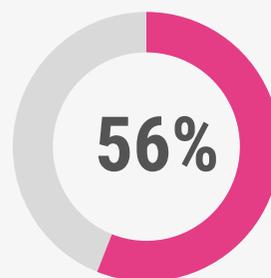
say they **have fun and socialise**



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



say they **try out new experiences**

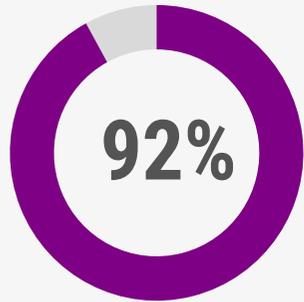


say they **cook or make food**

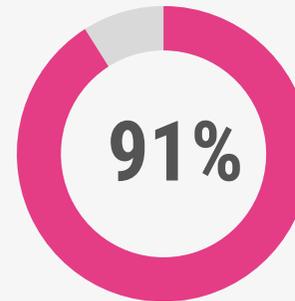
SATISFACTION SURVEY RESULTS

PARENTS & GUARDIANS

180 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 always delivers and makes everyone happy from start to finish the club is amazing."

"Absolutely 100% SEND inclusive! My child felt safe and comfortable and happy here immediately."

"They enjoy it because they are able to spend time with their friends."

"My children really enjoyed all the trips and activities that were provided."

"It's really good has good resources and had a good interactive and homely session."

"There's a variety of different activities and they are very organised."

"Everyday was different activities which my child enjoy a lot."

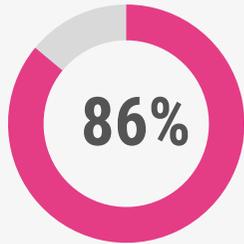
"My child was happy on the first day and was wanting to return the next day. He enjoyed the food too which he doesn't normally at other camps.."

"All activities are fun and give each child a chance to try something new."

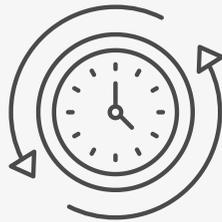
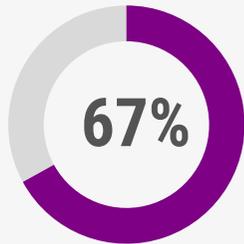
“Which of the following do feel your children do at their holiday club?”



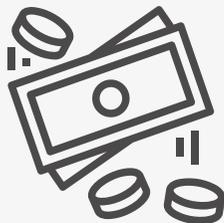
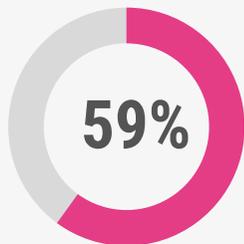
What are the biggest benefits the holiday club has for you as parent or guardian?



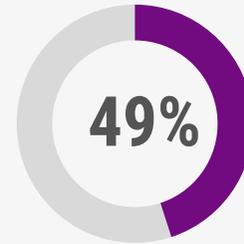
Keeping your children **entertained**



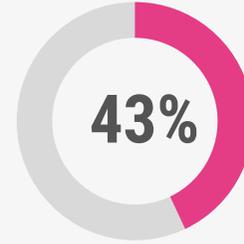
Keeping your children **in a routine**



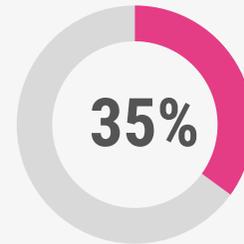
Reducing **general costs** during the holidays



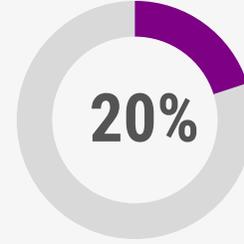
Supporting your **mental health and wellbeing**



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

18 Responses



TESTIMONIALS

"The programme gives us a steady income stream, helps keep coaches engaged and helps widen our reach in the community."

"It allows us to benefit so many young people's lives. Teaching them new skills and providing them with useful life skills. It also allows us to provide nutritional meals for children."

"We have a great space, highly skilled and experienced staff who remain the same from programme to programme and we're really able to benefit the SEND community."

"We wouldn't be able to operate without funding from haf it means so much to our communities families and the young people in the area."

"Our children do not have anything to do or have places to go in this area. We not only give the children opportunity with activities but are also helping parents."

"This is a great initiative as kids love the free school meals and we can clearly see this is very much needed."

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:

- Understanding Behaviour That May Challenge
- Safeguarding
- Level 2 Food Hygiene
- GDPR
- Risk Assessment
- Understanding School Food Standards
- Let's Talk About Food
- Youth Mental Health First Aid
- Adverse Childhood Experiences

GDPR CODES ISSUED

12

FOOD HYGIENE CODES ISSUED

17

72

Provider staff and volunteers accessed training

Although this was positive for the programme delivery, we have found it hard to gain a significant amount of feedback from the programme due to the nature of delivery and working with several different delivery agencies, with only 16 learners completing the feedback questionnaire.

100% of those who completed the form agreed or strongly agreed that the course met their expectations, 87% strongly agreed that the course outcomes were met. 75% of learners felt that the tutors knowledge of the subject was very good and 75% strongly agreed that the tutor responded well to their needs.

"Great session as always very informative, can't wait to try the winter vegetable and bean crumble with the young people."

"All really good and informative."

"Delivered brilliantly"

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.

39

Organisations took part in Hakuna Fruitata this winter