



## Bring it on Brum! 2026 Support Services Brief for events

### Overview

This document provides information for organisations wishing to run one-day events as part of Bring it on Brum! Birmingham's Holiday Activities and Food programme.

### Introduction to the holiday activities and food programme

The [holiday activities and food \(HAF\) programme](#) provides support to children from low-income families during school holiday periods. 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 more likely to experience food insecurity and social isolation, miss out on physical activity and enriching experiences, and fall behind in development and wellbeing.

The HAF programme is a direct response to this, providing free nutritious meals, enriching activities, and safe environments for eligible children, benefiting their health, wellbeing and learning. The programme aims to help eligible children eat more healthily, be more active, and develop resilience, character, and well-being through enriching activities and to ensure that children are safe, not socially isolated during the holidays, and return to school feeling more engaged and ready to learn.

Birmingham City Council have commissioned StreetGames to be the programme managers for the Holiday Activities and Food programme.

### Background

We know that one-day events are a great way to engage children, young people and families in enriching activities during the school holidays. Many families have told us that they want to take part in activities alongside their children.

In the past we have provided funding for organisations to run events such as:

- Multi activity sports days
- Sports festivals for HAF programme providers to take their young people along to
- Family food experiences and family cooking sessions
- Engagement events to promote HAF to children, young people and families that may never have engaged before.

### Event Requirements

Funding is available for events that take place during the spring, summer and winter school holidays.

Events need to include the provision of food that meets school food standards and incorporate at least one of the following additional holiday activities and food programme outcomes:

- Increasing awareness of healthy eating, healthy lifestyles, and positive behaviours
- Physical activities
- Enrichment activities
- Signposting and referrals and family support





- Opportunities that develop community cohesion
- Environment and sustainability.

Within your submission, include full costs and your approach to deliver the following elements:

- Who your event is aimed
- What HAF outcomes you are aiming to deliver
- Your event plan including date, timings and venue
- How you will engage eligible children, young people and families in your event
- How you will know that your event was a success
- Include any learning from any previous events you have delivered.

### **Promotion and monitoring requirements**

You will need to advertise your event on our programme website and take bookings via Coordinate Sport as well as promoting it via your usual channels. You will need to confirm via Coordinate Sport those that attended the event and add any additional participants that didn't book in advance i.e. walk-ins.

We reserve the right to withdraw the funding offer for any event that is not 50% booked one week prior to the event taking place.

### **Funding available**

Organisations can apply for up to £23 per space available for children and young people. For example, if you aim to engage 100 young people you can apply for a maximum of £2,300. This is inline with the funding offer for holiday clubs.

### **Application Process**

To apply for this support service; complete the grant application form:

[Birmingham Support Services Application Form](#)

To access the portal once you have started your application form visit:

[StreetGames Grant Portal](#)

Submit a detailed overview in response to the information outlined in this brief. You will be required to supply costings and a budget plus expected timelines for project completion along with any partner organisations you will work with.

Support service grants will be awarded based on the quality of the application, the proposal that is being made and value for money.

If you want to provide more information to support your application you can attach documents to your application form or email us at: [birminghamholidayactivities@streetgames.org](mailto:birminghamholidayactivities@streetgames.org).

**Deadline for submissions for events during spring school holidays is close of play, Wednesday 11<sup>th</sup> February 2026**

**Decisions by close of play, Monday 16<sup>th</sup> February 2026.**



**Birmingham**  
City Council



Department  
for Education