

**SPRING 2026**



# **BIRMINGHAM HOLIDAY ACTIVITIES AND FOOD PROGRAMME**

**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

# SPRING 26

## SUMMARY

**90%**  
Free school  
meal attendees

**14%**  
SEND  
attendees

**157**  
Holiday club  
providers

**14,092**  
Young people  
engaged

**£1,199,480**  
Value of  
Grants  
Awarded

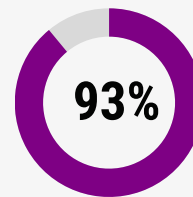
**255**  
Holiday  
clubs

**50,090**  
Attendances  
and meals  
provided

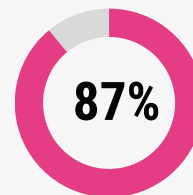
**1,750**  
Accessed remote  
activity

# CHILDREN & YOUNG PEOPLE FEEDBACK

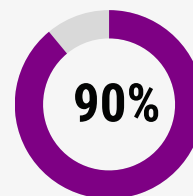
267 Responses



of children and young people said their holiday club made them feel **more positive**



of children and young people said the holiday club made them feel **ready for school**



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

*'It's really fun and there are activities. I get to eat, go to the park and have loads of fruit. The trips are amazing!'*

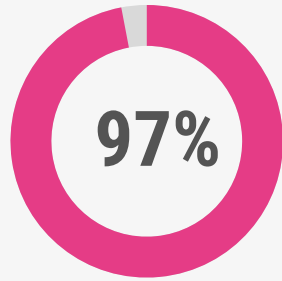
*'I love everything. The activities are fun and food is yummy.'*

*'Lets you get loads of exercise and the food is good and the staff are nice.'*

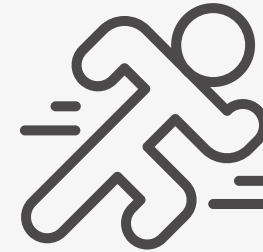
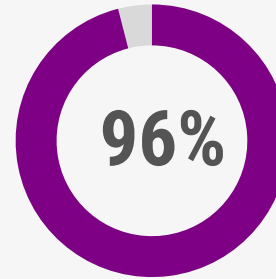
*'It's a safe place. We have good activities. They really help the community and help us stay out of trouble'*

*'Everything I do at the club makes me happy, I make new friends and the activities that take place are fun.'*

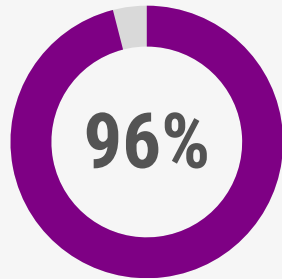
***“Which of the following do feel you do you do at your holiday club?”***



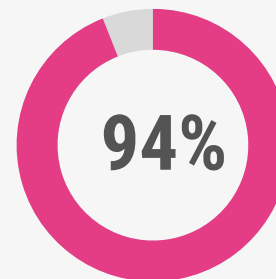
say they **did fun activities** that they enjoyed



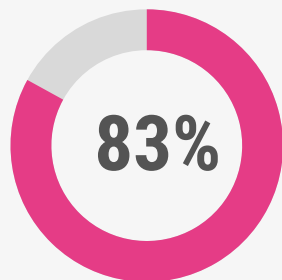
say they **take part in sport, fitness and physical activity**



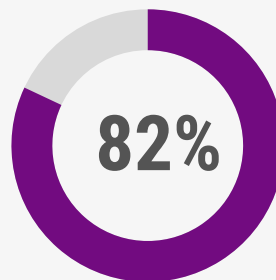
say they **made new friends or socialised**



say they **eat healthy, nutritious meals**



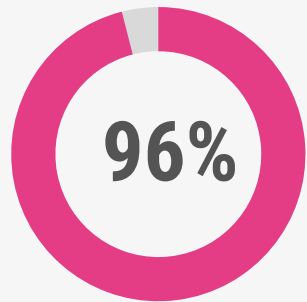
say they **try out new experiences**



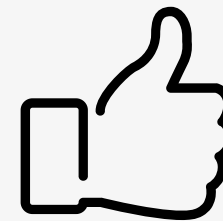
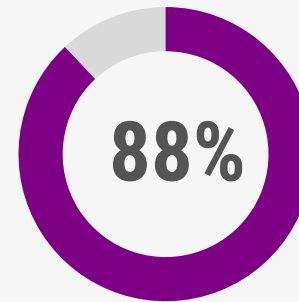
say they **increased their awareness of healthy eating, lifestyles & positive behaviours**

# PARENT & GUARDIAN SURVEY RESULTS

189 Responses



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



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

## TESTIMONIALS

*"We are happy and very grateful for this opportunity I couldn't have afforded a paying club at this time."*

*"Thank you for making her time fun and keeping her safe! She's been waiting for a while to join! Thanks guys!"*

*"My child enjoyed the holiday club and took part in a wide range of activities. Staff at the holiday club were very welcoming and friendly."*

*"Would be lost without the club, my daughter loves going!"*

*"My children love going to the club and always ask to attend. They have a really good relationship with the staff."*

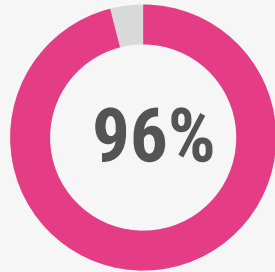
*"10/10 – a highly valuable, well-prepared activity and a wonderful experience."*

*"It's a very good club, my kids feel safe and comfortable here they don't like going anywhere else."*

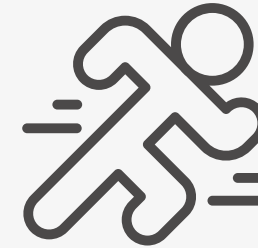
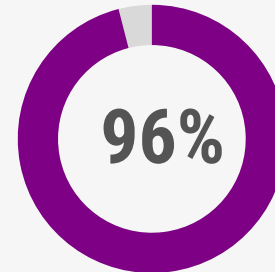
*"This is the first time using this club. I hope they continue this club because both my children loved their time there. "*

*"I think Bring it on Brum! is fantastic, funding well spent. I am a foster carer and it's such a godsend. The child gets to experience a variety of fun adventures, a great way to meet new people."*

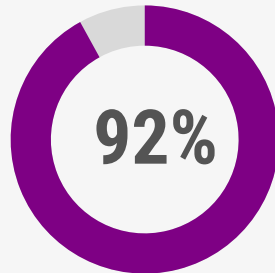
***“Which of the following do feel your children do at their holiday club?”***



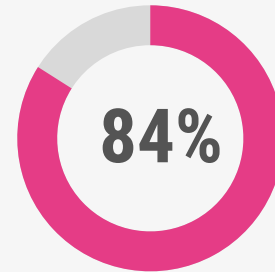
say they participated in fun, engaging activities



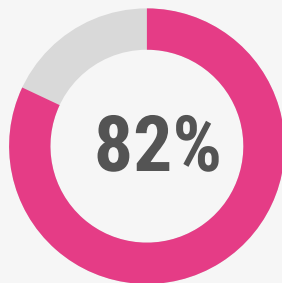
say they take part in sport, fitness and physical activity



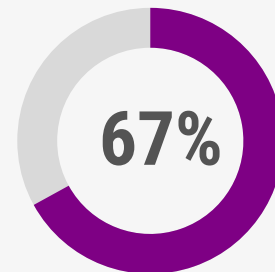
say they socialise and make new friends



say they eat healthy, nutritious meals



say the holiday club made them feel ready for school



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

# SATISFACTION SURVEY RESULTS

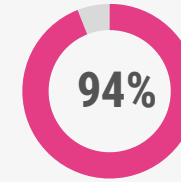
*What benefits has Bring it on Brum! had on the children and young people?*

## HOLIDAY CLUB PROVIDERS

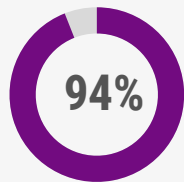
18 Responses



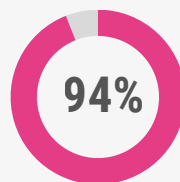
Providing **engaging activities** that support their development and well-being



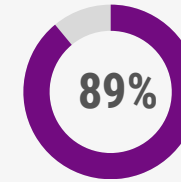
Providing **healthy and nutritious meals**



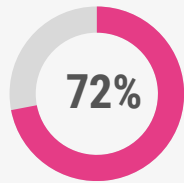
Creating a **safe space** for young people



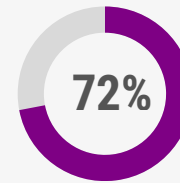
Increase **socialisation**



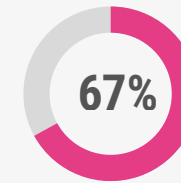
Maintaining **physical activity levels**



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



Connecting young people and their families with **support services**



Preparing young people for their **return to school**

## 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 opportunities 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.

As part of the Bring it on Brum! spring training programme, we delivered the core HAF training offer across four courses, with **31** learners attending in total.

- Youth Mental Health First Aid
- Safeguarding
- SEN inclusion
- Emergency First Aid at Work

Attendance on these courses was relatively low. This may reflect the fact that, in line with the contract, the same training is offered each holiday period and many learners may already have completed it.

In response, HAF area leads plan to work more closely with providers to understand their needs and develop a tailored workforce development programme for the rest of the year.

We received limited learner feedback for the courses delivered, with **8** learners completing the feedback form.

- **100%** agreed or strongly agreed that the course developed their skills.
- **100%** rated the tutor's knowledge of the subject as good or very good.
- **100%** agreed or strongly agreed that the tutor responded well to their needs.

## FOOD WORKSHOPS AND TRAINING

As part of the continuous development for holiday clubs, we offer a series of food-based training courses. This Spring, these included **Let's Talk About Food** and **Food Standards** training, the latter being mandatory for all new holiday club providers.

**31**

Provider staff and volunteers accessed training

**30**

Let's Talk About Food training courses completed

**15**

Food Standards training courses completed

# CREATING OPPORTUNITIES BEYOND THE PITCH

## MTF COACHING ACADEMY

MTF's holiday programme is built on inclusivity, supporting children aged 5–15 from all backgrounds. Alongside families eligible for free school meals, the programme also welcomes those on low incomes who may not qualify for support, ensuring no child is excluded. A small group of children with mild to moderate additional needs receive tailored support, helping every participant feel valued and able to take part.

### Quality Food and Care

A defining feature of the programme is the provision of fresh, home-cooked meals prepared onsite each day. Children consistently give positive feedback and parents frequently request recipes.

### Enriching Experiences

Each holiday period introduces new activities designed to broaden horizons. Past sessions have included animal encounters, sustainability workshops, fencing, dance, drama and 3D printing. Responding to feedback from older participants, the team also introduced virtual reality (VR) experiences, blending exciting technology with physical and creative activities.

### Life Skills and Wellbeing

Children take part in cooking sessions that promote healthy eating, balanced diets and mental wellbeing. Trips, such as visits to the beach, offer memorable experiences that many families may otherwise be unable to access.

## Impact on Children, Families, and the Community

### For Children and Young People

The programme provides a safe, structured environment during school holidays, increasing physical activity, confidence and social skills. Exposure to new experiences, from fencing to VR, raises aspirations and expands their understanding of the world. Tailored support ensures children with additional needs can thrive alongside their peers.

### For Families

Affordable childcare and nutritious meals reduce financial pressure, particularly for low-income families who may not qualify for free school meals. Parents report peace of mind knowing their children are safe, supported and engaged. High retention and strong word-of-mouth referrals reflect the trust built with families.

### For Young Volunteers

The programme creates pathways into personal and professional development. Volunteers gain transferable skills in communication, teamwork, leadership, that boost confidence and employability.

### The Role of HAF Funding

HAF funding has been transformative for MTF Coaching Academy CIC. It has enabled the organisation to:

- Invest in training and development for young volunteers
- Expand its team with additional staff and volunteers
- Provide high-quality equipment, materials and specialist workshops
- Deliver a diverse, inclusive programme accessible to children from all backgrounds

Without HAF funding, the scale and quality of provision would be significantly reduced. The support has allowed MTF to reach more families, deliver richer experiences and create lasting community impact.

MTF Coaching Academy CIC has grown from a small football session into a community-driven organisation offering meaningful opportunities for children and young people. Through inclusive programming, high-quality delivery and the support of HAF funding, MTF continues to reduce inequalities, support families and inspire the next generation.

# EMPOWERING GIRLS AND WOMEN THROUGH INCLUSIVE SPORT

## AURA UP

Many young females, particularly from underserved and culturally diverse communities, face barriers to participating in sport. These include limited access to affordable activities, cultural expectations and a lack of safe, female-only spaces. Aura Up identified this need early on and designed programmes to provide accessible, inclusive and culturally sensitive opportunities for girls aged 8–16.

Aura Up's female-only Holiday Activities and Food (HAF) programme has grown significantly and evolved into a regular weekly provision for older teenage girls. To date, the organisation has successfully delivered six female-only programmes, each receiving strong engagement and positive feedback.

In collaboration with StreetGames, Aura Up has continually refined its offer. Sessions now incorporate not only physical activity but also education around healthy eating. With guidance from StreetGames' Food and Nutrition Lead, Pam, the programme introduced the "Hakuna Fruitata" initiative, helping to increase children's interest in fruit and vegetables.

## Outcomes and Impact

### Increased Participation and Confidence

The programmes have enabled young people, many of whom previously had limited access to sport, to engage in activities such as martial arts. Participants have reported improved confidence, higher activity levels and greater willingness to try new experiences.

### Sustained Engagement in Sport

An early focus on cricket has led to long-term impact, with a group of older young women continuing to meet regularly to play and watch the sport. This demonstrates sustained behavioural change beyond the structured programme.

### Building Trust Within Communities

With consistent funding from Bring it on Brum! over the past three years, Aura Up has established a reliable presence in the community. This consistency has been key in building trust with families, particularly those from underserved and Asian communities.

### Breaking Cultural Barriers

In 2025, Aura Up, supported by StreetGames, delivered its first residential trip in North Wales. This marked a significant milestone, as families who had previously been hesitant entrusted the organisation to take their children outside of their local area. Feedback from participants highlighted life-changing experiences, increased confidence and first-time engagement in outdoor activities.

### Wider Community Impact

The programme's success has extended beyond young participants. There is now growing demand from mothers and older women for similar opportunities, leading Aura Up to secure additional funding to support adult female participation in physical activity.

## Conclusion

Aura Up demonstrates how targeted, inclusive programming, supported by strong partnerships and consistent funding, can break down barriers to participation in sport. By prioritising the needs of girls and women, the organisation has not only increased physical activity levels but also fostered confidence, community trust and long-term engagement.