

BIRMINGHAM HOLIDAY ACTIVITIES AND FOOD PROGRAMME

ANNUAL REPORT 2025



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LOOKING BACK AT 2025

Birmingham's Holiday Activity and Food (HAF) programme, Bring it on Brum!, remains the largest programme of its kind in England, working to tackle holiday hunger, physical inactivity, social isolation and learning loss among some of the city's most vulnerable children and young people.

National sport for development charity StreetGames continues to work in partnership with Birmingham City Council to design, develop, deliver and evaluate the programme, ensuring it achieves its intended outcomes while keeping the needs of children, young people and families from low-income communities at the centre of its approach.

Bring it on Brum! has embedded a set of core principles to maximise the opportunities created through holiday club delivery, with a strong focus on improving outcomes for children, young people and families.

The programme aims to ensure that participating children and young people:

- Have access to safe, inclusive and non-stigmatising local spaces where they can enjoy fun activities during the spring, summer and winter school holidays.
- Eat more healthily during the school holidays.
- Spend time with friends and have opportunities to be physically active during the holidays.
- Take part in a broad range of engaging and enriching activities that support their resilience, character, wellbeing and wider educational attainment.
- Feel ready to return to school or college or progress into employment.
- Develop greater awareness of healthy eating, healthy lifestyles and positive behaviours.
- Have parents and carers who are connected to relevant local family support services.



*"Birmingham's Holiday Activities and Food (HAF) programme has had another brilliant year, giving thousands of children and young people fun, safe and inspiring things to do during the school holidays. Over the year, **51,000** children and young people took part, with over **272,000** attendances across hundreds of activities delivered by providers right across the city. This shows just how important the programme is for young people and families in Birmingham.*

This success is down to the energy, creativity and commitment of our providers, who continue to offer welcoming, inclusive and high-quality activities that children and young people enjoy and benefit from. We also want to recognise the valued support of our delivery partner, StreetGames, whose work helps strengthen local provision and create more opportunities for young people to get involved, be active and feel part of their community.

Birmingham City Council is proud of the positive difference the Bring it on Brum! programme is making for children, young people and families. We are committed to building on this success, making sure the programme continues to meet national expectations and, most importantly, supports children and young people to have happy, healthy and enjoyable school holidays."

Lindsey Trivett
Head of Early Years and Childcare Service
Birmingham City Council



Birmingham has the highest number of children eligible for benefit-related free school meals in England, with approximately 87,300 children entitled to support.

Through a tailored and targeted communications campaign, Bring it on Brum! was promoted directly to families eligible for benefit-related free school meals, with provision specifically commissioned to reach:

- Families living in the most underserved communities.
- Families living in temporary accommodation.
- Children and young people in care.
- Children and young people with special educational needs and disabilities (SEND).
- Young people at risk of serious youth violence and exploitation.



*Over the past year, the Bring it on Brum! programme has continued to grow its reach and impact across the city. Working with a strong network of voluntary, community and faith sector partners, we delivered **767** holiday clubs.*

Beyond participation, the programme is strengthening Birmingham's community sector through sustained investment in local organisations, workforce development and volunteering opportunities. Youth voice remains central to the programme, ensuring provision is shaped by children and young people and delivers enriching experiences, healthy food and safe spaces that support confidence, wellbeing and positive development.

Jenny Carter
Programme Director, StreetGames



2025 SUMMARY

3

767

holiday clubs

provided a range of
enriching activities
across the city

196

organisations

took part in the
Bring it on Brum!
programme

300

**staff & volunteers
accessed training**

helping local organisations
to upskill their team for free

19

**national governing bodies
connected with over 5,000
children and young people**

introducing them to new skills
and increasing physical activity



51,801

children and young people
attended a holiday club

at no additional cost
to their families

272,283

nutritious meals served

while providing fun,
engaging nutritional
education

6,100

children and young people to
access remote activity

ensuring equal access for
those unable to attend in-
person holiday clubs

£6.4M

Invested into local
holiday clubs

guaranteeing funding for
organisations during the
holidays

FINANCE

Bring it on Brum! is the largest Holiday Activities and Food (HAF) programme in England, supporting the country's largest cohort of children eligible for free school meals, estimated at approximately **87,300** children as of January 2025.

For the 2025 delivery period, the Department for Education awarded Birmingham City Council a grant of **£7,971,230** to support programme delivery.

Bring it on Brum! remains committed to supporting as many children and families as possible through a long-term vision focused on building the skills, confidence and capacity of local communities and community leaders, enabling provision to grow in a sustainable way. Across the three 2025 delivery periods, **83%** of the total delivery grant was directly invested into provision for children and young people across every district of the city.

To support the levels of engagement required by the programme, a detailed cost model was developed to guide grant-making and ensure value for money. The 2025 model was based on an average cost of £23.00 per child per day, representing a £1.50 increase from 2024 in response to rising operational costs.

Bring it on Brum! continues to leverage additional investment into the programme through partnerships and stakeholders. This support strengthens and complements our programme delivery; the cash and in-kind value for 2025 exceeded £60,000.

Holiday club providers continue to secure additional funding through external grant making and in-kind contributions.

FINANCIAL SUMMARY 2025

Administrative Expenditure	£797,123.00
Capital Expenditure	£0
Programme Expenditure	£6,630,933.00
Other Expenditure	£493,648.00
Booking System Cost	£36,258.00
Total Expenditure	£7,957,962.00
Total Payment from DfE	£7,971,230.00
Underspend	£13,268.00

Key partners in 2025 included:

- Birmingham City University, through student time to deliver food and nutrition workshops
- Transport for West Midlands, free travel offers for parents and carers
- Bikeability, through its Learn to Ride and Level 1 and 2 cycle training programmes
- Warburtons, through donation of bakery items
- Warwickshire County Cricket Club / ECB, through cricket coaching and equipment
- England Netball, through delivery of a netball festival
- England Squash, through their holiday programme support package
- Lawn Tennis Association, through access to tennis festival and tickets
- Rugby Football Union, through equipment, training and access to a rugby festival
- England Handball, through training and equipment
- The Golf Foundation, through training, equipment, golf festival and tickets to golf events
- British Fencing through fencing resources
- British Triathlon, through access to resource packs
- Padel through coaching days
- Athletics, through access to athletics festival
- England Basketball, through park activation.

GOVERNANCE

The core governance structure for the programme in Birmingham is the Steering Group, which was established in 2021 and operates under a clearly defined terms of reference and membership structure. The group brings together representatives from a range of Birmingham City Council departments, including Children's Services, Commissioning, Education, Public Health, Youth and Leisure Services, and Early Help, alongside partners such as StreetGames, Birmingham Children's Trust, the Active Partnership, the West Midlands Violence Reduction Unit and Birmingham Voluntary Service Council.

The programme continues to be strongly embedded across the city, with representation and commitment reflected within several key strategic plans and partnerships. This includes active involvement with the Health and Wellbeing Board and its Physical Activity and Food Systems sub-groups, the West Midlands Holiday Mitigation Task Group, and the programme management team, all of which contribute to the development and delivery of the Public Health Strategy for Physical Activity and the emerging Sport Strategy.

STAKEHOLDERS

Bring it on Brum! has continued to build and strengthen partnerships with key stakeholders across the city to support effective programme delivery, evaluate the impact on children, young people and families and help ensure the long-term sustainability of the programme.

Our key strategic stakeholders include:

- Birmingham City Council (inc. Public Health, Environmental Health, Youth Services, Leisure and Early Years)
- StreetGames
- Birmingham Children's Trust
- BFriends Charity (charitable body of Birmingham Children's Trust)
- Sport England
- Sport Birmingham
- West Midlands Violence Reduction Unit
- The Active Wellbeing Society
- Aston Villa Foundation
- Children's Quarter
- Birmingham Play Care Network
- National Literacy Trust
- The Active Wellbeing Society
- FareShare Midlands
- National Governing Bodies of Sport

OUR NETWORK

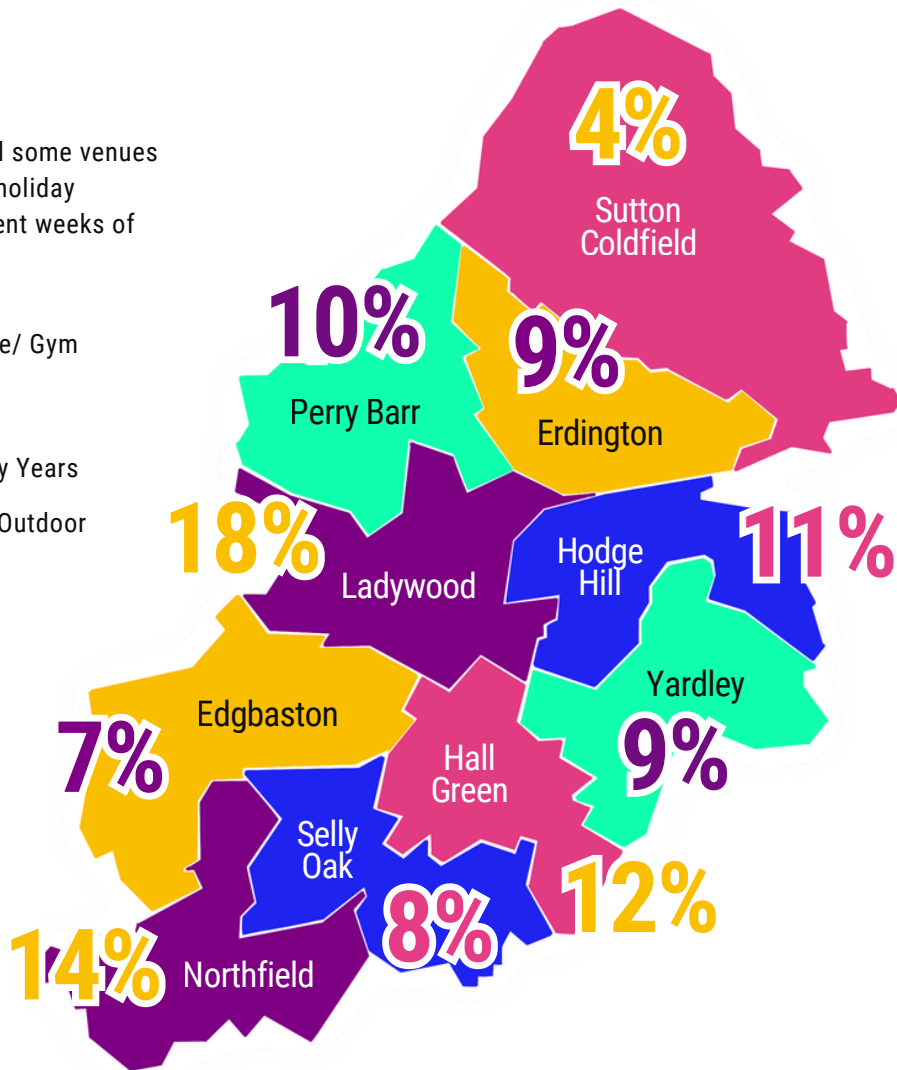
Some providers work across multiple venues and some venues are used by different providers during the same holiday periods i.e. delivering programmes during different weeks of the spring, summer or winter holidays.

VENUE TYPE

34% School/ College/ University	9% Fitness Centre/ Gym
23% Community Venue/ Asset	5% Sports Club
11% Faith Venue	4% Nursery/ Early Years
10% Youth Centre	3% Open Space/ Outdoor Venue
	1% Other Venue

PROVIDER TYPE

63% Community/ Voluntary Sector	
11% Charitable Trust	
9% Commercial Operator	
8% School/ College/ University	
5% Other	2% Local Authority Services
	1% Housing Association



OUTCOMES

All Bring it on Brum! holiday club providers are encouraged to deliver the Department for Education Holiday Activity and Food Programme framework standards. In 2025, these standards were:

- Food provision that meets school food standards
- Enrichment activities
- Physical activities
- Increasing awareness of healthy eating, healthy lifestyles, and positive behaviours
- Signposting and referrals
- Accessibility and inclusive
- Robust policies and procedures
- Effective safeguarding
- Environmental sustainability.

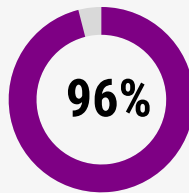


An organisation's ability to deliver against the framework standards are assessed through:

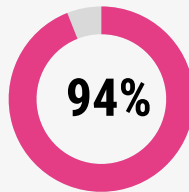
- **Grant application forms** – all organisations are required to complete a grant application form to apply for funding to run free holiday clubs. This form asks for information on their overall programme, where it is needed and why and asks in turn how the holiday programme will meet the requirements of each framework standard.
- **Quality Assurance (Support Visits)** – In 2025, **300** quality assurance visits were completed. During these visits to the holiday clubs, the Bring it on Brum! team observe the activities taking place and ask questions about the daily programme to ensure the framework standards are being met. It is important that these visits are viewed as a positive experience for the providers, and they feel supported to ensure their holiday programme reaches its full potential.
- The continued use of **self-assessment methodology** allowed providers to identify areas in which they required additional support. The quality assurance assessment forms were also modified to better measure delivery against HAF guidelines enabling focus on wider programme improvement in all areas and give actionable feedback to providers.

CHILDREN & YOUNG PEOPLE FEEDBACK

974 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 more positive**

"I get to participate in physical activities making it more memorable and fun making new friends."

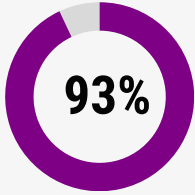
"I really enjoyed the hot afternoon lunch meals- all of them were really delicious and tasty."

"It's genuinely such a fun club and the staff are so nice. I've been going to the club for like 2-3 years and it's so good. Me and my sisters are always looking forward to going and the trips are amazing and so fun!"

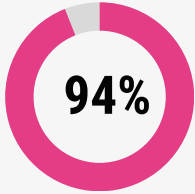
"I am shy and sometimes find it hard to make new friends, staff members made me feel at ease and helped me to socialise with the other children."

PARENT & GUARDIAN FEEDBACK

934 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**

"I would rate it 10/10 , absolutely amazing care offered to my son who is autistic. Staff went above and beyond all expectations."

"Staff do a range of activities, trips, physical activities crafts, very hands on and my children love this holiday club as well as healthy food learning to make fruit smoothies. It's been a lifeline having this club a blessing."

"My child gets to meet new friends and take part in things I wouldn't normally be able to afford."

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



PARENT & GUARDIAN FEEDBACK

934 Responses



"While my son went to the holiday club, I was able to go to work and run my errands, which would otherwise not been possible to do."

"Best thing to be available for my child, I really appreciate it."

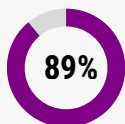
"I wouldn't cope without it."

"Lets her socialise with other children her age. I have some health issues, so when she is home, she helps a lot, so this way she has fun too."

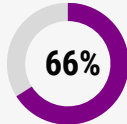
"Seeing my kids go from being a non-swimmer to a level 6/7 in 1 year."

"The programme is a massive help for people like me who have to work. It's a huge help knowing that your children are happy and you feel supported."

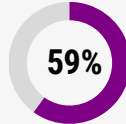
What are the biggest benefits the holiday club has for you as parent or guardian?



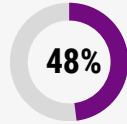
Keeping your children entertained



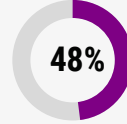
Keeping your children in a routine



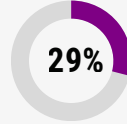
Reducing general costs during the holidays



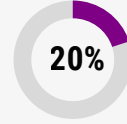
Supporting your mental health and wellbeing



Providing affordable childcare

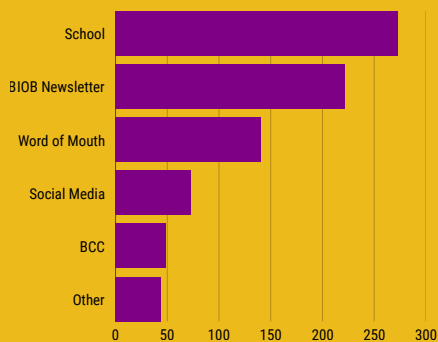


Providing support for a child with SEND

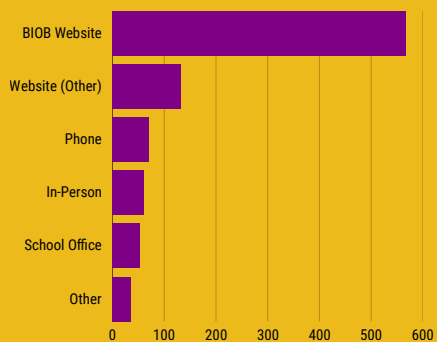


Signposting to information and support, such as health services, employment

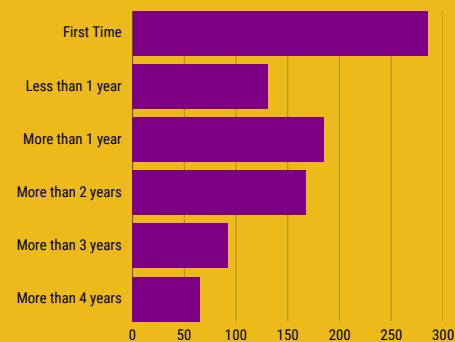
How did you hear about the Bring it on Brum! programme?



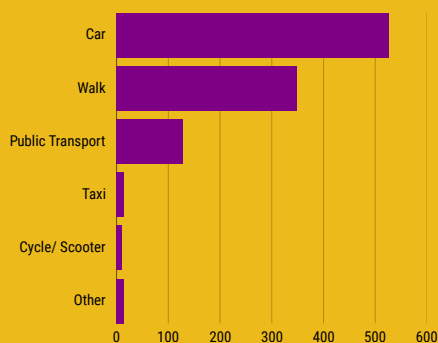
How did you book your holiday clubs?



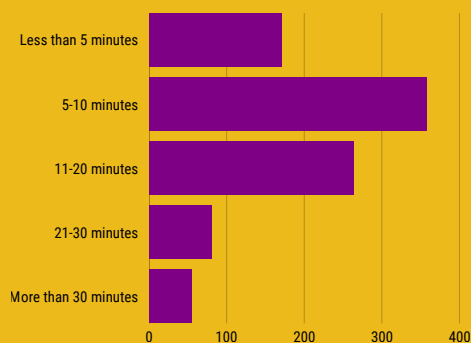
How long has your child been attending Bring it on Brum! holiday clubs?



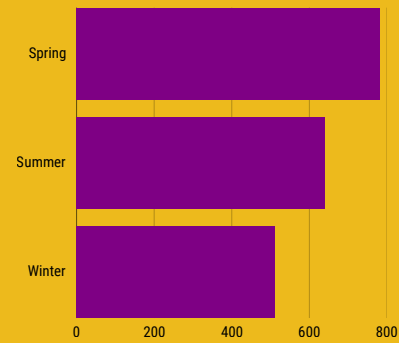
How do you travel to your holiday club?



How long does it take you to travel to your holiday club?



Which time of year does your child attend a Bring it on Brum holiday club?



FOOD & NUTRITION

Food Provision

Every child attending a Bring it on Brum! session has benefited from access to a healthy and nutritious meal. Robust processes are in place during each delivery period to ensure that School Food Standards are consistently met, supported by an ongoing programme of quality assurance to provide additional confidence that high standards are being maintained.

Where providers choose to supply food independently, menus must be submitted in advance of delivery. These are reviewed by a team of dietitians using a School Food Standards assessment template to ensure compliance and nutritional quality.

Due diligence is undertaken to ensure that each holiday club provider meets the following requirements:

- The food provider is registered as a food business
- Have a minimum food hygiene rating of 4.
- Shared planned menus that meet school food standards.
- Have Public Liability Insurance that covers the provision of food.
- Staff have completed Level 2 Food Hygiene training.
- Staff have completed online Allergy Awareness training.

We continue to encourage providers to work with Birmingham-based organisations to source their holiday club food and meals. We check each food provider to ensure minimum hygiene ratings (4 or 5) are in place. Where a provider needs support to find a food partner, we have a list of trusted food organisations that have regularly supplied school food standard meals across the programme.

55%

of children and young people say they **increased their awareness of healthy eating, lifestyles & positive behaviours** at a Bring it on Brum! holiday club.

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.

Through 2025, Hakuna Fruitata has continued to be embedded into standard HAF provision to fulfil the Healthy Eating, Healthy Lifestyles and Positive Behaviours outcome. With close relationships with Fareshare and Warburtons, plus a developing new relationship with Birmingham Wholesale Market via TAWS we have supplied large quantities of produce to providers to enable practical food workshops to take place.

Hakuna Fruitata (as a delivery model) also supported the roll out of Full of Beans, a public health intervention to increase the consumption of beans and pulses across the city.





Young Leader Social Action Food Based Project

Six HAF providers took part in a project giving young leaders the opportunity to design and deliver food and nutrition-focused social action activities. Fifteen young people from six organisations attended an introductory training session alongside an adult volunteer. The session explored leadership skills and attributes, while team-building activities encouraged participants to connect with peers from across the city.

The training also focused on food, nutrition, and sustainability. Young people worked in groups to design a healthy and environmentally sustainable pizza, and took part in discussions about food choices, social media influences, and environmental impacts. They then began planning their own social action projects, supported by small grants to purchase resources for delivery during Winter HAF.

Projects included charity cake sales, family food events, and a pizza and games day in the park. Feedback from participants was highly positive, with many gaining a greater appreciation of the planning and organisation involved. Staff reported significant personal growth and increased confidence among the young leaders, with one describing the experience as “priceless” for the development they witnessed.

47%

of children and young people say they **cook or make food** at a Bring it on Brum! holiday club.

78%

of children and young people say they **eat healthy, nutritious meals** at a Bring it on Brum! holiday club.

Let's Talk About Food Training

We have developed a comprehensive cascade training programme to support holiday club leaders and volunteers to integrate food and nutritional education into their everyday delivery. We delivered the 'Let's Talk About Food' programme to a further **112** leaders, from **87** Bring it on Brum! settings, with the intention that leaders will cascade the information, approach and ideas across their teams for embedded delivery.

University College Birmingham

We have continued our collaboration with University College Birmingham, School of Health, Sport and Food to recruit students to support the Hakuna Fruitata project. The students were tasked with delivering a series of nutrition-based workshops to young people to enhance their holiday club experience whilst sharing new ideas and approaches with provider staff teams they could deliver again within their sessions. The students delivered **200** sessions in HAF clubs across the year, including supporting the BCC Food Systems team to review and develop the Full of Beans project roll out.

PHYSICAL ACTIVITY

All Bring it on Brum! clubs deliver activities that meet physical activity guidelines during each session. All children and young people are engaged in moderate to vigorous physical activity for at least **60 minutes** per day. Holiday club providers deliver this outcome in many formats; structured sport, physical activity or exercise sessions are the most common, with many also delivering free play sessions.

The most successful providers listen to the children and young people they work with to understand the sports and physical activities they would like to do, therefore, giving the young people a say on the activities that are delivered during their holiday club.

As providers in Birmingham grow in confidence, there has been an increase in both the variety and the quality of physical activities offered. The range of activities in 2025 included: athletics, archery, badminton, basketball, boxing, climbing, cricket, cycling, dance, dodgeball, fencing, fitness, football, golf, gymnastics, hockey, horse riding, martial arts, netball, playground games, rounders, rugby, tennis, scootering, skateboarding, swimming, table tennis, trampolining, walking, water sports, volleyball and yoga.

Our relationship with National Governing Bodies of Sport (NGBs) continues to develop and evolve. In 2025, we worked with **19 NGBs** to support Bring it on Brum! delivery. Support included workforce development, free coaching sessions, equipment, events, festivals, online resources and tickets to top-level sporting events.

The NGB's we partnered with included: British Cycling, British Fencing, British Triathlon, England Athletics, England Basketball, England Hockey, England Squash, England Volleyball, Football Association, Golf Foundation, GB Archery, GB Snow Sport, Lawn Tennis Association, Paddle UK, Swim England, Royal Yachting Association, Love Rowing (charitable arm of British Rowing), Warwickshire County Cricket Club/England Cricket Board, England Handball, Rugby Football Union and England Netball.

These partnerships resulted in Bring it on Brum! holiday clubs benefiting from the following throughout 2025:

- **35** bags of sporting equipment
- Over **5,000** young people experienced playing a new sport.
- **250** young people attended live sporting events.
- **£27,250.00** invested into equipment.
- **138** holiday club leaders trained across 135 holiday clubs.



15

91% of children and young people say they take part in **sport, fitness and physical activity** at a Bring it on Brum! holiday club.

ENRICHMENT

National Literacy Trust – free reading sessions and book donations

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'.



"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

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 **1,924** 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



"This is not only fantastic for the children, but it has also 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**

Bellboating

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. During the 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 outside of the holiday period.

In September 2025, over **1,100** 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.

78% of children and young people say they **try out new experiences** at a Bring it on Brum! holiday club.

87% of children and young people say they **have fun and socialise** at a Bring it on Brum! holiday club.



WORKFORCE DEVELOPMENT

Building sustainable provision remains central to Birmingham's approach to the HAF programme. Since 2021, a comprehensive workforce development programme has been delivered to support holiday club providers in delivering high-quality provision and achieving the wider outcomes of the HAF programme.

In 2025, approximately **300** holiday club leaders, volunteers and older young people received training to support programme delivery and strengthen their confidence and competence, helping to build capacity for both HAF and wider year-round provision.

As many regular HAF providers have already completed core minimum standards training, such as first aid and safeguarding and hold valid three-year certifications, there has been a reduced need for repeat training in these areas. It has also been recognised that the core workforce programme alone does not fully capture the breadth of community capacity building and training taking place across the city.

Throughout the year, HAF staff, leaders and volunteers accessed a wide range of training and development opportunities, including:

- Keeping young people safe in community support
- Understanding Behaviour that may Challenge
- Leve 3 Emergency First Aid at Work
- Mental Health First Aid
- Adverse Childhood Experiences and Trauma Informed Practice
- Engaging Women and Girls
- SEND and Inclusion
- Meeting School Food Standards
- Level 2 Food Hygiene
- Food Allergy and Intolerance Training
- Full of Beans
- Let's Talk About Food
- Risk Assessment for HAF providers
- GDPR

Young Responders

Throughout summer 2025, St. Johns Ambulance continued to deliver their Young Responder programme, with **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.



"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."

"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!"

"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."



ENGAGING FAMILIES

Family Food Experiences

Delivered by Bangers and Mash CIC (formerly Digbeth Dining CIC) in partnership with a local HAF provider, our Family Food Experiences focus on food education for the whole family. The events included a cooking tutorial where children and parents were encouraged to work together to create a nutritious meal which they were then able to sit down to enjoy together. Families also get to experience cooking demonstrations and creative crafts. **In 2025, seven Family Food Experiences were delivered engaging over 260 young people and their families.**

Ready, Steady, Cook

The Active Wellbeing Society continued to deliver their popular Ready, Steady, Cook sessions to enable parents/carers and their children to cook a two-course meal in a safe, relaxed and friendly environment. These have been very popular with families, culminating in them enjoying eating the meal they prepared before departing. Extra portions of food were available for families to take home too, and we have received feedback from returning families the positive impact these sessions have continued to have in family units. **Across the year, 10 Ready, Steady Cook events were delivered, engaging approximately 120 young people and their families.**

Winter Food Boxes

We worked again with Morrisons/Oaklands to provide **1,250** winter food hampers that were delivered directly to the homes of eligible families. These food boxes provide a family of 4 with 4 meals and include all the ingredients needed as well as recipe cards.





SIGNPOSTING & REFERRALS

We continue to support holiday club providers in developing their local knowledge to strengthen delivery of the signposting and referrals element of the programme. All providers are expected to offer information, signposting, or referrals to additional services and support that may benefit attending children and their families.

Providers can meet this requirement in a range of ways, such as through trained and knowledgeable staff engaging directly with families during drop-off and pick-up times. To support this, we have developed a suite of tools and resources, available in the providers' section of our website, to help ensure this outcome is achieved consistently.

In addition, the family support page on the Bring it on Brum! website provides information that can be shared directly with parents, carers and families. This includes details of local services such as food support, financial assistance, bereavement support and mental health services.

PROMOTING OUR PROGRAMME

Our communications strategy for 2025 focused on:


- Increase continued participation
- Highlighting the positive impact of the Bring it on Brum! programme.

The strategy aimed to build deeper relationships with our existing audiences with a secondary focus on targeting those who have not engaged with the programme previously.

The website refresh was a significant development for 2025/26, enabling us to streamline many of our communications and improve the user experience for families and providers. We were also able to increase our SEO results, leading to a significant increase in impressions from our content.

Moving forward, the 2026/27 marketing plan for Bring it on Brum! will support the continued growth of the HAF programme following the confirmation of funding until 2029. The plan will focus on increasing participation among underrepresented FSM pupils, improving understanding of HAF among community partners and supporting holiday providers to promote their provision effectively.

FOLLOW US:

   @bringitonbrum

OVERVIEW



9%

Digital audience growth



6,064

Social media followers



16,578

Email subscribers



3.4%

Engagement Rate



131

Digital campaigns sent



114K

Website clicks



53K

Website users



500K

Impressions

2026 AND BEYOND

Towards the end of 2025, we were delighted to hear that funding for the holiday activities and food programme has been extended by central government until 2028-29. This long-term commitment to the programme is testament to the difference it is making to low-income families across the country.

Over the last 5 years, we have developed a strong evidence base by working with academic partners and stakeholders, gathering case studies and valuable feedback from children, young people and parents. We will build upon all this learning to continue to develop and improve the programme.

Throughout 2026 we will strive to:

- Commission provision that achieves geographical sufficiency and offers a varied and vibrant offer to children, young people and families.
- Continue with our targeted approach to engaging children and young people eligible for free school meals and other, specific vulnerable cohorts.
- Continue to deliver effective quality assurance that includes checks before, during and after holiday club delivery.
- Continue to deliver a training and workforce development programme that not only focuses on skills and qualifications needed for HAF delivery but also readies providers for future delivery of community-based activity for young people in underserved communities.

- Ensure that youth voice is at the heart of decision making and that provision is reflective of need.
- Connect with specialist providers to ensure we commission sufficient provision for children with SEND during holiday periods.
- Seek opportunities to extend provision through leveraging additional investment, resource and capacity.

We are committed tackling inequalities for low-income children, young people and families during holiday periods.

We will:

- Engage wider partners and stakeholders to influence future policy and practice in relation to holiday provision.
- Using the HAF programme outcomes to measure the wider impact on young people, families and holiday club providers.
- Continue to work with other Local Authorities to share learning and best practice.



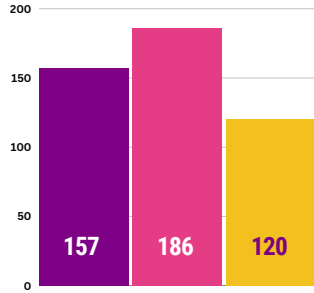
OVERVIEW

Spring

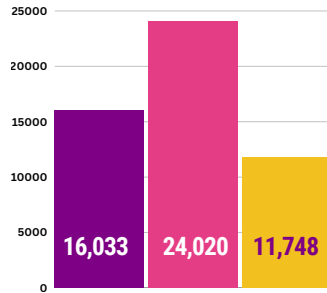
Summer

Winter 2025

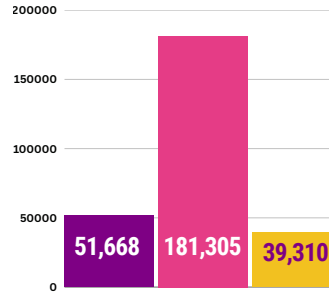
Holiday Club Providers



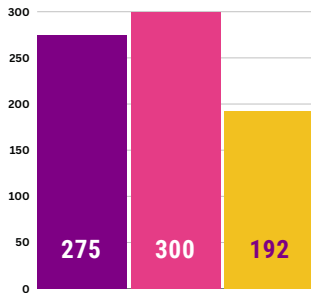
Young People Engaged



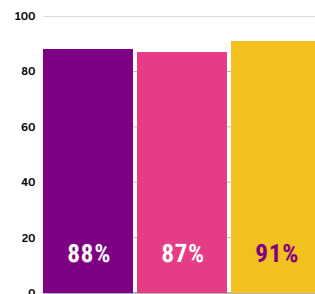
Attendances and Meals Provided



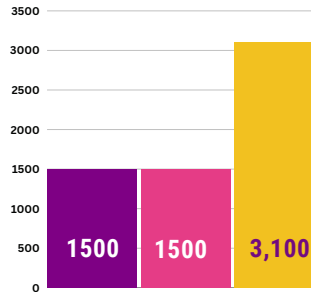
Holiday Clubs



Free School Meal Attendees (%)

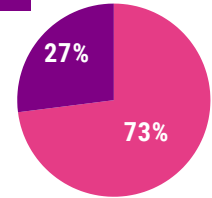


Accessed Remote Activity

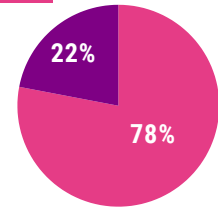


SECONDARY/ PRIMARY

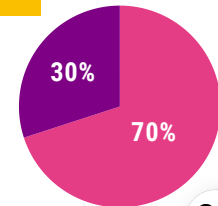
SPRING



SUMMER



WINTER



CASE STUDIES

BOOSTING HOLIDAY CLUBS WITH THE POWER OF BREAKFAST

FOOD PROVISION

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.

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

The Pioneer Group Bring it on Brum! programme, is aimed at children aged 8-16, particularly those in the Castle Vale area.

"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 across Castle Vale." **The Pioneer Group**

As part of their Bring it on Brum! programme, The Pioneer Group took part in Hakuna Fruitata, aiming to provide practical, interactive and engaging food workshops for young people.

The food-based activities were 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**

It was also a fantastic opportunity to give 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 the breakfast club, was a game-changer. " It reduced 'hungry' 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**



OASIS ACADEMY: "COMMUNITY IS AT THE HEART OF EVERYTHING WE DO"

ENRICHMENT

Oasis Academy believes that their school sits in the heart of their community and offers all-round 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.

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.

"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 Bring it on Brum! 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**

OUR SPECIAL ANGELS: A HAVEN FOR SEND CHILDREN, PEACE OF MIND FOR PARENTS

SEND SUPPORT

Our Special Angels (OSA), Erdington, was founded by a parent of a child with special needs who struggled to find safe, affordable and appropriate childcare during the school holidays. With no suitable options, she left her teaching career to become her daughter's full-time carer.

Determined to create the support families like hers needed, OSA 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 one of the biggest benefits 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." **Our Special Angels**

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**

WITH THANKS TO



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