SUMMER 2026

BIRMINGHAM HOLIDAY ACTIVITIES AND FOOD PROGRAMME

IMPACT REPORT



Bring it on Brum

STREET GAMES | Birmingham City Council | Funded by UK Government | BEST START IN LIFE

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

SUMMER26 SUMMARY



182
Holiday club providers

310
Holiday clubs

23,601
Young people engaged

182,953
Attendances and meals provided

£4.5M
Value of Grants Awarded

1,750
Accessed remote activity

14%
SEND attendees

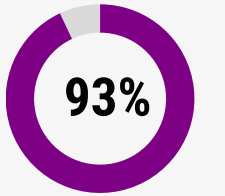
36%
Secondary Age Attendance

64%
Primary Age Attendance

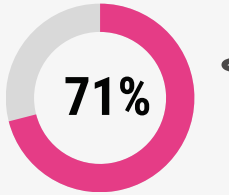


CHILDREN & YOUNG PEOPLE FEEDBACK

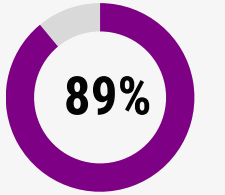
642 Responses



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

"I normally feel nervous and scared, but when I come here I feel so happy and safe."

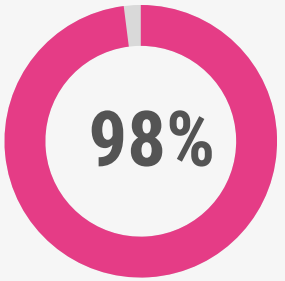
"It was lots of fun but also challenging I met new people everyone was friendly and I already miss it."

"I make a lot of new friends and try a bunch of new things."

"I really enjoy coming and meeting friends from different schools."

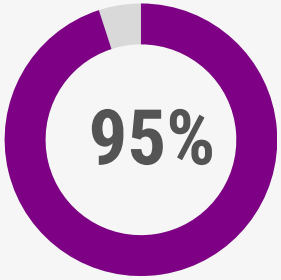
"I wake up every morning so early just to be here."

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



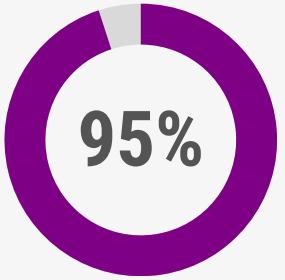


say they **did fun activites** that they enjoyed



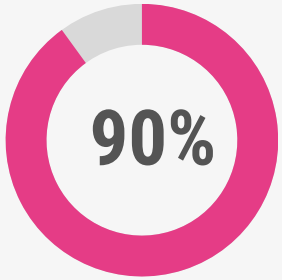


say they **take part in sport, fitness and physical activity**



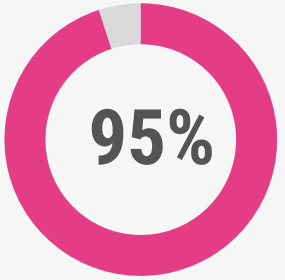


say they **made new friends or socialised**



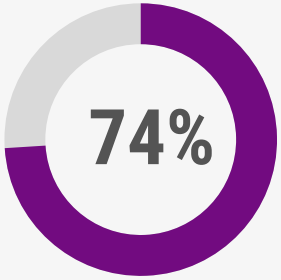


say they **eat healthy, nutritious meals**





say they **try out new experiences**

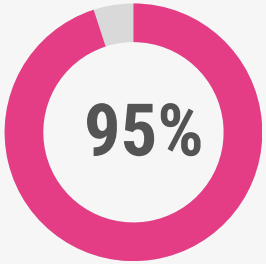




say they **increased their awareness of healthy eating, lifestyles & positive behaviours**

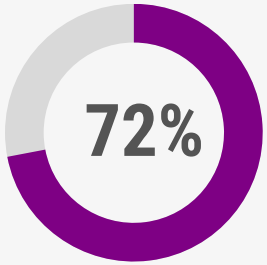
PARENT & GUARDIAN SURVEY RESULTS

403 Responses



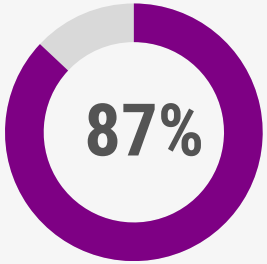


of parents & guardians **would recommend their local holiday club to other families**





of parents & guardians gained a better **understanding of local support services**





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

TESTIMONIALS

"Absolutely fabulous camp. Only place that would take my SEN son. They are all fantastic & allows us to have some quality time with my older children."

"My two boys had a great time at this club. One has additional needs and was looked after so well. Both boys looked forward to this club and every day at pick up, both had huge smiles on their faces. Would highly recommend."

"A very good experience."

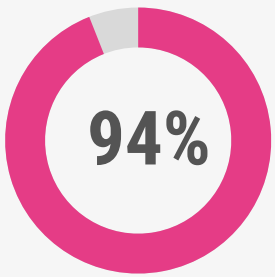
"My daughter is happy to go, that's a win right there. Not only do they teach such a good sport (boxing), they arrange other activities that the children enjoy and keeps them wanting to go back."

"My daughter really enjoyed attending this holiday club, thank you All for allowing her to have a great end to the summer."

"The club my children go to is so good, they always go above and beyond to accommodate my children."

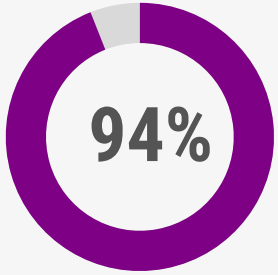
"Very friendly and supportive environment, my children like to attend this club as the staff are really nice and kind."

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



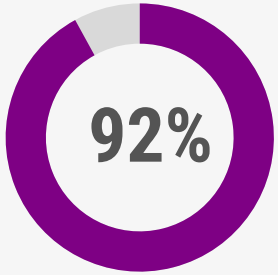


say they **participated in fun, engaging activities**



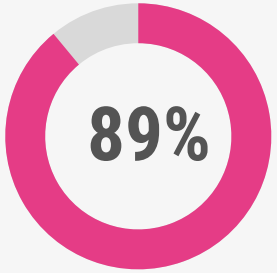


say they **take part in sport, fitness and physical activity**



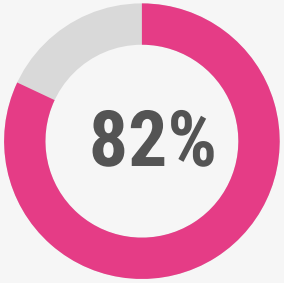


say they **socialise and make new friends**



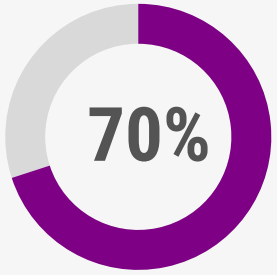


say they **eat healthy, nutritious meals**





say the holiday club made them feel **ready for school**





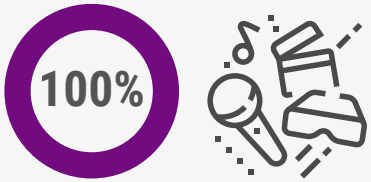
say they **increased their awareness of healthy eating, lifestyles & positive behaviours**

SATISFACTION SURVEY RESULTS

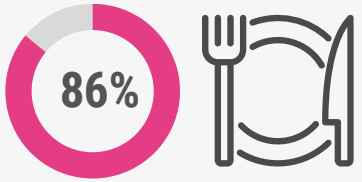
HOLIDAY CLUB PROVIDERS

7 Responses

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



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



Providing **healthy and nutritious meals**



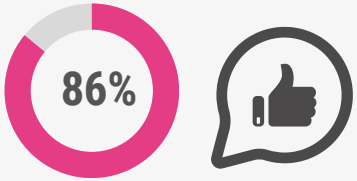
Creating a **safe space** for young people



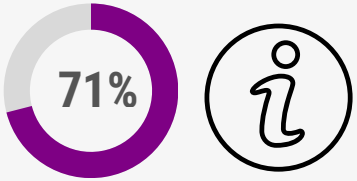
Increase **socialisation**



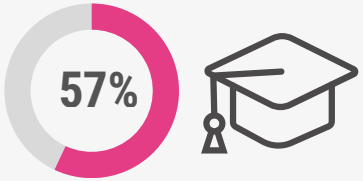
Maintaining **physical activity levels**



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.

Workforce Development and Training: 11 courses were delivered pre summer, both online and in person, reaching 75+ learners. Training courses included:

- First Aid
- Youth Mental Health First Aid
- Risk Assessments
- Safeguarding
- Let's Talk About Food
- School Food Standards
- SEN Inclusion
- Understanding Behaviour that May Challenge

Additionally, 55 learners were issued with a code to complete their online Level 2 Food Hygiene training.

FOOD WORKSHOPS AND TRAINING

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



15

Let's Talk About Food training courses completed

55

Food Standards training courses completed

INSPIRING YOUNG PEOPLE THROUGH SPORT

CRESCENT ARCHERS

As part of their Holiday Activities and Food (HAF) programme, Crescent Archers were given the opportunity, through the StreetGames Inspiration Campaign, to take a group of young people and their families to Edgbaston Stadium in partnership with Warwickshire Cricket Foundation.

The visit provided participants with the opportunity to explore the stadium, experience the atmosphere of a major sporting venue and have a go at cricket – opening the door to an activity that many had never experienced before.

The StreetGames' Inspiration Campaign brings the excitement and benefits of major sporting events directly into the communities where young people can benefit from them most.

For many young people living in underserved communities, major sporting events can feel distant – both geographically and culturally. The Inspiration Campaign aims to change this by creating meaningful opportunities for young people to connect with, experience and participate in sport.





The visit to Edgbaston Stadium provided a significant opportunity for the young people involved.

For 95% of participants, it was their first time visiting a stadium.

The experience enabled them to step outside their usual environment, experience a major sporting venue and try cricket in a fun and supportive setting.

For some participants, it was not simply about watching sport – it was about discovering that these spaces and opportunities were accessible to them too.

The visit generated a number of positive outcomes for the young people who took part:

- 100% of participants reported feeling more confident and independent following the experience.
- 100% of young people said they would like to take part in the experience again.
- 75% of young people said they would now be happy to play cricket and become more physically active.

These results demonstrate how providing young people with positive, accessible experiences can help build confidence, encourage participation and introduce them to new opportunities.

FRESH INGREDIENTS, FRESH OPPORTUNITIES

AURA UP

This summer, Aura Up delivered two projects, one for girls and one for boys, in response to local demand.

A key focus of this summer's programme was promoting healthy eating, healthy lifestyles and positive behaviours. To embed this throughout the programme, the Aura Up team delivered a series of interactive healthy eating workshops, including sandwich making, the Full of Beans project and The Tasting Box project.

Aura Up also secured a wide range of fresh fruit and vegetables through Birmingham Wholesale Market and Fareshare. Fresh produce was delivered each day for the girls' group, providing the opportunity to learn about different foods, including ingredients they had not seen or used before. They explored how to use the produce in recipes and learned about its nutritional benefits.

The boys' group took part in the Full of Beans project, exploring why beans and pulses are good for both their health and the planet. This was followed by a hands-on cooking workshop using freshly grown beans, lentils and chickpeas.

Every young person had the opportunity to get involved. As part of the Full of Beans project, several young people were also interviewed for the BBC Good Food Guide podcast, due to air in September 2026.

Young People's Response
The girls were particularly excited to see the fresh produce arrive each day and enjoyed learning about unfamiliar ingredients. The boys were surprised by how good the beans and pulses tasted, with some young people going home and trying recipes themselves.
The girls described the sessions as fun, interactive and different from anything they had experienced in other holiday programmes.

Engaging Families at Home
The take-home project was a new addition this summer and helped strengthen engagement with parents and families. Young people were given ingredients to take home and encouraged to prepare a meal with their family, with parents invited to send in a photograph of what they had made.

The Full of Beans resources also supported families to try different recipes together at home, helping to extend the learning beyond the programme sessions.

The Impact of Fresh Produce
Having access to fresh fruit and vegetables made a significant difference to the programme. It generated curiosity among young people and gave coaches something tangible to work with, rather than discussing healthy eating as a general concept.

Having access to both fresh and surplus produce enabled the Aura Up team to have a wider range of conversations with young people about food, nutrition and sustainability. Their experience showed that access to high-quality produce can increase excitement and willingness to try new foods.

The variety of colours, textures and freshness of the fruit and vegetables also made the produce particularly appealing to young people.

Building Staff Confidence and Capacity
The programme has also helped Aura Up strengthen its approach to healthy eating within the HAF programme. Coaches and staff have become more confident in delivering healthy eating sessions, supported by high-quality resources, fresh produce and the structure provided through the Hakuna Fruitata workshops.

"As an organisation, we have been able to significantly develop this area of the HAF programme. Coaches and staff are much more confident to deliver healthy eating sessions. This has been really helped by having high-quality resources, the produce of course, but also the structure and support to deliver Hakuna Fruitata workshops. This means we can offer high-quality, interactive and practical sessions that our young people engage enthusiastically in and benefit so much from."
— Aura Up

BUILDING SOMETHING NEW: V7 ACADEMY'S JOURNEY THROUGH HAF

V7 ACADEMY

V7 Academy was founded in January 2026 with a simple aim: to provide adults in the local community with a safe, welcoming and inclusive environment where they could enjoy football, meet others and stay active.
Following the success of the adult provision, V7 Academy quickly recognised an opportunity to extend its offer to children and young people. In April 2026, youth football was launched with just six children training at a local park.

Since then, the programme has continued to grow, with more than 40 children now taking part. V7 Academy has developed both boys' and girls' youth football opportunities and established an Under-10s team.

Alongside the youth programme, V7 Academy continues to provide recreational football for adult men and women. In September 2026, the organisation reached another milestone with the launch of an open-age men's football team.

In less than a year, V7 Academy has grown from a small local football initiative into a thriving community. Its ambition is to continue creating opportunities for people of all ages and abilities to participate in football, build confidence, improve wellbeing and strengthen connections within the local community.



Building connections within the community
The HAF funding enabled V7 Academy to work with a wider section of the local community and provide a programme that brought children together in a safe and positive environment.

For many children, the programme was an opportunity to make new friends, develop confidence and experience activities outside of their usual routines.
For families, it provided access to free activities during the school holidays while also offering reassurance that their children were spending their time in a supportive and welcoming environment.

The programme also strengthened V7 Academy's position within the local community, helping the organisation develop relationships with children and families who may not previously have engaged with its football provision.

"Being able to have my daughter attend has been a real blessing. She has loved every moment of it and it has also helped me as I work and find it difficult to find childcare during my work times. The staff have been amazing and my daughter made loads of new friends." **Parent**

Looking ahead
V7 Academy's journey demonstrates how quickly a community organisation can grow when opportunities are created around the interests and needs of local people.

From six children training in a local park to more than 40 young people involved in youth football, alongside adult recreational football and a new open-age men's team, V7 Academy has developed a growing community around sport.
HAF has strengthened that journey by enabling the organisation to reach more families, offer a wider range of experiences and introduce children to the benefits of being active, eating healthily and connecting with their local community.

As V7 Academy continues to grow, its ambition remains clear: to create inclusive opportunities for people of all ages and abilities to enjoy football, build confidence, improve wellbeing and develop lasting connections within their community.

CREATING SPACE AT THE TABLE FOR EVERY YOUNG PERSON

NIYYAH

Food is a fundamental part of Niyyah's Holiday Activities and Food (HAF) programme. Rather than being viewed simply as a meal provided alongside activities, food is embedded at the heart of the programme as a way of creating connection, building relationships and responding to the wider needs of children and families.

Niyyah's food promise is simple: every young person attending the programme is offered welcoming, nourishing food that is freely available and helps create access to activities, relationships and new experiences.
Over time, this approach has enabled Niyyah to build stronger relationships with families. These relationships have helped staff develop a better understanding of the challenges families face, including food insecurity and have created opportunities to offer additional support beyond the HAF holiday periods.

Food without barriers
Breakfast is always available to every young person, regardless of what time of day it is or what time they arrive.

This flexible approach reflects the different journeys, needs and routines of children and families. Breakfast is offered calmly and without fuss. A child may need a full plate, a small top-up, or simply some time to settle before eating. There is no expectation that children need to explain why they are hungry or why they need more food.

Having food available throughout the morning means that no child has to begin an activity feeling hungry. It also gives staff an opportunity to welcome children, check in with them and understand how they are feeling from the moment they arrive.

This approach is particularly important for families and cultures where asking for food, or asking for more food, may not feel comfortable or appropriate. By making food freely available, Niyyah removes the need for children to ask and provides dignity and choice while respecting family values.

The Impact
Having colourful, nutritious and wholesome food available makes a positive difference to the experience of the whole day.

For children and young people, it means they can participate without the distraction or discomfort of hunger. For families, it provides practical support and a welcoming environment where they can build trusted relationships with staff. For volunteers and staff, shared meals create opportunities to connect with young people in a more informal and meaningful way.

Most importantly, food creates a shared moment.

Around Niyyah's table, different ages, backgrounds and experiences come together. Children learn, talk, laugh, try new things and develop confidence. Families feel welcomed. Staff gain a deeper understanding of the people they are supporting.

What began as a fundamental part of the HAF offer has developed into something much broader: a way of building relationships, reducing barriers, responding to food insecurity and creating a genuine sense of belonging.



REACHING NEW FAMILIES THROUGH PARTNERSHIP

DYSON GARDENS

Over the summer, StreetGames developed a partnership to introduce Holiday Activities and Food (HAF) provision to families across Alum Rock and Hodge Hill who had not previously accessed the programme.
Working with Birmingham City Council, Dyson Gardens Family Hub, Pitch 2 Progress and local community organisations, StreetGames organised a community festival offering families a welcoming introduction to HAF activities, healthy food and local support services.

Developing the Partnership
Following discussions with Bethany Wallin, Community Liaison Investigator, StreetGames explored opportunities to work with local children's centres to reach families who could benefit most from HAF.
Around eight local organisations expressed an interest in supporting the event. Following meetings and site visits, Dyson Gardens Family Hub was selected as the venue, with Pitch 2 Progress coordinating activities and community partners.

Bethany and her team used their established family networks to engage households who had not previously accessed HAF, while also coordinating attendance from local support services, including the police and fire service.

StreetGames managed registration and arranged food through Fresh Food for Now, alongside interactive nutrition activities delivered by food and nutrition students. Pitch 2 Progress also provided a smoothie bike.
The festival offered a variety of activities, including sports, arts and crafts, photography, general play and food-based activities.

Impact and Outcomes
The event successfully engaged families who were new to HAF and helped connect them with further opportunities in their community.
Key outcomes included:

- Over 100 families attended from across the local area.
- 81 families were new to HAF, providing an introduction to the programme.
- 37 children signed up for follow-on activities, creating a pathway into continued participation.
- 45 parent and child feedback forms were completed, capturing experiences and feedback.

The event also strengthened relationships between local organisations and created opportunities to signpost families towards further activities and support.

Feedback

"We have never been into the children's centre before and it was lovely to see what facilities they have. The activities were lovely and helped my children to meet others." **Parent**

"The coaches and food staff were lovely and very caring. My son wanted to keep going back and make another fruit kebab." **Parent**

Pitch 2 Progress also valued the opportunity to develop local partnerships:
"Pitch 2 Progress have loved being involved in this event and it will help signpost children to other activities in the local area. We are also interested in developing the partnership with Bethany at the Children's Centre."

Conclusion
The Dyson Gardens festival demonstrated how partnership working can help reach families who have not previously accessed HAF. By combining engaging activities, food, nutrition and connections to local services, the event provided a welcoming introduction to holiday provision.

With over 100 families attending and 37 children signing up for follow-on activities, the festival created meaningful opportunities for continued engagement. It also strengthened relationships between community organisations and highlighted the value of working together to make HAF more accessible to families across Alum Rock and Hodge Hill.

GOOD FOOD, GREAT FUN AND NEW FRIENDSHIPS

A FATHERS CHILD

A Father's Child Services CIC (AFCS) delivered a five-week Summer 2026 Holiday Activities and Food (HAF) pilot at Consortium Club in Birmingham, expanding its usual provision from three days a week to five days a week. Supported by funding from Feeding Britain and the National Lottery Youth Hub, the programme aimed to provide children with nutritious meals, enriching activities and a safe, inclusive environment.

HAF Feeding Britain Case study Summer 26.pdf

Key achievements

- Extended provision: The pilot ran five days a week for five weeks, providing breakfast, hot lunch and an afternoon snack each day.
- Inclusive support: The programme supported children with a range of additional needs, including autism, ADHD, hearing impairment and other health conditions.
- Food and nutrition: Cooking activities helped children explore different foods, develop confidence around eating and learn practical skills. AFCS also registered as a food business and achieved a five-star food hygiene rating.
- Learning through activities: Cooking sessions incorporated maths, reading, writing, recipe-following, teamwork and social interaction. Staff identified children who could benefit from additional learning support and signposted families to relevant services.
- Child-led provision: Young people helped create a calming corner, shape activities and personalise their environment. AFCS received a Bronze SEND Co-production Award and is working towards Silver.
- Culture and enrichment: Children took part in museum visits, workshops, outdoor activities, music, creative projects and community events.

Impact on children and families

The programme focused on personalised, trauma-informed support, allowing staff to respond to individual needs and build positive relationships. Case studies highlighted how food-based activities encouraged children to try different foods, while inclusive cooking sessions supported learning and social development. Staff also worked with parents to identify needs and connect families with additional support.

Key learning and legacy

AFCS found that a smaller, person-centred HAF model enabled staff to provide more individual attention, support siblings together and respond to children's emotional, social and practical needs. The organisation also highlighted the importance of flexible food provision, staff training, safeguarding and making use of free local activities and resources.

Overall, the pilot demonstrated how combining nutritious food, inclusive activities and tailored support can help children build confidence, develop life skills and form friendships during the school holidays. AFCS hopes its experience will help other organisations deliver sensitive, inclusive and effective HAF provision.



CREATING OPPORTUNITIES, BUILDING TRUST AND EMPOWERING YOUNG PEOPLE IN NECHELLS

THE HOTSPOT

The Holiday Activities and Food (HAF) programme holds a special place in The Hotspot's story. It was their first funded event and marked an important milestone in their development, helping us reach thousands of young people and families.

At its peak, their HAF provision has supported more than 180 young people per day. It remains one of their most anticipated programmes, providing vital holiday support for families who might otherwise have few accessible options.

For many young people in Nechells, HAF camps are the only summer provision available to them. The Hotspots programme offers much more than holiday childcare: it provides a safe and welcoming environment where children can build friendships, remain active, explore new interests and develop confidence.

What They Deliver
The Hotspot delivers more than 20 hours of activity across six weekly youth sessions, combining structured activities with ongoing mentoring and personal development. Their wider provision includes dedicated girls' sessions, trips, residential experiences and careers opportunities.
Their HAF camps offer a diverse programme designed to engage young people with different interests and abilities, including:

- **Sport and physical activity:** football, basketball, handball, rugby, dodgeball, benchball, boxing and wrestling.
- **New experiences:** archery, slip-and-slide activities and other engaging group challenges.
- **Creativity and recreation:** arts and crafts, games and opportunities to socialise.
- **Personal development:** mentoring, teamwork, communication, leadership and confidence-building.

The Hotspot welcome boys and girls aged 6–16 from all backgrounds, with many of their participants coming from the East African community.

They typically engage around 120 young people per day, with demand increasing further during HAF camps. This highlights both the need for their services and the importance of sustained investment in accessible holiday provision.



A Different Approach: Young People as Leaders
What makes The Hotspot's HAF programme distinctive is the relationships at its heart.

Their trusted mentors and coaches work alongside young people to deliver activities, creating an environment in which children feel supported, encouraged and understood. Rather than simply attending sessions, young people are also given opportunities to help deliver the camp themselves.

By taking on responsibilities, supporting activities and working with others, participants develop valuable leadership, teamwork and communication skills. These experiences help young people recognise their own potential and understand how they can contribute positively to their community.
Crucially, their HAF provision builds on relationships established through their weekly youth sessions. The trusted connections formed during term time continue throughout the holidays, providing consistency, familiarity and ongoing support.

This approach reflects their wider ambition: to create a pathway through which young people can progress from participants to volunteers, mentors and future leaders.