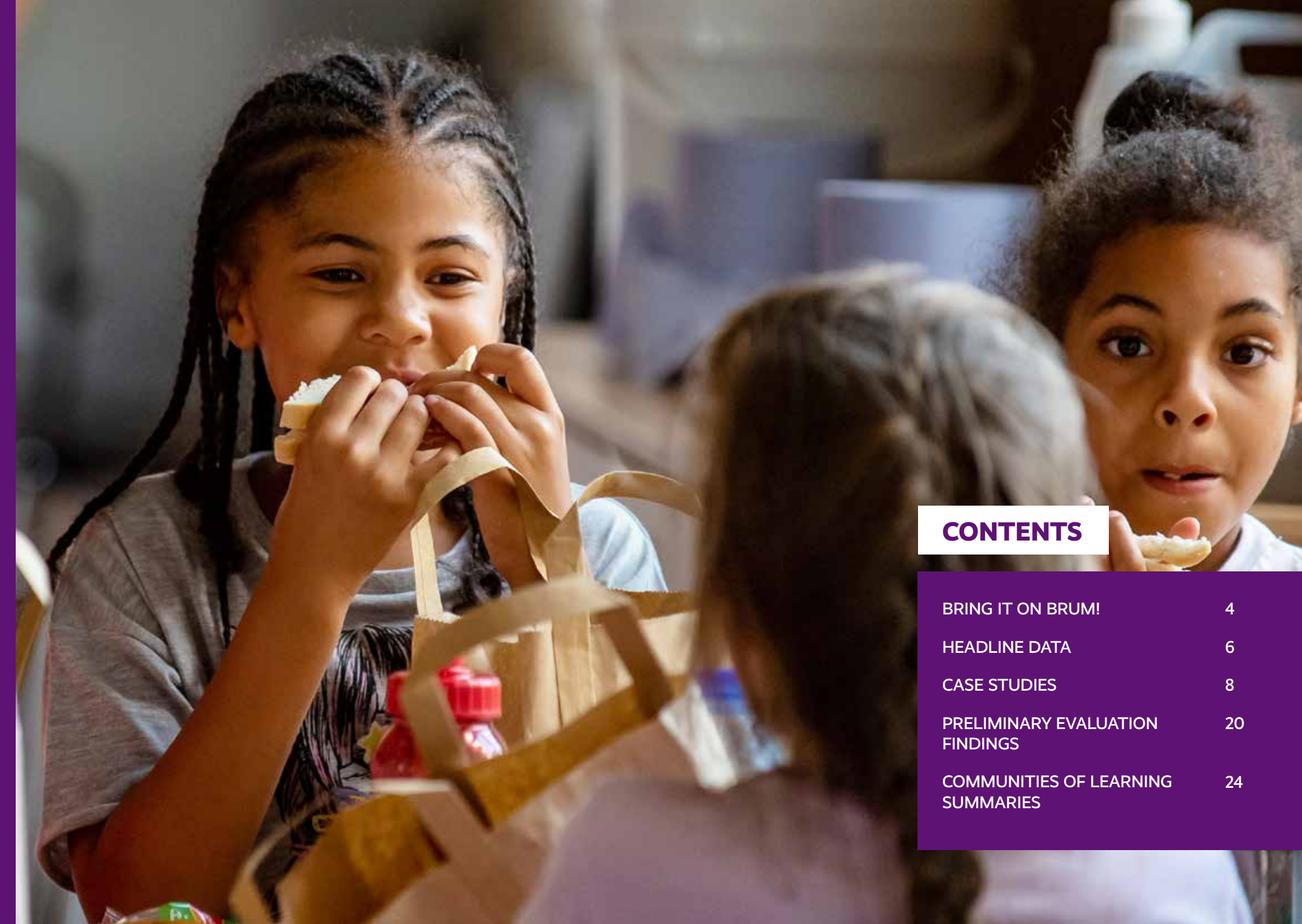


Bring it on Brum



**Birmingham Holiday Activities and
Food Programme Summer 2021**



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Birmingham Holiday Activities and Food Programme 2021: Bring it on Brum!

This year, following three years of successful pilots, the Department for Education provided c.£220m of new funding to 151 top-tier English local authorities to co-ordinate six weeks of free holiday club provision, with healthy food and enriching activities for children and young people, aged 5-16, who are eligible for free school meals.

Outcomes for Children and Young People in Birmingham

Birmingham's Holiday Activities and Food (HAF) programme – with a campaign name of Bring it on Brum! – was the largest and most ambitious in England and sought to address holiday hunger, inactivity, isolation and learning loss among some of the most vulnerable children and young people in the city. Bring it on Brum! aimed to make sure that participating children and young people:

- Had access to safe, non-stigmatising local places to go for fun activities
- Ate more healthily over the school holidays
- Spent time with friends and had a chance to be more active during the school holidays

- Took part in a wide range of engaging and enriching activities which supported their resilience, character and wellbeing as well as their wider education attainment
- Were ready to return to school, college or to move on to work
- Had parents and carers supported with information about how to cook healthy recipes on a budget
- Had parents and carers signposted to local family services
- Had the chance to carry on sports and physical activities beyond the holidays

A City-wide Approach to the Summer and Beyond

Birmingham has the highest levels of children eligible for free school meals in England, with around 70,000 children entitled to support (61,000 January 2021 school census).

Given the high levels of general and child poverty in the city, we had approval to be able to widen the offer of a free of charge HAF programme to support additional families most in need beyond those eligible for free school meals.

With a tailored communications campaign involving schools, postcode targeted social media, PR and flyering, we especially targeted families living in the most deprived communities, those in temporary accommodation, children in care or with special and additional needs, along with

disaffected youth and those directly impacted by Covid-19 (particularly in ethnically diverse communities).

Our diverse network of local delivery partners and food suppliers comprised Birmingham City Council services, schools, out-of-school settings providers, the community and voluntary sector and commercial operators and caterers. Together they were commissioned to deliver Bring it on Brum! over the summer and at Christmas, and were offered HAF training to make sure they delivered to our quality and sustainability standards.

The summer programme was independently evaluated by the University of Northumbria's leading academics in Holiday Hunger and Food Insecurity. The team looked at how well the programme achieved its objectives, the impact on children, young people and their parents, as well as the governance, co-ordination and implementation of the programme management team. The findings of this evaluation are included within this booklet.

Jenny Carter, HAF Programme Director (StreetGames):

“The success of this summer is truly a testament to the network of holiday club providers and their ‘can do’ attitude, ensuring that children in every neighbourhood had the opportunity to access and benefit from high quality holiday provision. We have seen the most diverse



programme that has appealed to so many children and families. The numbers speak for themselves, but the stories behind the numbers really bring our programme to life and evidence the impact that such an approach and investment can have, right across the City”.

Councillor Jayne Francis, Cabinet Member for Education, Skills & Culture:

“The success of the summer has really illustrated the ability of the City to come together around a common issue, working as one to address the disadvantage faced by so many parents and families during holiday periods. The work behind the scenes and the effort of every holiday club provider is recognised and appreciated. The smiles on the faces of every child tells the story of the opportunity to access activities and experiences which they would not have had without the programme”.



243

NUMBER OF HOLIDAY CLUB PROVIDERS

278

NUMBER OF HOLIDAY CLUBS

32,240

NUMBER OF INDIVIDUAL CHILDREN ENGAGED

172,559

NUMBER OF ATTENDANCES

365,504

NUMBER OF MEALS PROVIDED

477

NUMBER OF LEARNERS TRAINED



DIGBETH DINING CLUB

The Digbeth Dining Club (DDC) works with a pool of the best street food traders across the UK. Over the summer of 2021, locally sourced and honest food was provided to multiple events and holiday clubs, as part of the DfE's HAF funding for 'Bring it on Brum!'

Family cooking sessions

At the Kingsway Family Food event and NCP Beach events, DDC engaged over 190 children and their parents in face-to-face group healthy cooking sessions. The Kingsway event also engaged children directly with making smoothies, fruit kebabs, and home-made pizzas that they could take home to cook.

Meals @home scheme

10,000 pre-cooked healthy meals were delivered to seventy HAF clubs, which were taken home by local families. If the family enjoyed the meal, they could scan a QR code (included on the packaging) to see how they could recreate the recipe at home.

Online cooking videos (Digbeth Dining Traders)

A number of videos were produced of Digbeth Dining traders, providing a range of healthy cooking ideas, effective ways to use leftovers, teach and up-skill children, families and vulnerable citizens through food knowledge, and their love of cooking.





THE ACTIVE WELLBEING SOCIETY (TAWS)

Online 'LIVE' family cook-along sessions

To try and influence parent behaviour and confidence around purchasing and preparing healthy meals, in partnership with TAWS, 'Bring it on Brum!' hosted eight online LIVE cook a-long sessions. All participants that registered to attend received a recipe kit before the live session took place, that included all required pre-portion ingredients to cook a nutritious meal from scratch in an hour or less. During the live event experts would be on hand to answer questions and provide support.

OVER
120
FAMILIES WERE
ENGAGED IN THE
'LIVE' COOK A-LONG
EVENTS





Online food active tool kit

Online tool kit for HAF clubs, to assist with providing ideas around healthy eating options.

FEEDING BRITAIN

WHY?

We provided support and advice for young people and their families to help improve their understanding of nutrition, encouraging healthy eating behaviours and influencing parent behaviour and confidence around purchasing and preparing healthy meals.

StreetGames engaged partners (TAWS, Digbeth Dining and Feeding Britain) because of their specific expertise in this area, to ensure engagement was appropriate, and supported by relevant and up-to-date information and advice. The food provided and produced was always underpinned by a healthy food philosophy, whilst acknowledging critical issues such as being able to create healthy meals on a low income, making effective use of left overs to reduce waste, and cooking with limited cooking equipment.

DIFFERENCE MADE?

Addressed holiday hunger issues with the meals @home scheme, whilst also raising awareness of healthy eating, nutritional advice, and helping families and children learn new cooking skills.

Help to improve parent confidence around purchasing and preparing healthy meals.

Increasing social contact in communities throughout Birmingham, to assist with addressing social isolation.





KINGS HEATH BOYS SCHOOL

WHAT

Kings Heath Boys School provided multi-sport physical activity sessions throughout the 2021 summer holidays, after receiving HAF funding. Plenty of physical activities were undertaken including dance; football; cricket; gymnastics and fitness. Arts and design sessions were also offered where young people could relax mentally. With this HAF provision being located at a school, science, technology, engineering, and mathematics (STEM) were also applied at Kings and their relationship with the Birmingham Educational Partnership played a key role in their success.

Additionally, this HAF project was able to provide enrichment that young people from one of the top 10% most deprived areas of the country would never have access to during their summer holidays. A trip to the snow dome and days with sessions focused around robotics and health being the highlights.



WHY?

Mr Phil Gibbs, assistant headteacher at Kings, identified three issues that this summer's provision targeted:

- Assist the transition into secondary school
- Social deprivation- bottom 10% in the country
- Addressing holiday hunger- 40% of students claiming FSMs



DIFFERENCE MADE

The summer provision offered at Kings Heath dramatically increased the social interactions that occurred over the summer in the local community. Young people were able to meet others from different primary schools that they would be attending secondary school with in September. Increasing their friendship groups and ease the difficult transition from primary to secondary school.

“She has been able to forge new friendships and it has kept her active during the summer”

Being a safe space that could promote healthy activity and leaning STEM is vital to the community. The provision allowed for young people to learn plenty of new skills that can be applied in school and the wider world in the near future.

“From a selfish point of view, it took the pressure off also as a working parent (in a school) knowing that she was well looked after and enjoying the sports and activities that she thrives doing”

272

YOUNG PEOPLE
IMPACTED OVER
THE SUMMER

16,000
HOURS
WORKED BY
STAFF

LIVING WELL GROUP

WHAT

DfE's HAF funding for Living Well Group were able to put on sessions across 14 different locations throughout the summer holidays. Utilising their consortium network these sessions included physical activities, such as, football, rounders and tennis. Sessions took on a natural play structure where the young people could lead sessions and utilise the equipment provided to gain the most from their provision. Creative arts therapy was available for the young people to take half hour breaks from the physical activity to express themselves in another manner.

Parents and Carers were also encouraged to partake in the sessions with the inclusion of Mindfulness talks. For example, parents were asked to just sit together and feel an orange. Reminding them of the importance of relaxing and taking time for yourself. Yoga and Thai chi sessions were also provided.

WHY?

Nabila Gardner identified 4 key areas that the provision tackled:

- Physical inactivity in young people
- Keeping young people and their families mentally healthy
- Creating regular social interaction with healthcare professional
- Providing alternative healthy food at a lower cost



DIFFERENCE MADE

Whilst tackling all of the issues above consistency of high-quality provision for the people residing in temporary accommodation created a sense of community in places like the Cobden hotel. Over the course of the summer relationships were not only created between the Living Well Group, their consortium partners and the consumers but also within communities in temporary accommodation. Families could meet and young people had the chances to form new friendships.

Finally, the projects this summer gave Living Well Group the realisation that there is the need to develop a further scheme to provide support for those in temporary accommodation and giving them the support, they require.

12,000
YOUNG PEOPLE
ATTENDED THE
SESSIONS



BIRMINGHAM & SOLIHULL WOMEN'S AID (BSWA)

WHAT

Provision and activity sessions ran throughout the summer. Sessions were split into morning and afternoon that both included lunch alongside physical activity. These sessions included a brilliant variety of physical activity, penalty shootouts and sports days were the highlights. Local parks gave the young people a nice change of scenery.

The sessions also offered arts and craft sessions that took the form of Tie-dye, painting and rock painting. Science experiments provided some educational entertainment.

Lunch offered changed throughout the summer, starting with pasta salads, rice and build your own wraps and ending with the classic packed lunch sandwiches.



WHY?

Molly Eedle, BSWA children's learning support worker identified key problems that the sessions aimed to address

- Supporting refuge young people
- Giving women a relief from their children during the daunting summer holidays for those in refuge temporary accommodation
- Reducing social isolation due to COVID 19 and as an effect of refuge temporary accommodation
- Addressing food security



DIFFERENCE MADE

Reducing isolation of young people living in refuge safety allowed for these young people to form new friendships and bonds inside of the temporary accommodation buildings. Young people gained new experiences which opened their eyes to the different possibilities outside their accommodation for summer. For example, a magic potion science experiment highlighted how exciting science can be.

The summer sessions helped to tackle the food security that parents face during school holidays and gave the mums a break from their children. This time on their own is extremely important for women in temporary accommodation and refuge as families are constantly living on top of each other.

**13 HIGHLY
VULNERABLE**

YOUNG PEOPLE
TOOK PART IN THE
SESSIONS

PRELIMINARY FINDINGS FROM THE BRING IT ON BRUM EVALUATION

BACKGROUND & METHODOLOGY

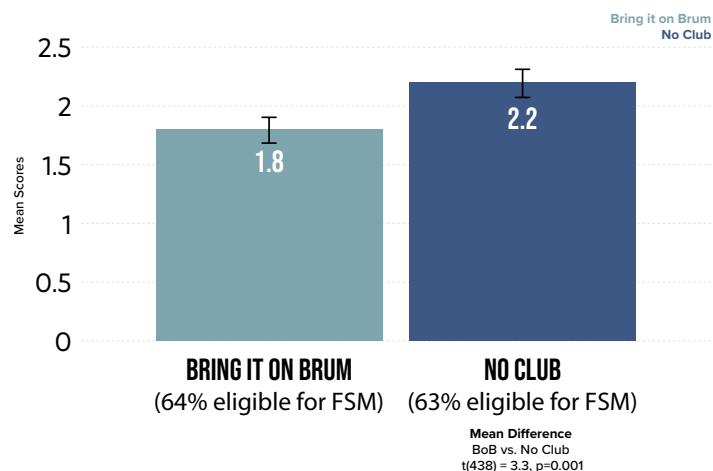
The Healthy Living Lab was commissioned by Birmingham City Council to design a parent survey to help identify benefits of the Bring it on Brum! Holiday Activities and Food programme delivered in Birmingham 2021.

In addition, the Healthy Living Lab designed a national survey, for a comparator group of matched families whose children attended either no holiday programme or other childcare. Both surveys asked the same questions, with additional questions for the Bring it on Brum! parents. Interim findings are based on preliminary analysis of the data. At this point, not all of the questions have been analysed, this document provides analysis of the following key factors: Childcare, Physical Activity, Food Security, Safety and Anti-social Behaviour, Children's Social Isolations, Aspirations, Confidence, School Readiness and Parental Stress.

FOOD SECURITY OF HOUSEHOLDS DURING SUMMER

Summer Food Security

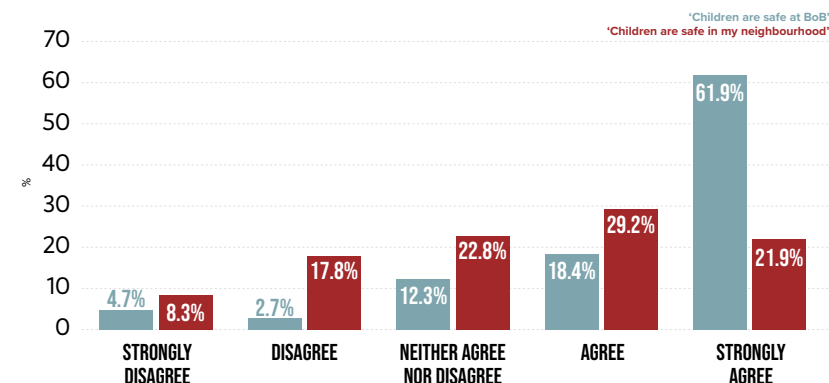
(0 = Food Secure to 6 = Low Food Security)



U.S. Household Food Security Survey Module: Six-Item Short Form Economic Research Service, USDA.

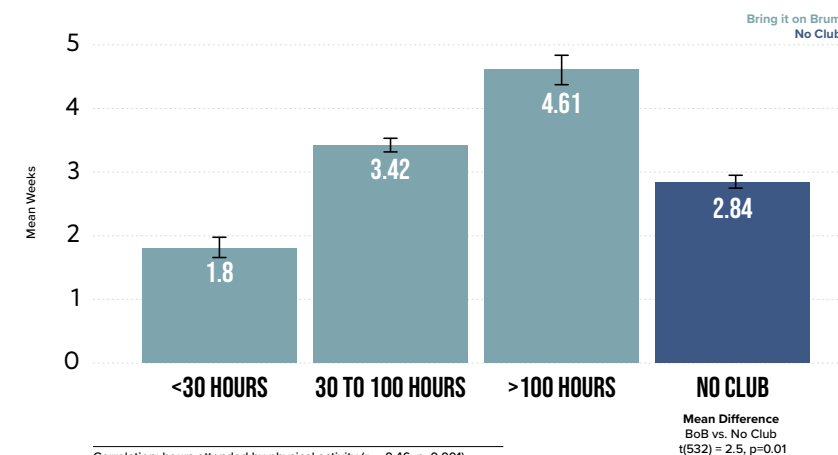
PERCEIVED SAFETY DURING SUMMER HOLIDAYS

Percentage of parents who agree/disagree that their children are safe in their neighbourhood and at Bring it on Brum Clubs



PHYSICAL ACTIVITY LEVELS OF CHILDREN DURING THE SCHOOL SUMMER HOLIDAYS

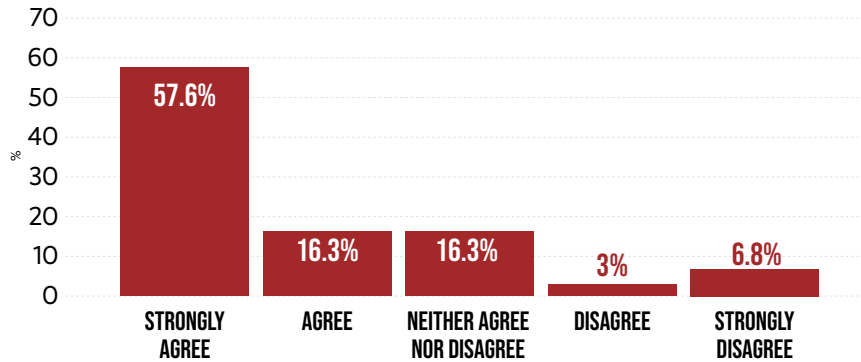
Mean No. Weeks Physical Active During 6 Week Summer Holiday (defined as at least 4 days a week at least 60 min. a day)



Correlation: hours attended by physical activity ($r = 0.46, p=0.001$)

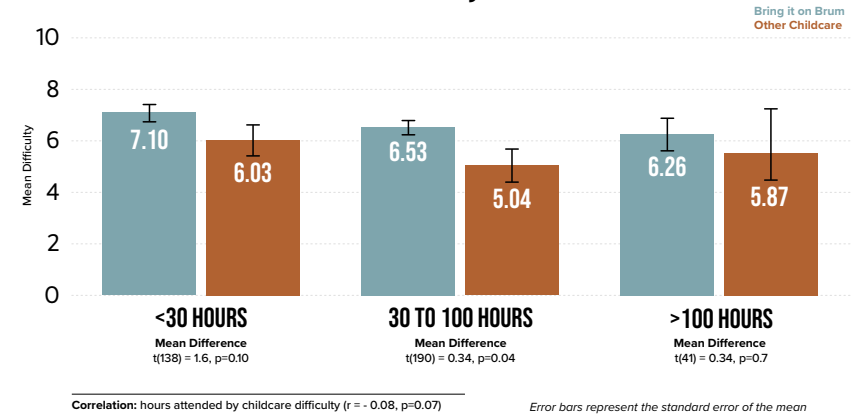
PERCEIVED ANTI-SOCIAL BEHAVIOUR

"I believe BoB keeps my child/children from participating in anti-social behaviour during the school holiday"

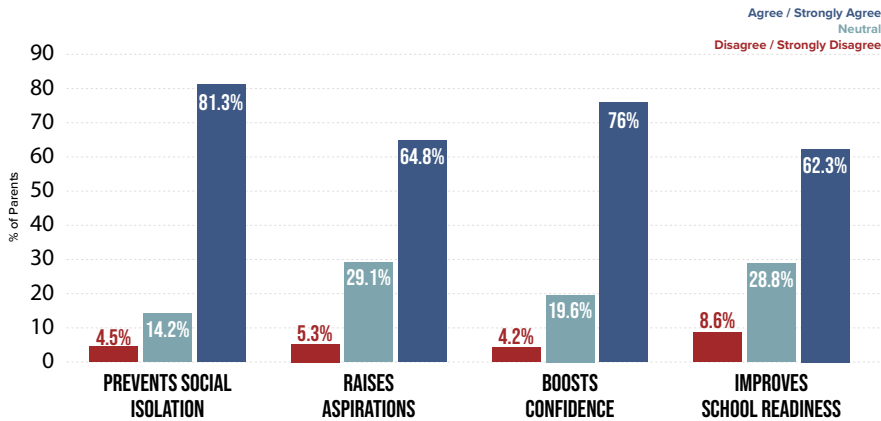


AFFORDABLE CHILDCARE DURING SUMMER

How difficult is it to find affordable childcare on a scale of 0 (not at all difficult) to 10 (extremely difficult)?

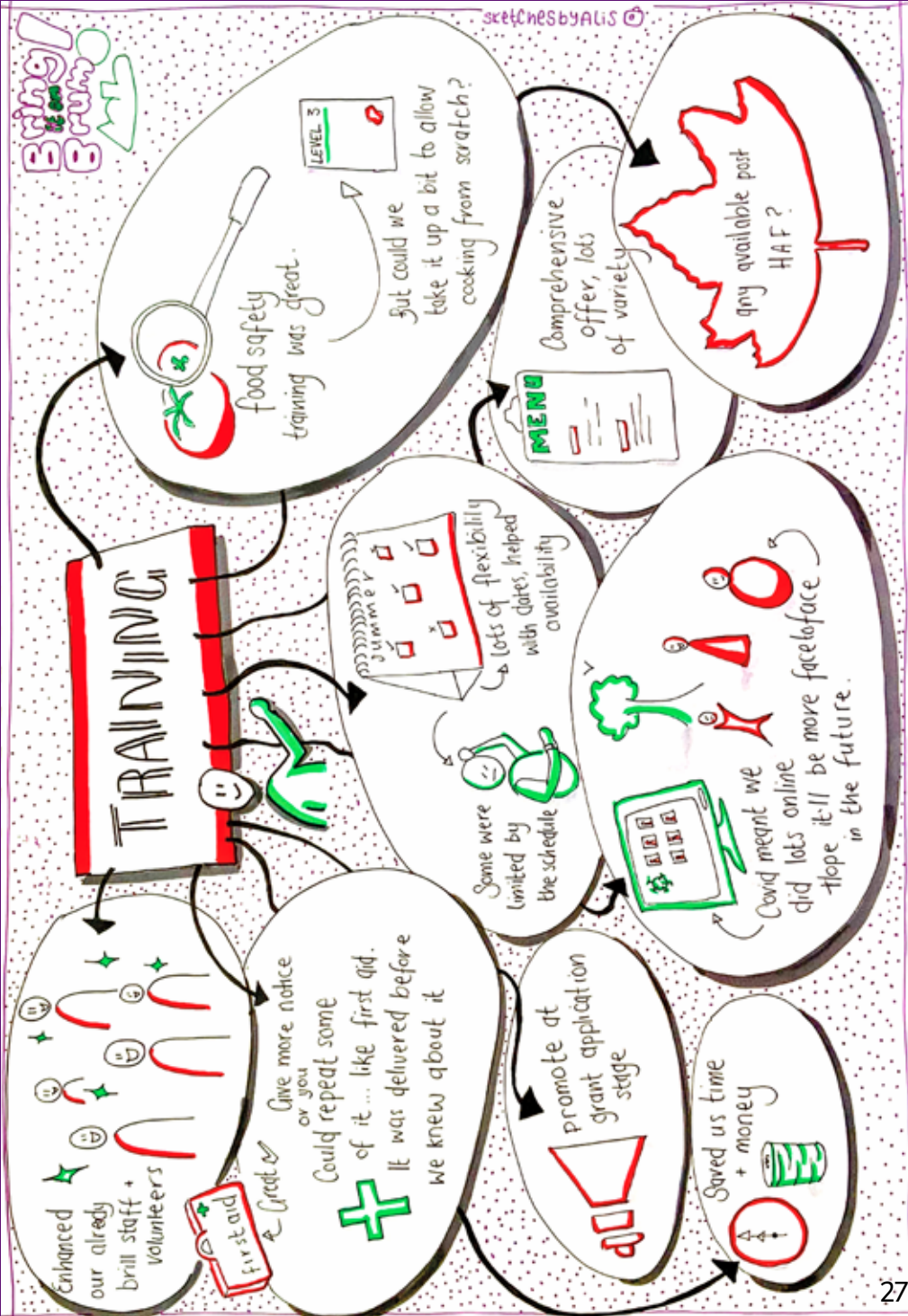
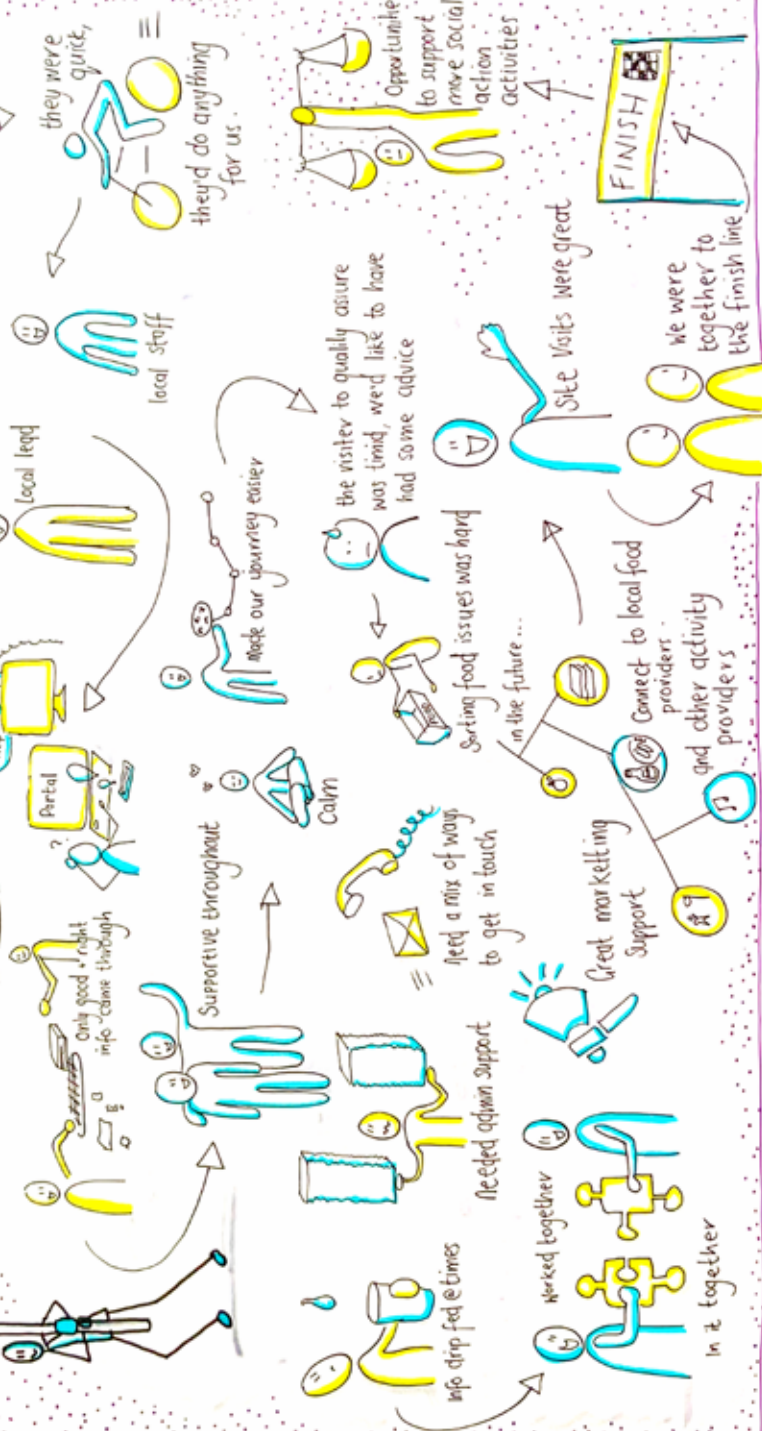


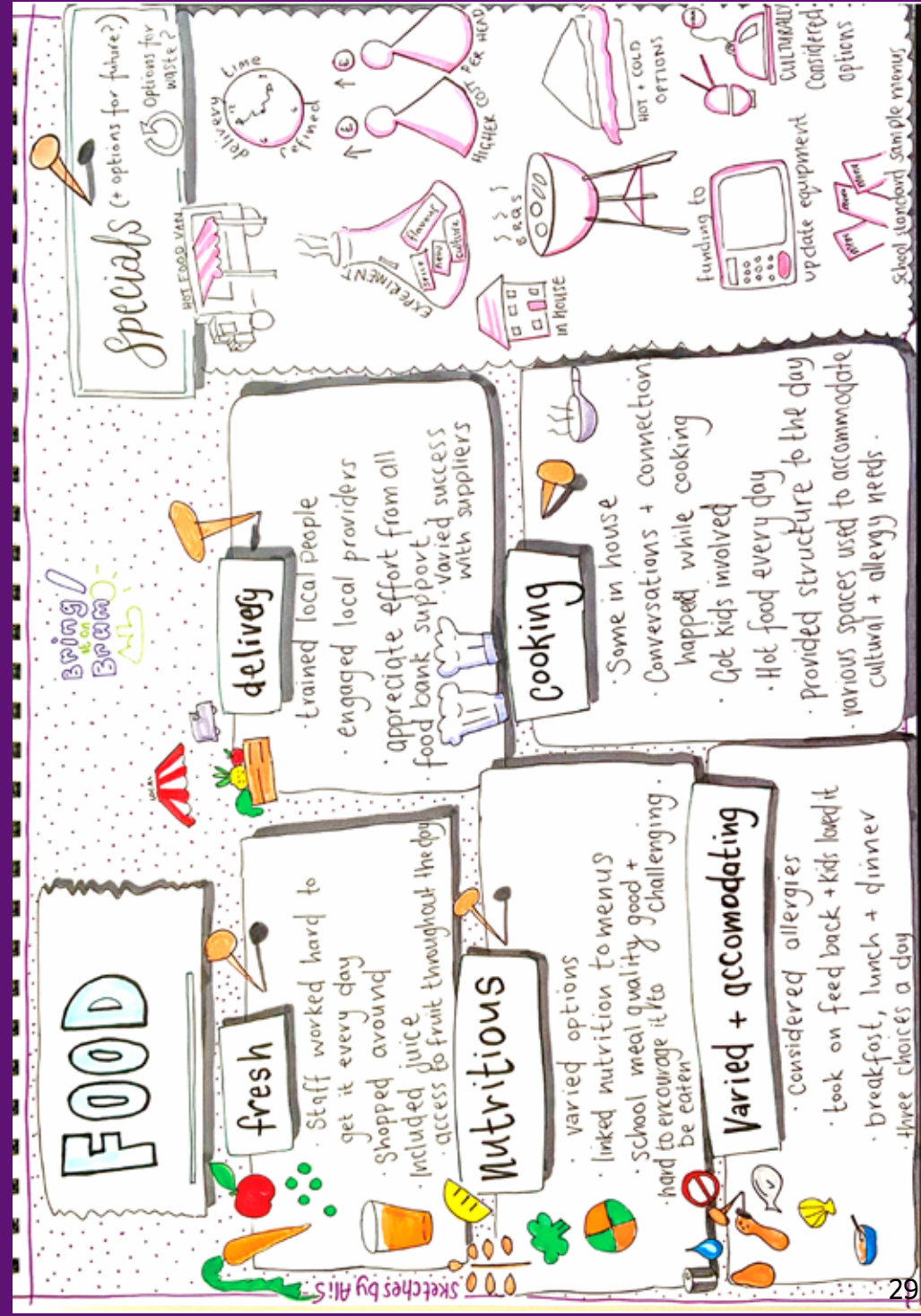
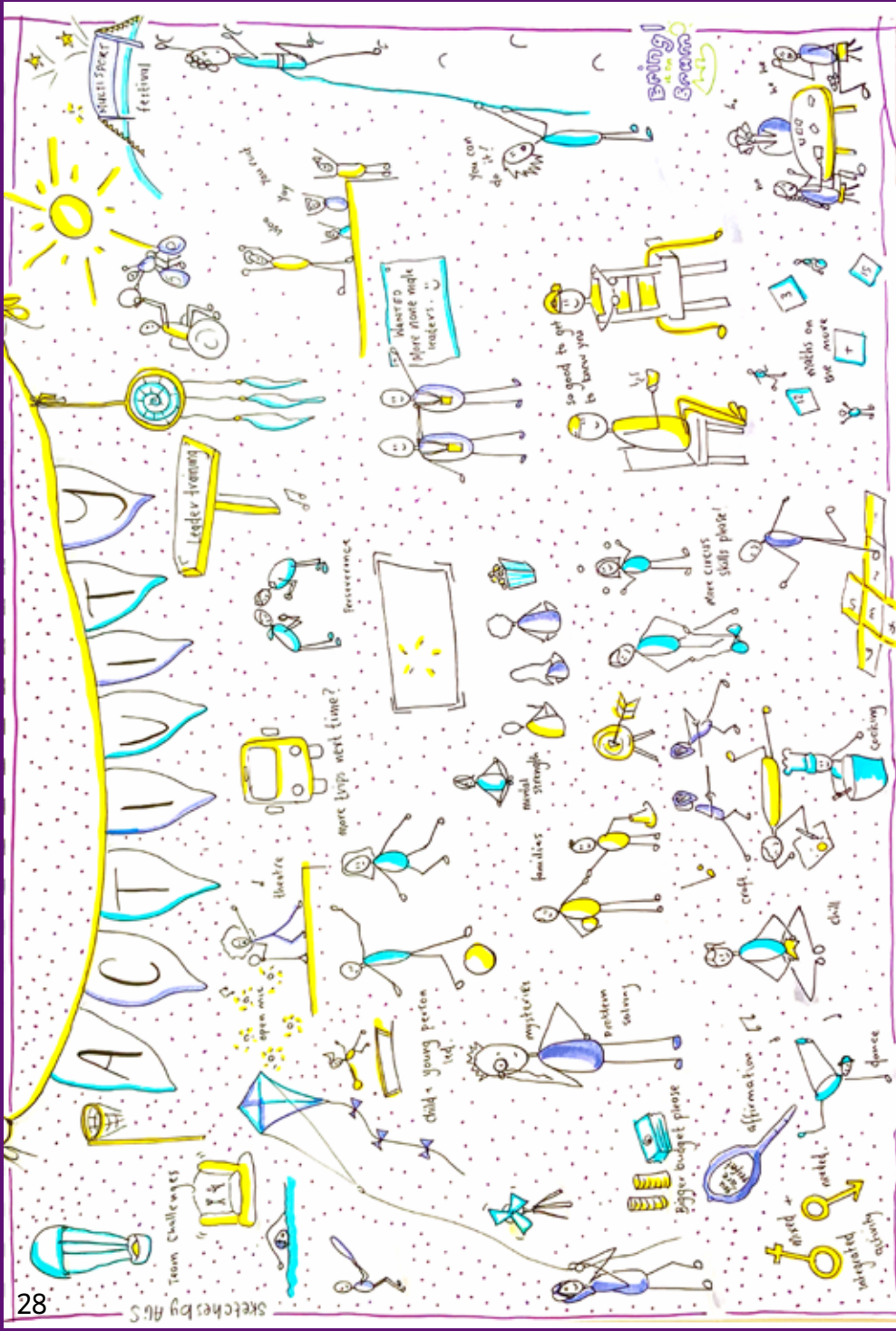
PARENT'S PERCEPTIONS ABOUT THE BENEFITS OF BRING IT ON BRUM FOR THEIR CHILDREN





SUPPORTING ROLES





ENRICHMENT

Sketches by Ali S

Thank you
 BIRMINGHAM
 Bring it on Brum!
 HOLIDAY ACTIVITY & FOOD PROVIDERS

CONTACTS

Birmingham Holiday Activities
birminghamholidayactivities@streetgames.org

Digbeth Dining
Helen@theprojectbirmingham.org

TAWS
Amit.Dattani@theaws.org

Feeding Britain
rose.bray@feedingbritain.org

Kings Heath Boys School
p.gibbs@khb.bham.sch.uk

Living Well Group
Nabila.Gardner@livingwellconsortium.com

BSWA
Molly.Eedle@bswaid.org

