

BIRMINGHAM HOLIDAY ACTIVITIES AND FOOD PROGRAMME



ANNUAL REPORT 2022



Contents

- 1** Introduction
- 5** Finance
- 7** Governance and Stakeholders
- 9** Impact Report
- 11** Our Network
- 13** Outcomes
- 15** Physical Activity
- 17** Workforce Development
- 19** Satisfaction
- 21** Evaluation
- 23** Marketing
- 25** Conclusion

Case Studies

- 27** Commonwealth Games
- 29** Enrichment
- 31** Physical Activity
- 33** Nutritional Education



INTRODUCTION

Since 2021, the Department for Education has 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 4-16, who are eligible for benefit-related free school meals.

Since summer 2021 and following a series of competitive tendering exercises, national sport for development charity StreetGames were appointed as the Programme Management organisation to support Birmingham City Council in delivering the programme and achieving high-quality outcomes for children and young people.

Birmingham's Holiday Activity and Food (HAF) programme – with a campaign name of Bring it on Brum! is the largest and most ambitious in England and seeks to address holiday hunger, inactivity, isolation and learning loss among some of the most vulnerable children and young people in the city.



“The success of the programme is truly a testament to network of holiday club providers and their ‘can do’ attitudes towards ensuring that children in every neighbourhood have 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”

Jenny Carter
Holiday Gap Director (StreetGames)



Bring it on Brum! aims to make sure that participating children and young people:

- **Have access to safe, non-stigmatising local places to go for fun activities**
- **Eat more healthily over the school holidays**
- **Spend time with friends and had a chance to be more active during the school holidays**
- **Take part in a wide range of engaging and enriching activities which supported their resilience, character and wellbeing as well as their wider education attainment**
- **Are ready to return to school, college or to move on to work**
- **Have parents and carers supported with information about how to cook healthy recipes on a budget**
- **Have parents and carers signposted to local family services**
- **Have the chance to carry on sports and physical activities beyond the holidays**

A CITYWIDE APPROACH TO THE 2022 AND BEYOND

Birmingham has the highest levels of children eligible for free school meals in England, with approximately 70,500 children entitled to support.

However, given the high levels of general and child poverty in the city (1 in 3 children live in poverty), we have adopted a very targeted and tailored programme to widen the offer, through the discretionary HAF funding and additional investment to widen the offer to support additional families most in need beyond those eligible for free school meals.

With a tailored communications campaign involving schools and social media, we marketed the programme directly to families eligible for free school meals, and we specifically commissioned provision to reach families living in the most underserved communities, those living in temporary accommodation, children in care, those with special and additional needs, along with young people at risk of serious youth violence and exploitation.


BIRMINGHAM'S HAF EXPERIENCE

A huge community effort saw the programme delivered across a great variety of settings across the city including Birmingham City Council leisure and youth 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! throughout 2022 and were offered training and support to ensure they delivered to our quality and sustainability standards.

This meant that by commissioning experienced providers already embedded in communities, and experienced in delivering HAF, Birmingham City Council and its residents could receive the benefits of their expertise in attracting the target audience and designing appealing activities. Food was provided by local food businesses, school caterers, volunteers, community workers and more. We also offer a central food service offering cold meals for those holiday clubs unable to source and prepare their meals within their club setting. Healthy food, whether hot or cold, and mealtimes that created positive food experiences were important to all involved in the programmes. The number of children engaging continues to grow feedback demonstrates the value they place on the opportunity to socialise and make new friends and engage in activities that they may not have the ability to do without the programme such as sports, cultural visits, cooking and preparing food and arts.

There were of course challenges too. The size and scale of the programme creates challenge in relation to cost modelling and providers have shared that due to inflationary rises and the cost-of-living crisis, they have reduced the number and types of enriching experiences that they are now able to offer children such as day trips and visits.

Our engagement with children with SEND requirements is continuing to grow, however providers often need additional support and resources which was challenging to co-ordinate and manage effectively to service needs fully.



"This programme has been a real lifeline for so many families and has become even more important during the cost of living crisis. Far too many parents and carers worry about how they will cope during the school holidays with those who are already struggling facing further disadvantage. While these fundamental inequalities need addressing in the long-term, this type of support is vital for families now and it has been great to see the young people enjoying activities and being happy."

Cllr McCarthy, Cabinet Member for Children, Young People and Families at Birmingham City Council



Attracting older teens remains a challenge and priority in Birmingham, like many other local authority areas in England, but with more co-ordinated commissioning of youth-based providers in 2023, we hope to see engagement levels rise. With our academic partner Northumbria University, Gateshead City Council, Northumberland County Council, the Mayors Fund for London and Feeding Britain, Birmingham engaged in a series of youth design sprints to appraise co-design opportunities to ensure holiday provision is appealing to this age group. We have started to implement some these suggestions into 2023 provision including drop-in sessions and employability focused clubs.

Despite the challenges, there is a huge amount to celebrate in the acceleration of the programme throughout 2022 and the progressive rise in the number of holiday clubs delivering activities and the number of children engaging. Birmingham is committed to expanding the programme to benefit more children and families over the coming years.

FINANCE

Bring it on Brum! is the largest HAF programme in England with the largest cohort of free school meal children (c.70,000, Jan 2022).

The DfE made a grant to Birmingham City Council of £8,029,880 for the 2022 programme delivery period. In December 2022, the DfE made an additional £393,680 available, giving an annual award of £8,423,560.

Bring it on Brum! is committed to supporting as many children and families in need as possible, through a vision of upskilling communities and community leaders to develop their competence and confidence and to extend provision in the most sustainable way. 80% of the total delivery grant was invested into provision for children and young people across the three delivery periods in every district of the city.

To achieve the levels of engagement required by the programme, a cost model was developed to support grant making and ensure value for money. The cost model implemented for 2022 was based on an average of £18.50 per child per day. In addition, Birmingham has been committed to evaluating the impact of the programme on the lives of children and families and has invested in independent and academic research to support this. A link to the Evaluation Report is available on page 26 and is the only large-scale research of its kind in the country.

ADDED VALUE AND EXTERNAL INVESTMENT

The Bring It On Brum! programme team seek to leverage alternative provision and support within the existing network that will complement the delivery of the programme.

Throughout 2022, this equated to ~£1.5m with approximately £1m being secured by holiday club providers from other grant funders and in-kind contributions to extend provision and include none-HAF eligible cohorts, and approximately £500,00 was secured through partnership investment to diversify the offer and add further value and enrichment. Notable partners include, National Governing Bodies of Sport, Morrisons, the National Literacy Trust and Birmingham City Council Public Health (Food Systems).

FACE-TO-FACE ACTIVITY

£6,395,156

REMOTE ACTIVITY

£262,639

MARKETING

£42,623

CAPITAL INVESTMENT

£61,884

WORKFORCE DEVELOPMENT

£76,070

EVALUATION

£33,854

QUALITY ASSURANCE

£61,118

MANAGEMENT & ADMIN

£802,982

**OTHER E.G TRANSPORT,
LOGISTICS**

£615,790

TOTAL

£8,352,116

GOVERNANCE



The core governance structure in Birmingham is the Steering Group. Established in 2021, the group has a defined terms of reference and membership. The group is made up of Birmingham City Council departments including commissioning, education, public health and early help, StreetGames, Birmingham Childrens Trust (Childrens Services), West Midlands Violence Reduction Unit and Birmingham Voluntary Service Council.

Within the governance structure, we also operate a Safety Advisory Group, made up of Birmingham City Council and StreetGames staff to manage programme risk any safeguarding issues.

Since 2021, the governance structure has enabled the development of sub-groups to develop programme delivery in relation to specific cohorts or outcomes. These sub-groups operate as task and finish groups and have to date included engaging older young people, SEND (a sub-regional group) and food.

We have embedded the programme well across the city, with representation and commitment within a number of strategic plans, including the Health and Wellbeing Board (physical activity and food systems sub-groups), the West Midlands 'Holiday Spike' strategy group and the programme management team are actively inputting into the developing Public Health strategy for Physical Activity.

We are also working closely with other DfE funded programmes in the city including the Task Forces (Alternative Provision and the SAFE programme) and Opening School Facilities to ensure complimentary activity and long-term sustainability for some of the city's most vulnerable young people.





STAKEHOLDERS

We have developed relationships with key stakeholders across the city, to support delivery of the programme, to evaluate it's impact on children, young people and families and to assess future sustainability.

Our key strategic stakeholders include:

- Birmingham City Council (inc. Public Health)
- StreetGames
- Birmingham Childrens Trust
- Be Friends Charity (charitable body of Birmingham Childrens Trust)
- Sport England
- Sport Birmingham
- The Active Wellbeing Society
- Aston Villa Foundation
- Birmingham Voluntary Council Service
- Birmingham Play Care Network
- National Literacy Trust
- Northumbria University – The Healthy Living Lab

IMPACT

348

Holiday club providers

82%

Free School Meal Attendees

52,519

Young people engaged

252,130

Attendances and meals provided



£6,719,679.00

Value of
Grants
Awarded

14%

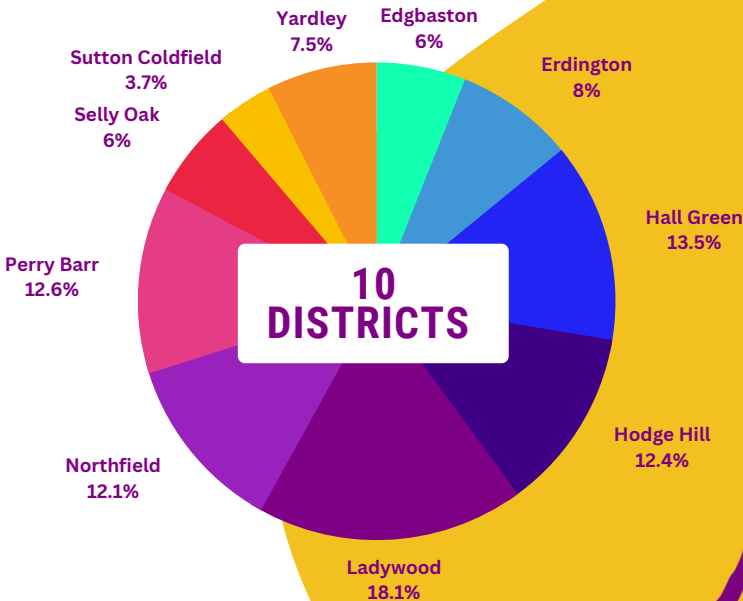
SEND
Attendees

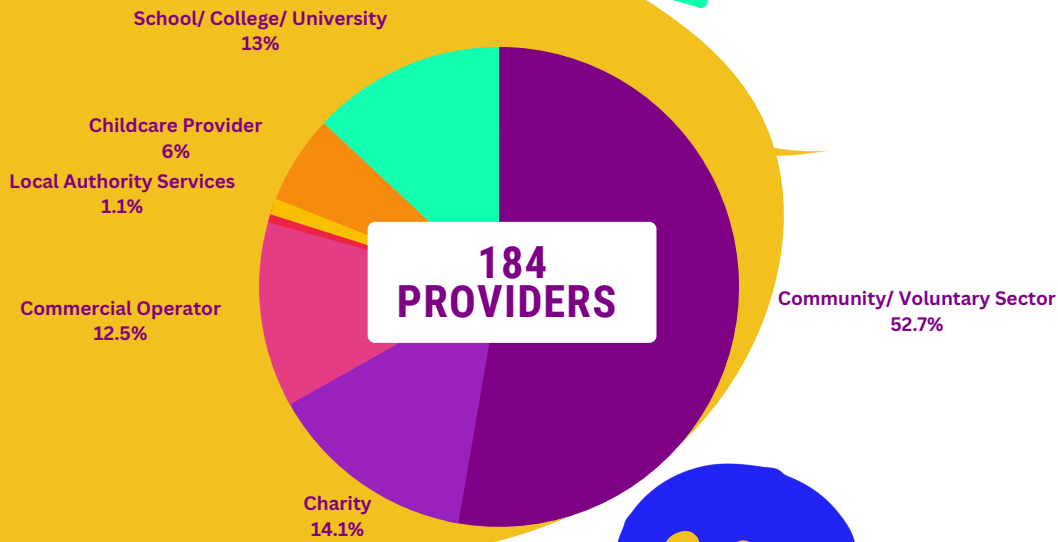
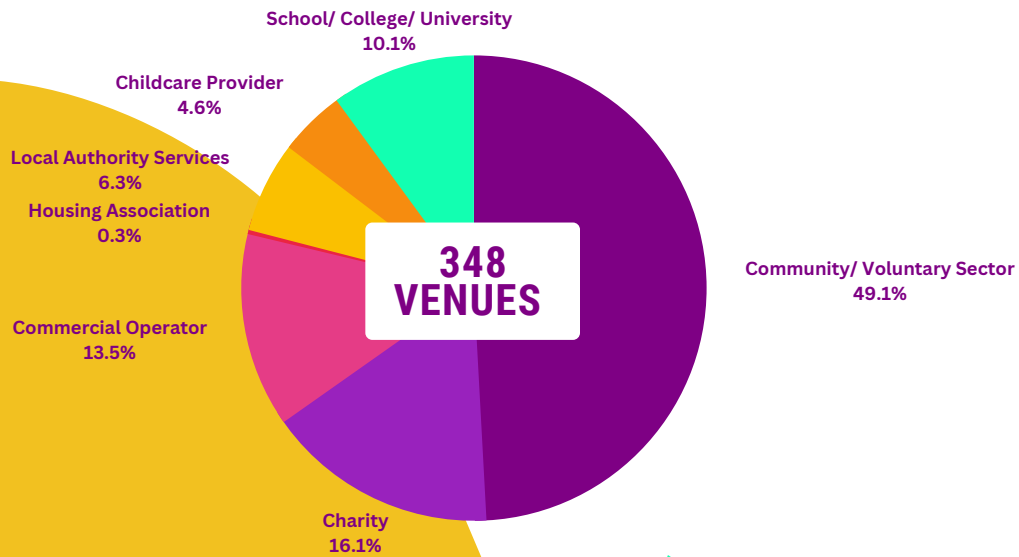
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OUR NETWORK

In 2022, we worked with 184 different holiday club providers operating at 348 different venues.

A number of 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 or summer holidays.





OUTCOMES

We encourage all Bring it on Brum! holiday club providers to deliver all of the Holiday Activity and Food Programme framework standards. In 2022, these standards were:

- Food provision
- Enrichment activities
- Physical activities
- Nutritional education
- Food education for families and carers
- Signposting and referrals
- Robust policies and procedures
- Effective Safeguarding

We acknowledge that not all providers have to deliver all aspects of the programme but our clear expectation is that all eligible children and their families should benefit from all aspects of the programme.

We assess an organisation's ability to deliver against the framework standards through:

- Grant application forms – all organisations were required to complete a grant application to apply for funding to run free holiday clubs. This forms 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 – across all three holiday periods we aim to visit as many holiday clubs as possible. In 2022, 275 quality assurance or support visits were completed. During these visits to the holiday clubs we observe the activities taking place and ask questions about the daily programme to ensure the framework standards are being met.



PHYSICAL ACTIVITY

Our Bring it on Brum! clubs all 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. Our 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.

We encourage providers to engage young people in a variety of physical activities to develop movement skills, muscular fitness, and bone strength. Our best providers work with young people 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.

Delivery of the physical activity outcome is one of the strongest across the Birmingham network. We have consistently rated our providers as good or excellent at meeting this framework standard, with 80% being good or excellent in spring 2022, rising to 97% of providers rated as good or excellent in winter 2022.

Our work with many different governing bodies of sport has significantly enhanced the variety and quality of sports that have been offered across the provider network. Many National Governing Bodies have provided free equipment and training to our holiday club providers. The sports we have worked with in 2022 that have resulted in more activity are; golf, hockey, cricket, athletics, canoeing and triathlon. We are in conversation with the following sports for future development; boxing, basketball, sailing, rugby, equestrian, tennis and swimming.

CANOEING

GOLF

KAYAKING

ATHLETICS

ARCHERY

BOXING

HULA HOOPING

KAYAKING

ROUNDERS

MARTIAL
ARTS

HORSE RIDING

WALKING

CRICKET

RUNNING

RUGBY

DANCE

**BRING IT ON
BRUM
ACTIVITIES**

SAILING

TENNIS

BASKETBALL

CYCLING

BENCHBALL

FOOTBALL

ROCK
CLIMBING

SWIMMING

BADMINTON

NETBALL

PARACUTE
GAMES

ADVENTURE
PLAYGROUND

WORKFORCE DEVELOPMENT



MANDATORY TRAINING REQUIREMENTS:

- SAFEGUARDING
- HEALTH AND SAFETY
- MENTAL HEALTH TRAINING
- FIRST AID
- GDPR (GENERAL DATA PROTECTION REGULATION) TRAINING
- RISK MANAGEMENT
- HOW TO APPLY FOR HAF FUNDING MODELLING A GOOD APPLICATION
- SCHOOL FOOD STANDARDS AND NUTRITIONAL EDUCATION
- FOOD SAFETY STANDARDS
- ALLERGEN LABELLING AND NATASHA'S LAW

Our approach to workforce development and the uptake of providers is working well. We are contractually required to deliver the mandatory elements listed, but we have introduced a wide and diverse offer to support holistic delivery that has been needs led by providers.

Such courses include: Let's Talk About Food, Managing Challenging Behaviour, Sustainability, Activating HAF Activity, Engaging Children from Low-Socio-Economic Backgrounds and Engaging Women and Girls.

In 2022, over 1200 learners have engaged in the workforce development programme. An infographic is produced each period and shared with the Steering Group.

We have continued to include youth leadership opportunities with some degree of success – the timing conflicts with holiday club provision.

For 2023, we will move to an annual workforce development programme to enable providers to have more flexibility in attendance throughout the year, in advance of programme delivery. This should also have a positive effect on the numbers of young people accessing training.

We plan to extend our pilot concept of 'HAF Club University' which will include training and qualifications for young people. Our developing themes are: Business & Digital Skills (Pilot Feb-Easter 22, accredited by ASDAN), Sport, Physical Activity & Leisure, Hospitality & Catering, Future Careers (AI & Entrepreneurship) and supportive employability skills.

We plan to host a workforce community of learning in 2023 to dive deeper into the impact of the workforce programme and the difference made to provision and providers and to ascertain the direction of travel i.e. to ensure the programme remains appealing and fit for purpose.

SATISFACTION

PARTICIPANTS

HOLIDAY CLUB LEADER

PARENTS

87%

96%

94%

N/A

98%

98%

92%

N/A

N/A

88%

N/A

N/A

N/A

90%

89%

96%

N/A

N/A

"I liked being able to go on trips and bond with new people."

Participant

"The groups are able to form a bond and unity with other people from different schools."

Holiday Club Leader

PARTICIPANTS

2481

postcards
analysed

**HOLIDAY CLUB
LEADERS**

220

postcards
analysed

PARENTS

100

postcards
analysed

were highly satisfied/ satisfied with their
holiday programme **overall**

were highly satisfied/ satisfied with the
activities at their holiday club

were highly satisfied/ satisfied with the
location of their holiday club

were highly satisfied/ satisfied with the **time** of
their holiday club

were highly satisfied/ satisfied with the **food** at
their holiday club

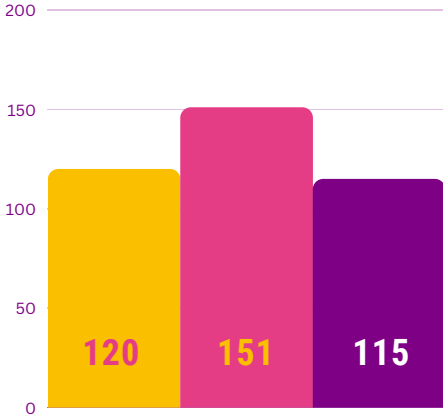
were highly satisfied/ satisfied with their
coaches and leaders

"The programme is brilliant! It's
had a real positive impact on my
son and on me."

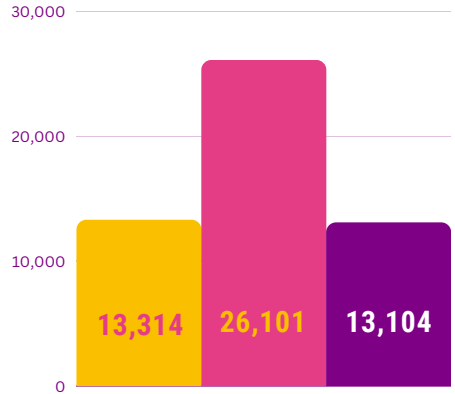
Parent/ Guardian

EVALUATION

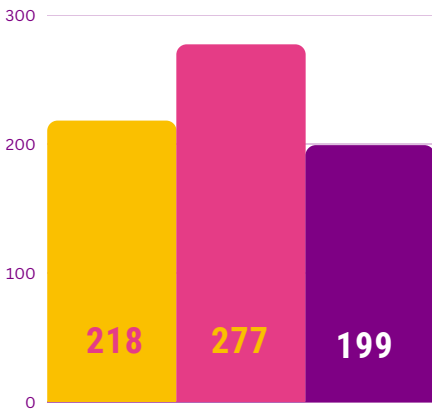
Holiday Club Providers



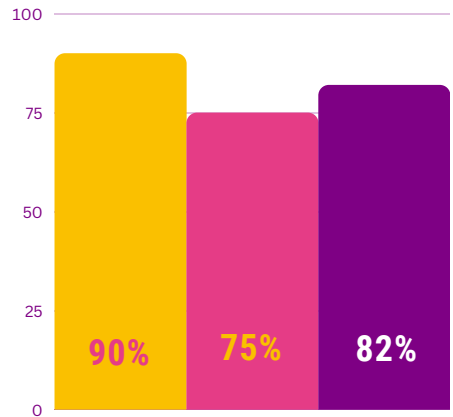
Young People Engaged



Holiday Clubs



Free School Meal Attendees (%)

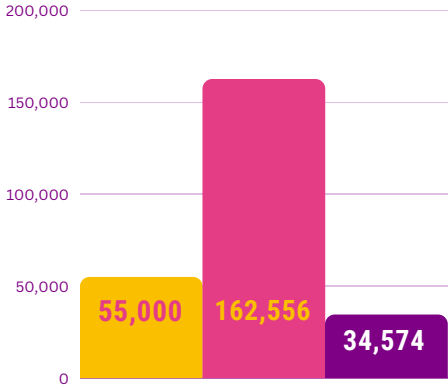


Spring

Summer

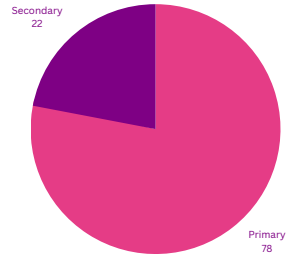
Winter 2022

Attendances and Meals Provided

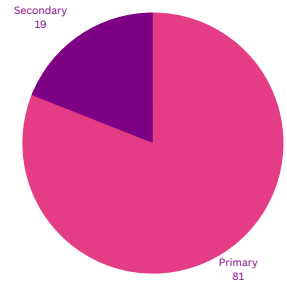


Secondary/ Primary

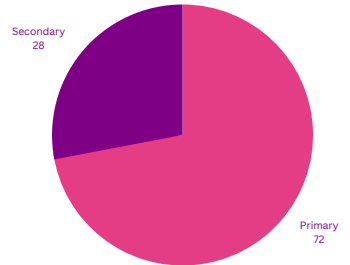
Spring



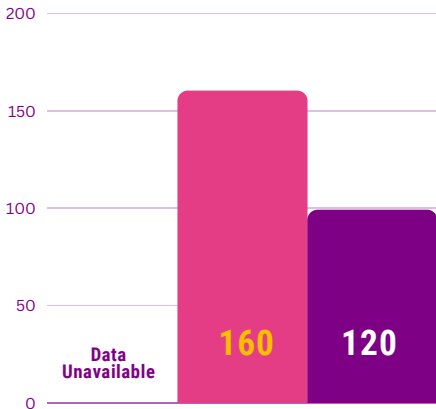
Summer



Winter



Learners Trained



MARKETING

The Bring It On Brum! brand is now well-established throughout Birmingham. It has been noted that many organisations are proud to be associated with the programme and parents trust the providers we promote.

Engagement across all our social channels is increasing as the brand gains more traction, something which we hope to build on further in 2023.

WEBSITE www.bringitonbrum.co.uk

The Bring It On Brum! website continues to be a staple part of the programme with parents using the booking system provided to search and book activities in their area.

The providers portal feature has been a great success amongst providers. This is a dedicated area on the website, locked to the general public, which contains information on the free training programme, application guidance, access to free marketing materials and much more!

An area for development would be to improve the customer experience and include a 'FAQs' section, redesign the Impact Page and increase the frequency of the content produced.



[HOME ACTIVITIES](#)

[ABOUT US](#)

[IMPACT](#)

[SAFEGUARDING](#)

[PROVIDERS PORTAL](#)

[FAMILY SUPPORT](#)

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Welcome to Bring it on Brum!

SOCIAL MEDIA

In 2022, our main focus was to increase bookings, we did this by sharing images and stories from the programme throughout the delivery period in hopes to inspire parents to book activities. We also vowed to respond to all comments and messages in a timely manner.

By the end of 2022, our Bring It On Brum! accounts had a total of 2941 followers.

Going forwards we aim to increase engagement between delivery periods, posting more content, interacting with stakeholders and sharing positive stories from across Birmingham.



DIGITAL NEWSLETTER

Our digital newsletter now has an audience of nearly 10,000 subscribers signed up to receive regular updates from the programme. This is a fantastic communication tool, allowing us to make direct contact with parents and share updates and stories from the programme.

Our next steps will be to outline a more frequent delivery schedule for our newsletter and also plan content in advance ensuring all aspects are covered. The programme also aims to include more stories from our providers and participants to improve our youth voice offer.

PRINT

Whilst the Bring It On Brum! programme has a strong online presence, it still requires printed support to reach our audiences that are not online. All providers are given access to a range of posters, which they are encouraged to display in their local area.

We hope to develop printed assets further by producing How To Book poster, A5 leaflets and feedback posters which help us to receive feedback digitally.

CONCLUSION

Research was undertaken to understand Birmingham's experience of HAF and present findings and recommendations to key city stakeholders and share with the DfE and other government departments.

Supported by StreetGames, Northumbria University evaluated the HAF programme through the administration of a large-scale parent survey and a large-scale holiday club leader survey. This was the largest Local Authority HAF programme in England in 2022, and aimed to address childhood food insecurity, physical inactivity, social isolation, mental wellbeing, childcare needs, learning and skills development amongst vulnerable children and young people in Birmingham. Following DfE guidance, a specific aim was to increase uptake of the programme by free school meal children. Where appropriate, comparisons have been drawn between the outcomes of this year's evaluation with the outcomes of the Bring it on Brum! evaluation conducted in 2021.

Clubs were run by a mixture of community organisations, leisure centres, youth services, children's services, schools, and some commercial operators, with a 16 % increase in the number of schools engaging with the programme, and a 11% increase in SEND provision between 2021 and 2022. Clubs delivered a wide range of physical activities and enrichment activities, food and trips for children and young people. The increase in SEND provision is important in terms of equality, diversity and inclusion but has cost and resource implications in terms of delivery at the local level.

Recommendations for HAF 2023 in Birmingham:

- Ensure that an appropriate process is in place to record reasons for non-attendance, in the case of 'no shows' and for parents who decided to no longer participate in the programme.
- Implement recommendations from the HAF+ Design Sprint.
- Continue with a community targeting approach to prevent stigma and drive positive outcomes at all levels by exploring how HAF could integrate with other city-wide programmes.
- During such high levels of food insecurity, consider serving mainly hot food and consider how to work in partnership with other local agencies to attenuate household food insecurity.

- **Build on the excellent staff development programme delivered in 2021 and 2022.**
- **Consider activities that will support children and young people to return to school in the Autumn term. This is particularly important, given the educational loss many children and young people experienced during covid combined with 'summer learning loss' that disproportionately affects disadvantaged children.**

The findings reinforced the view that HAF is about so much more than food and despite the high levels of engagement of eligible children, when set against the backdrop of poverty and inequality in the city and from feedback from parents, the criteria certainly prevented uptake by children and families in need. The eligibility criteria certainly had an impact on the engagement of secondary caged children, who shared that they want to be with their friends and the programme is not open to everyone.

It is clear that providers know their communities and families and clear benefits are evident. The community feel to the programme gave parents and children the perception of feeling more safe and that having those trusted leaders, supports children and young people when they need it most. Providers have shared that the funding is welcome and needed, but insufficient to create sustainable provision across the year.

To conclude, we welcome and celebrate the Government's decision to continue investing in the HAF programme and that the benefits for children, young people and families are huge. We will continue with our research and evaluation throughout the funded period to explore these positive outcomes in more detail and assess the economic value of the programme and its wider societal impact.

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REPORTS & CASE STUDIES, GO TO
OUR IMPACT PAGE:**



WWW.BRINGITONBRUM/IMPACT.CO.UK

COMMONWEALTH GAMES 2022

2022 saw Birmingham host the Commonwealth Games which included a huge range of celebratory events, community festivals and volunteering opportunities, as well as the Games themselves.

Bring it on Brum! became a United by 2022 project and delivered a number of collaborative ventures to ensure the Games reached children living in the most disadvantaged communities. This includes sports days and festivals, NGB coaching programmes, visits the live festival sites, recipe sharing from around the commonwealth and children attending live, ticketed sporting events.

StreetGames became the national flagship partner to deliver the Gen22 physical activity programme. A number of our HAF providers delivered the programme, offering volunteering opportunities to young people, culminating in co-designed social action projects being delivered across communities in the city.

StreetGames also held a national residential, just outside of the city. Supported by Bring the Power (a Commonwealth youth engagement programme), several providers and their young people attended the residential and over 100 children attended as part of a day trip to experience new activities, develop team building skills and interact with other young people from across the UK.



**Community
Development
Centre**



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ENRICHMENT

RMF CONSTRUCTION

RMF Construction Training Facility in Wythall provide training and examinations to professionals within the construction industry. RMF understand the importance of providing support to help individuals overcome the barriers faced when entering the workforce and improving social capital and community cohesion.

Young people from across Birmingham visited the Training Facility to experience a day in the world of construction. Each participant was kitted in the required PPE and got to not only see real life construction courses in action but also received practical advice and were given the chance to be hands-on, driving diggers, dumpers and rollers around the site.

Trusting the young people with the responsibility to handle the machinery solo, gave a confidence boost and was an experience all will take to the next steps in their career, in or out of the world of construction. Attendees who were interested in exploring further education were given the details to relevant courses at Solihull College, helping them take the first steps to becoming a construction professional.





PHYSICAL ACTIVITY

COMMUNITY SPORTS DAY

Projects across Yardley and Hodgehill created numerous high quality opportunities for children and young people from deprived communities.

Street Games Area Leads worked together to plan a range of networking meetings across each location to bring together HAF providers to share good practice , learn each others strengths and weaknesses , to plan improvements going forward, and to see if there were ways they could work together.

In Hodgehill and Yardley there were 50 HAF projects providing opportunities for over 1500 unique children. Through a combination of online and face to face workshops over 20 of these groups came together to share their good practice and learn from each other.

The main focus being to find new funding opportunities to make sure that all young people regardless of vulnerability should be able to access provision. StreetGames supported through regular funding bulletins and providers shared opportunities. They were also keen on capitalising on Commonwealth Games and doing some kind of linked sports days. The group linked together through email networking and Oasis Hobmoor secured £10,000 through Celebrating Communities fund on behalf of the network.

Local Councillors and community organisations decided on 3 greenspaces that combined a mix of high footfall and also areas that were under represented. The group then met to plan the sports days and all agreed to provide support in terms of coaches and staff, local knowledge and advertising, coordination, administration and planning.

The end result was three sports days at Oaklands Park, Curtis Gardens and Gilberstone Recreation Ground.



NUTRITIONAL EDUCATION

In Summer 2022, through QA visits during delivery it was evident that staff and providers had a lot of passion and enthusiasm to support children to follow a healthy lifestyle, but equally obvious was the lack of knowledge and confidence to deliver food related activities that were educational and developmental in their offering. In addition, from feedback gathered, children told us they really wanted to engage in more cooking and practical activities with food that they don't get the opportunity to do at home.

To find a way to provide access for children to experience practical, interactive workshops and opportunities to broaden their experience of food, primarily fruit and vegetables. The key to this offer however, was for this to be in an open, accessible, no pressure, no worries environment.

Hakuna Fruitata was born!

- Local provider organisations receive training and resources (basic cooking equipment) to deliver a programme of activity for children during HAF delivery
- Bring it on Brum links with partner organisations to supply fresh high quality produce, delivered directly to the providers.
- Additional items of food are supplied to support the planning, making and creating of meals, hot or cold depending on access to appropriate facilities
- Providers are encouraged to include potting and planting of seeds and plants alongside cutting/chopping/touching/smelling/tasting different fruits and vegetables
- The training provides staff with the confidence to have healthy conversations around food and nutrition and to challenge established habits around key topics such as snacking, portion sizes, takeaway/fakeaways and hydration.

The confidence of providers and staff to get involved in making more things with food has drastically increased. All providers are now very able and confident to deliver a fruit based workshop for children to make either fruit kebabs or fruit sundaes. Children have fed back how much they have enjoyed being able to engage in more cooking based activities and from this we are looking to expand the provision to include (where possible) cooking hot meals, and children helping plan menus



It will take time before we see an impact on eating habits and behaviours of children, but this project provides additional opportunities to increase the frequency and repetition of expanding the breadth of taste palates of children, which we know has a direct correlation on positive feeding habits.

PARTICIPANT

"I felt like I was cooking"

"This is the best lunch ever because I helped to make it"

"I've never had a plum before!"

PROVIDERS

"An excellent project – the staff/kids/parents loved it "

"Staff have really enjoyed doing practical food activities with the children"

PARENT/ GUARDIAN

"It's been a fantastic day for the children "



WITH THANKS TO



Birmingham
City Council



Department
for Education

FIND OUT MORE

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