

**BIRMINGHAM  
HOLIDAY  
ACTIVITIES  
AND FOOD  
PROGRAMME  
SUMMER 2023**

**IMPACT REPORT**



# SUMMER 2023



**194**

Holiday club providers

**82%**

Eligible for Free School Meals

**26,356**

Young people engaged

**£4.1 MILLION**

Value of Grants Awarded

**174,602**

Attendances and meals provided

**302**

Holiday Clubs

**1500**

Accessing Remote Activity



# CASE STUDY

#FoodProvision

## INTRODUCING HAKUNA FRUITATA

In Summer 2022, it was evident that staff and providers had a lot of passion and enthusiasm to support children to follow a healthy lifestyle. However, the lack of resources and confidence to deliver food related activities that were educational meant not as many providers were able to engage in these activities. 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.

We wanted to find a way to give children access to practical, interactive workshops and offer opportunities which broaden their experience of food, primarily fruit and vegetables. The key to the offer however, was to provide an open, accessible, no pressure, no worries environment- and so, Hakuna Fruitata was created!

- Local provider organisations received training and resources (basic cooking equipment) to deliver a programme of activities for children during Bring It On Brum! delivery
- Bring It On Brum! linked with partner organisations to supply fresh high-quality produce, delivered directly to the providers
- Additional items of food were supplied to support the planning, making and creating of meals, hot or cold depending on access to appropriate facilities
- Providers were encouraged to include potting and planting of seeds and plants alongside cutting/chopping/touching/smelling/tasting different fruits and vegetables
- The training provided 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 having children help to 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." Pam Noel, Food and Nutrition Lead, Bring It On Brum!



## CASE STUDY

#Enrichment

# DIGITAL TYCOONS PROGRAMME

Using an innovative and sustainable blended learning model developed and delivered with leading business and charity partners, the programme was designed to:

- Be young person-centred and provide opportunities for youth voice
- Develop core literacy, numeracy and digital learning skills relevant in vocational contexts
- Embed wider employability and leadership skills
- Result in additional accreditation through ASDAN

Rather than focusing participant recruitment on schools, this instead was coordinated through six community groups across the City, whose leaders became key partners in subsequent programme development and delivery. This proved transformational.



## CASE STUDY

#Enrichment

# ST JOHN AMBULANCE YOUNG RESPONDERS PROGRAMME



The Young Responders programme is the latest initiative developed by St John Ambulance to provide young people aged 14 – 25 years with the first aid skills and knowledge they need to respond appropriately to health-related incidents. The Young Responders Programme has been made possible by funds raised by players of People's Postcode Lottery and awarded through Postcode Innovation Trust.

In partnership with St John Ambulance, Bring It On Brum! trialled the three 2 hour sessions focusing on physical first aid, mental health first aid and street violence first aid across six holiday club venues.

Young Responders is designed to explore context-based scenarios that are relevant to the lives of young people, teaching them key skills to recognise risk and safely manage their own health needs, as well as those of their communities.

Young people that have completed the sessions will come away with:

- **First Aid Skills** – See the value of first aid in daily life, learn principles of compassionate care, the recovery position and CPR
- **Safety and Wellbeing** – Recognise danger and ensure the safety and well-being of themselves and others
- **Seeking Help** – Understand when it is necessary to seek help and how to do so successfully
- **Incident Response** – Acquire the knowledge and skill to respond appropriately to an incident
- **Community Development** – Learn skills that are relevant to the lives of young people and their communities

As a result of the partnership developed with St John Ambulance, 194 young people have been trained in first aid during their summer holidays.

# CASE STUDY

#FoodProvision

## OUTDOOR COOKING WITH ECO BIRMINGHAM

**Ecobirmingham** is an environmental charity that delivers grass roots activities, events and programmes that engage, educate and stimulate communities and volunteers; supporting, advising, challenging and training organisations and influencing wider social change through dissemination, partnerships, research and internships.

This summer, Ecobirmingham delivered a number of workshops that provided the following outcome:

- To introduce children and leaders to fire safety around the pit and fire circle

They will learn:

- How to build a fire safely
- How to forage for fire materials , learning what works best, in which order
- How to prepare a stick for cooking by safely learning to whittle
- How to prepare the food to cook on the fire and share the meal at the end of the session

Campfire cooking is a whole sensory experience and there is something magical about lighting a fire without matches!

An activity that involves a campfire offers many benefits to learners' development. Children and adults gain knowledge and skills in fire-lighting and fire safety, which are both fun and help children learn to manage their own risks.

A campfire is also a great opportunity and novel way of introducing learners to cooking. Preparing food and eating together around the fire fosters a sense of camaraderie among the group, promotes fine motor skills (by chopping and stirring), can boost children's confidence in their own abilities and can help promote a healthy relationship with food and nature, all of which can benefit learners in wider life.

We are also hoping that the workshops will inspire our holiday club providers to develop their skills further, so that they can feel confident to deliver similar workshops in the future by themselves.



## PARENT/ GUARDIAN FEEDBACK SUMMER 2023

“  
Amazing, my daughter had such a fun day.

This club has to be by far the best club the kids have attended! They have always delivered to high expectations and the way they make the children feel, the children had the best time over the holidays.

Two of my children attend this club regularly in the holidays and they absolutely love it.

Kids love it and enjoy it . They always look forward to going the next day.

It a very fantastic way of keeping kids entertained during the long summer holidays

I must admit as a parent I was very surprised to see my child to be very happy and eager to go back the next day.

Great programme lovely helpers my daughter is thoroughly enjoying her time, highly rated!

It is very helpful and useful in the holidays. It allows my children to interact with other kids developing their needs as they get older.

My son loved being here and was excited to go back. He had an amazing time!

Brilliant my son has ADHD so I was worried but he has loved it, great staff and great activities.

Never known anything like it for this age group. Fun, friendly age appropriate. Clean, enjoyable,lots to do.

Brilliant! Great staff, a wide range of activities. Happy children. My kids have loved every day so far.

## SATISFACTION REPORT

### PARTICIPANTS

1598

postcards were analysed

88%

were highly satisfied/ satisfied with holiday club and the activities provided

93%

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

88%

were highly satisfied/ satisfied with the time their holiday club takes place

93%

were highly satisfied/ satisfied with their coaches and leaders

72%

were highly satisfied/ satisfied with the food provided

### CLUB LEADERS

210

postcards were analysed

100%

were highly satisfied/ satisfied with holiday club and the activities provided

### PARENTS/ GUARDIANS

298

postcards were analysed

86%

were highly satisfied/ satisfied with holiday club and the activities provided



90%

were highly satisfied/ satisfied with the food provided

79%

were highly satisfied/ satisfied with the food provided

# WORKFORCE DEVELOPMENT

Building sustainable provision is at the heart of our approach to HAF in Birmingham. Since 2021, a comprehensive core workforce development programme has been delivered to support holiday club providers to deliver high quality provision and to achieve the HAF outcomes. To date, ~3000 holiday club leaders and volunteers, including young people have been trained to deliver the programme and build their confidence and competence that also supports year-round delivery.

In addition and following the youth design sprints undertaken between October 2022 and March 2023, we have increased our focus on developing the next generation of holiday club leaders and future workforce of the city.

## TRAINING FOR HOLIDAY CLUB LEADERS

- Level 2 Food Hygiene
- Natasha's Law
- Safeguarding
- Level 3 First Aid
- Youth Mental Health First Aid
- 5 Ways to Wellbeing
- Sport Specific Training

**1435**  
people  
accessed  
training

## FEEDBACK

**93%**

of those asked stated that they had learnt something new that they would put into practice

**100%**

of those questioned said that the tutor's knowledge on the topic was very good

**78%**

of those questioned said that the tutor was responsive to their needs

## TRAINING & LEARNING OPPORTUNITIES FOR YOUNG PEOPLE

- Digital Tycoons
- Future Leaders
- Hospitality, Catering & Events
- Raising Aspirations
- Young Responders
- Bikeability
- Food and Nutrition Young Leaders

# DIGITAL STATS

**45,269**  
WEBSITE  
VISITS

**11,975**  
NEW  
VISITORS

**569**  
NEW  
FOLLOWERS

**355**  
POSTS

**3.14%**  
ENGAGEMENT  
RATE

**3.6K**  
TOTAL  
FOLLOWERS

**396K**  
USERS  
REACHED

Total number of people  
who have seen our  
content.

**520K**  
IMPRESSIONS

Total number of times our  
content is displayed