

# BIRMINGHAM HOLIDAY ACTIVITIES AND FOOD PROGRAMME

WINTER 2023/24

IMPACT REPORT



# WINTER 2023/24



**116**

Holiday club providers

**90%**

Eligible for Free School Meals

**12,343**

Young people engaged

**£1.2M**

Value of Grants Awarded

**46,222**

Attendances and meals provided

**173**

Holiday Clubs

**5500**

Accessing Remote Activity





# CASE STUDY

## ANOTHER SUCCESS FOR BID SERVICES

BID Services is a charity which works to remove barriers and deliver services which enable and empower those who are D/deaf, hard of hearing, sight impaired, deafblind or have other disabilities to live full lives.

So far, BID has reached out to and supported 41 young people through Bring it on Brum! Over 3 days this winter an average of 15 young people each day had access to a wide range of experiences to keep them engaged during the holidays. Not only did they young people get their hands dirty making food from fruit kebabs to pizzas, but they went indoor rock climbing, tried boxercise, swimming and much more!

The young people were supported by an in-house interpreter who was on-hand to offer guidance throughout all activities.

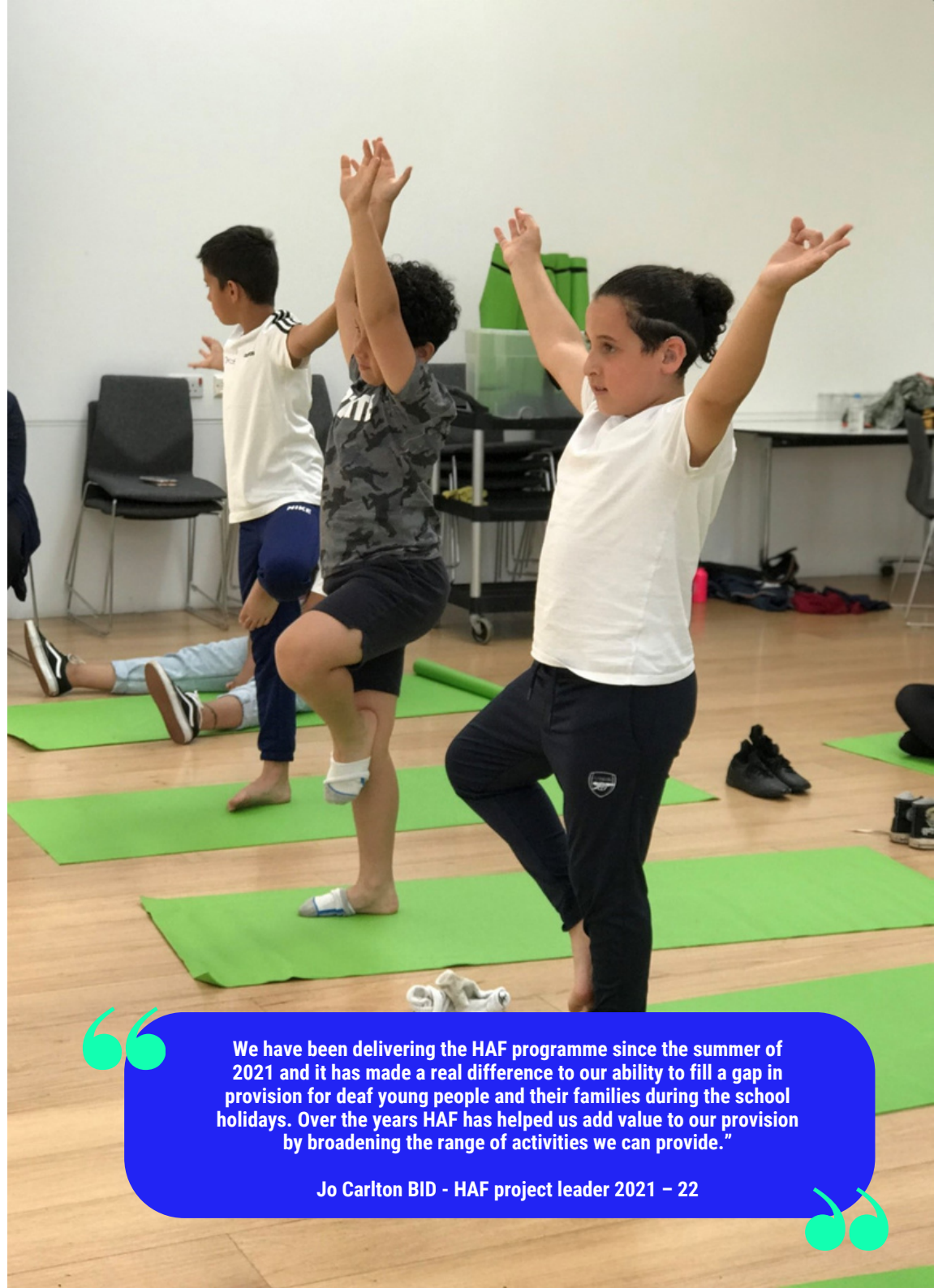
A trip to Ladywood Leisure Centre was a particular high-point. "None of them had been swimming there before so it was a real treat." Richard Clatworthy, BID Group Leader. In a safe space provided by the centre, the young people were able to use the facilities independently, changing on their own and then making their way to the pool where they had a dedicated lane and some games to play together. "To be honest counting them in and out again was my biggest concern given the new surroundings" said Richard "but I needn't have worried, they stuck together and had a great time.. you should see their feedback they loved it!"

"I did swimming lessons at school but this was with armbands and a teacher so I was not that confident. Going swimming for fun was enjoyable and I feel more confident. I would like to go swimming again"

Amelia, Aged 8

"The winter HAF programme has been a great success, and the young people tell us they want more. We look forward to doing even more in the Spring, Summer and Winter in 2024 and appreciate benefiting from the continued support and training relating to food and nutrition, sport and enrichment activity that enables us to keep building our offer to so many young people and families across the city."

Jorja Le Gallienne BID Projects Manager



We have been delivering the HAF programme since the summer of 2021 and it has made a real difference to our ability to fill a gap in provision for deaf young people and their families during the school holidays. Over the years HAF has helped us add value to our provision by broadening the range of activities we can provide."

Jo Carlton BID - HAF project leader 2021 - 22



# CASE STUDY

## ADAPTED PANTOMIME FOR THOSE WITH SEND

Over 430 young people from 44 different schools and community groups attended the Christmas pantomime performance of Jack and the Beanstalk for free, with accompanying parents/ guardians offered a significantly reduced ticket price.

Young people and their families were welcome to attend any of the performances including a BSL-signed performance and a relaxed performance, where adjustments were made to sound and lighting to support those with SEND.

Whilst priority was initially given to SEND and young people from Erdington and Sutton Coldfield due to the easily accessible public transport links, there were also attendees from across Birmingham including Balsall Heath, Shard End, Edgbaston, Stechford, Small Heath, Northfield, Handsworth, Yardley, Lozells and Selly Oak.

Collections for local foodbanks offered further support over the Christmas holidays and the performance programme contained additional information from Sutton Coldfield's Early Help Team - Our Place. All young attendees were even gifted a bag of 'magic beans' to plant, one HAF club are going to grow their beans as a group project on their allotment.

Sutton Town Hall Community Trust described this offer as 'the best community project they have been engaged in.' Theatre became accessible and affordable for parents and families who thought it would be out of reach and provided a unique opportunity for families to spend time together and have fun over the Christmas holidays.

Further projects are now being planned including a theatre workshop at Youngstars, Castle Vale, pop-up cinema nights (including further relaxed and adapted performances), behind-the-scenes tours, youth theatre productions and much more!

"Thank you, I have never been able to go to a Panto in my life, now I get to bring my little girl to something I always dreamed of doing at Christmas"

"I can't thank you enough for the opportunity. It would never have happened for any of our families without your help"

"I can't thank you enough for the opportunity, the show was so fun. I told them as a Christmas present that we were going and they talked about it all day for the days before and they loved it"





# CASE STUDY

## LET'S TALK ABOUT FOOD

Essence Youth Mentoring is a girls-only project located in a community which often lacks access to a range of activities during the school holidays. Winter 23/24 was the first time Essence had taken part in Hakuna Fruitata. A group leader from Essence attended a Bring it on Brum! Let's Talk about Food training session, which provided ideas for a range of practical and interactive workshops to share with young people. In addition to the resources received as part of Hakuna Fruitata, Essence were able to provide a wide range of opportunities for children to do more cooking.

The staff at Essence wanted to use the cooking sessions as an opportunity to share some of their heritage and so all the participants worked together to make Caribbean patties from scratch. This included a 'smell test' to try and identify herbs, making the pastry and putting it all together to make patties for everyone to take home.

Feedback from the children at the holiday club clearly showed that the cooking had been their favourite part of the week!



# CASE STUDY

## ALL GIRLS CRICKET CLUB

Aura MMA had already established a successful Bring it on Brum! club, however, the number of girls attending their clubs were less than 20%. In summer 2023, Aura MMA ran their first all-girls cricket sessions for both younger and older girls, averaging between 24-30 participants each day as the project grew. Following parent feedback, they also introduced more female coaches which increased attendance.

The girls who attended the project kept in touch with each other supported by their female coaches as their interest in cricket grew. The coaches invited the girls to join their local cricket club and the girls continued to play, as well as attending other cricket-related social events. This has led to a long-term interest in cricket and a strong social bond between the girls.

At Christmas this year, a new group of girls attended the sessions and the project was again a success. Aura MMA have continued to develop their girls-only provision and since the summer they have developed two martial arts female-only clubs with nearly 60 attendees including 20 Bring it on Brum! participants. Feedback from the sessions included requests for martial arts and other sports as well as cricket in 2024, which Aura MMA are now looking to develop.

Miriam, Aleesha, and Pritti are all friends aged 12 and 13 and go to the same school and said "We came to Aura because our mums told us about it. We hadn't been to a sports scheme outside of school before and we have really enjoyed it. Our cricket has improved a lot, we can catch better, we have learnt to bowl and bat and we have been to watch a game with our coaches. We are looking forward to coming again in the next holiday."



The staff are excellent, very caring & fun for the children.

## PARENT/ GUARDIAN FEEDBACK WINTER 2023/24

Great holiday club run with great staff. Everyone really took the time to get to know my children. I love that sports aren't the focus of the whole session as my children are more into activities / arts and crafts.

My daughters love coming to holiday camp. They're able to do things I wouldn't be able to afford to take them to do etc. .

It's really entertaining for the kids and brings the community together from all backgrounds.

The activities planned and the warm friendly approach of all the staff has been excellent.

My daughters were happy to go, they looked forward to the following days. They made some lovely new friends.

Amazing programme with fantastic varied activities for all ages and personal interests.

Brilliant! Only booked my daughter in for two days as was concerned she might not settle in but she loved it so much she ended up doing the whole week and made lots of new friends and loved the staff running it.

Brilliant initiative for children and their families. Very good for working families

It's fantastic honestly the kid's love it!

It keeps the kids out of the street and keeps them occupied, it helps them to socialise also which is great for their mental health.

My son has autism so he finds new places hard and he absolutely loved it and could not wait to attend.



# SATISFACTION REPORT

## PARTICIPANTS

458

postcards were analysed

90%

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

94%

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

90%

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

95%

were highly satisfied/ satisfied with their coaches and leaders

81%

were highly satisfied/ satisfied with the food provided

## CLUB LEADERS

34

postcards were analysed

97%

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



94%

were highly satisfied/ satisfied with the food provided

## PARENTS/ GUARDIANS

166

postcards were analysed

95%

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

86%

were highly satisfied/ satisfied with the food provided



# WORKFORCE DEVELOPMENT

We have continued to build sustainable provision across the city and through the Bring it on Brum! programme.

539  
people in total  
accessed  
training

## THE CORE OFFER

Holiday club leaders and volunteers can access training and learning opportunities to support their delivery of HAF activity.



GO TO:  
[BRINGITONBRUM.CO.UK](http://BRINGITONBRUM.CO.UK)  
PROVIDERS PORTAL  
PASSWORD:  
BRINGITONBRUM  
TRAINING

The training offered adheres to the programme standards and expectations outlined within the DfE Grant Determination Letter and is based on a training needs assessment completed by the providers. We also offer the development programme to casual employees e.g. Quality Assurance Support Officers and young people accessing work placements through the programme.

During this period, the following courses were delivered and accessed:

- Level 2 Food Hygiene
- Safeguarding
- Level 3 First Aid
- Risk Assessments
- Adverse Childhood Experiences (ACE's)

93

Provider staff  
and volunteers  
accessed  
training

Learner evaluation is undertaken following each course to assess levels of satisfaction and to understand how leaders apply the learning to real-life settings.

In addition to the core offer, we also supported wider workforce development through the following programmes:

## YOUNG RESPONDERS

St. Johns Ambulance have continued to deliver their Young Responder programme, with an additional 21 young people attending the training. Birmingham is the first area in the country that St. John Ambulance have worked with on a HAF programme, delivered through The Postcode Lottery funding which has since been extended until March 2024.

St. John Ambulance have strong links with the National Health Service as well as amateur and professional sports events and have offered Young Responders who wish to extend their practical experience. The young people who attended the recent training have also used skills and practical experience to contribute towards undertaking their Duke of Edinburgh's Award.

21  
Young People  
attended Young  
Responder  
Training

## BIKEABILITY

Delivered by qualified instructors from The Active Wellbeing Society (the accredited trainer provider in Birmingham), Bikeability is an exciting gateway to a child's cycling journey. Bikeability teaches children to maintain their cycle, glide, control their cycle, pedal and to be aware of their surroundings.

This Winter, 110 children accessed 'Learn to Ride' and 216 young people undertook their 'Bikeability Level 1' national qualification.

216  
Young People  
underwent  
Bikeability  
Level 1

110  
Young People  
accessed  
Learn  
to Ride

## FOOD & NUTRITION

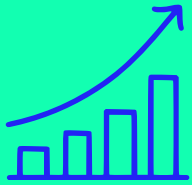
We have delivered the 'Let's Talk About Food' programme in person and online to an additional 81 leaders this winter, with the intention that leaders will cascade the information, approach, and ideas across their teams for embedded delivery.

A modified version for young people has also been well received, helping them to have positive conversations about food choices with their peers. 18 young leaders the workshop over the winter period.

81  
Let's Talk About  
Food Courses  
delivered to  
club  
leaders

18  
Let's Talk About  
Food Courses  
delivered to  
young  
people

# DIGITAL AUDIENCE



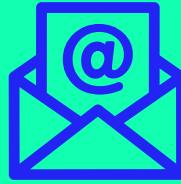
**2.3%**

DIGITAL AUDIENCE GROWTH



**4301**

SOCIAL MEDIA FOLLOWERS



**13,165**

NEWSLETTER SUBSCRIBERS



**8.2%**

ENGAGEMENT RATE



**18K**

WEBSITE VIEWS

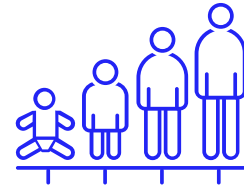


**216**

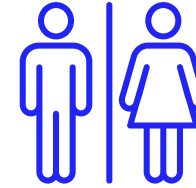
DIGITAL CAMPAIGNS SENT

## AUDIENCE OVERVIEW

TOP AGE, GENDER, LOCATION



AGE 35-44

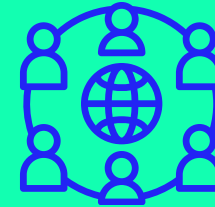


FEMALE



BIRMINGHAM

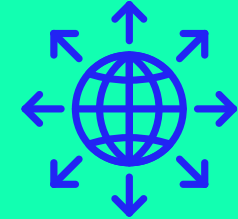
## AUDIENCE REACH



**19,939**

USERS REACHED

Total number of people who have seen our content.



**43,196**

IMPRESSIONS

Total number of times our content is displayed.

FOLLOW US:



@bringitonbrum

DATA FROM 02.09.23- 08.01.24