

BIRMINGHAM HOLIDAY ACTIVITIES AND FOOD PROGRAMME

ANNUAL REPORT
2023

Bring
it on
Brum



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

National sport for development charity StreetGames continues to partner with Birmingham City Council in the design, development, delivery and evaluation of the programme, ensuring that we achieve the outcomes of the programme and that we put the values, needs and aspirations of low-income children, young people and families at the heart of what we do.

In 2021, we embedded a series of principles to ensure that we maximised the opportunity through HAF delivery, with a clear focus on the outcomes for children, young people and families that extend beyond the funded period. 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 have opportunities 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 increased awareness of healthy eating, healthy lifestyles and positive behaviours.
- Have parents and carers who are signposted to local family services.
- Have the chance to carry on sports and physical activities beyond the holidays.

Birmingham has the highest levels of children eligible for benefit-related free school meals in England, with approximately 78,000 children entitled to support.

However, given the high levels of general and child poverty in the city (1 in 3 children live in poverty, 4 in 5 in some communities), we have adopted a very targeted and tailored programme, 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 and targeted communications campaign, we marketed the programme directly to families eligible for benefits-related free school meals, specifically commissioning provision to reach:

- Families living in the most underserved communities.
- Those living in temporary accommodation
- Children and young people in care
- Children and young people with special and additional needs
- Young people at risk of serious youth violence and exploitation.



Bring it on Brum! has been transformative for children and families in Birmingham. Through the volume of uptake and popularity alone, it has evidenced the demand and need for positive, diversionary activities steered by trusted adults at times in the year when children and families are particularly vulnerable. The outcomes of the programme have been more far reaching than the most obvious improvements in physical and mental wellbeing.

We have seen, in the last three years, how the programme has eased the pressures of the rising cost of living for Birmingham's most disadvantaged families, steered several children and young people away from the risk of violence and exploitation into meaningful engagement and upskilling, reduced isolation, fostered positive peer to peer relationships and provided parents and caregivers necessary respite over the holiday period. Through diversity of the offer and flexibility in the approach through which it is delivered the programme has truly responded to Birmingham's size, complexity and diversity in an unprecedented way.

Debdatta Dobe, Head of Commissioning - Vulnerable Children, Birmingham City Council



BIRMINGHAM'S HAF EXPERIENCE

Our approach in Birmingham sees a united and cross-policy system across a wide variety of settings including; Birmingham City Council leisure and youth services, schools, out-of-school settings providers, the community and voluntary sector, commercial operators and caterers. Together they were commissioned to deliver Bring it on Brum! throughout 2023 and were offered training and support to ensure they delivered to our quality and sustainability standards.

By commissioning providers already embedded in communities and experienced in delivering HAF activity, Birmingham City Council were able to benefit from having a direct link to those in the most underserved areas of the city. Food was provided by local businesses, school caterers, volunteers, community workers and more. A central food service was also offered, providing cold meals for those holiday clubs unable to source and prepare their meals within their club setting.

To ensure we achieved all outcomes of the programme to the highest possible standards, we introduced a self-assessment tool, alongside an assessment tool used by the programme management team that enabled us to understand where we had high levels of confidence and competence and where there were areas for development. This assessment has enabled the programme team to offer dedicated workforce development, training opportunities and a suite of interventions to help providers develop their offer. The greatest success through our dedicated approach was in achieving school food standards and healthy eating outcomes, moving from the majority of providers being rated as 'acceptable' in 2022, to the majority being rated as 'good' to excellent' by 2023. A similar level of improvement was also achieved against the Signposting and Referrals outcome.

Beyond the training opportunities, interventions were key to these improvements. We offered providers a suite of options to help them develop their knowledge and confidence, including in-club sessions delivered by local specialists, train-the-trainer approaches and dedicated one-to-one support. These interventions and approaches created positive experiences for both the providers and the children involved.

We continue to achieve high levels of children engaging in the programme. Feedback shows they greatly value the opportunity to socialise, make new friends, and engage in activities they might not otherwise experience, such as sports, cultural visits, cooking, music, and arts.

In addition, we are incredibly proud of the work undertaken to listen to the views of older teens to ensure that we are offering a programme that builds on the levels of youth engagement. Through our work in 2022 (which was pitched to the DfE and other stakeholders), we co-designed with young people a series of pilots that focussed on raising aspirations, employability skills, leadership, volunteering and work experience. Over 200 young people participated in these pilots and the feedback received evidenced the value. We will continue to embrace a youth voice and to be innovative in our response to reflect the aspirations of young people.

CHALLENGES

The size and scale of the programme creates challenges in relation to cost modelling and building adequate sufficiency across the city. The programme has become hugely oversubscribed, by both providers and participants, exceeding the available investment level. For the first time since 2021, we achieved geographical sufficiency i.e. having adequate and varied provision in all districts within the city based on the population density of children eligible for free school meals. This was driven through the programme team building new relationships and bringing new providers into the programme.

Our engagement with children with SEND requirements is continuing to grow, and we are receiving more funding requests for SEND provision than we can support. (non-free school meal SEND provision). Providers have reported that they often need additional support and resources, which are challenging to co-ordinate and manage effectively to fully meet needs. We are continuing to seek opportunities to connect the programme to other SEND programmes such as Short Breaks.

Whilst our school-based engagement remains positive, we have witnessed a change in the number of schools delivering HAF. More schools are opening their facilities for community use, providing essential access to community assets suitable for large-scale provision. However, fewer schools are directly delivering the programme compared to previous years. Further work is required to understand this shift and further engagement/re-engagement is required to ensure that schools are valuing the programme and the outcomes related to school readiness.

There is a huge amount to celebrate in the acceleration of the programme throughout 2023 and the progressive rise in the number of holiday clubs delivering activities. We have improved the standards of the programme, measured against the outcome framework and we are continuing to see high levels of engagement. Birmingham is committed to tackling inequalities during holiday periods and embedding the programme/holiday provision to benefit more children, young people and families in the future.



We are extremely proud of our achievements in Birmingham. Through insight and collaboration, we have continued to grow the provider base delivering a vibrant and varied holiday club programme that has engaged thousands of children and young people throughout 2023. We have implemented a continuous improvement plan that has seen significant progress in achieving the programme outcomes. With intent, we have developed and increased community capacity through training and support that has increased the competence and confidence of providers that reaches beyond the six weeks of funded provision.

The success of the programme is more than the numbers, it's about the impact that provision has on tackling inequalities during the holiday periods. We have developed a strong evidence base through research, case studies and feedback that will help us continue to drive the agenda and need across the city to inform future policy and practice.

Jenny Carter, Programme Director, StreetGames



IMPACT 2023

710

Holiday Clubs

86%

Free School Meal Attendees

54,668

Young people engaged

£6,680,092.17

Value of Grants Awarded

8,466

Accessed Remote Activity

205

Holiday club providers

296,543

Attendances and meals provided

79%

Primary

21%

Secondary

15%

SEND Attendees

4



Bring it on Brum! is the largest HAF programme in England with the largest cohort of free school meal children (c.78,000, Jan 2023). The DfE made a grant to Birmingham City Council of £8,168,700 for the 2023 programme delivery period.

Bring it on Brum! continues to be 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 most sustainably. 82% 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 2023 was based on an average of £20.50 per child per day, an increase of £2 from 2022 to reflect the increase in overall running costs across the programme.

We continue to evaluate the impact of the programme. In 2023, an Economic Evaluation of HAF in Birmingham was undertaken by Northumbria University. Using a social return on investment model, the report concluded that:

- 92% of children enrolled in HAF attended more than 100 hours of scheduled sessions.
- The Social Return on Investment for the Bring it on Brum! programme has been calculated at £479.28 per child.
- 80% of parents perceived their children to be safer whilst attending the HAF programme compared to their local environment.
- 74% of parents thought that enrolment in the programme kept children from participating in anti-social activity.
- Every child deterred from participating in antisocial behaviour and associated crime, there is an approximate investment return of £928.40. View the full report [HERE](#).

The Bring it on Brum! programme team continue to leverage alternative provision and support within the existing network that will complement the delivery of the programme.

Throughout 2023, this equated to £1,446,251 with approximately £1,196,691 being secured by holiday club providers from other grant funders and in-kind contributions to extend provision and include none-HAF eligible cohorts, and £249,560 was secured through partnership investment to diversify the offer and add further value and enrichment. Notable partners include National Literacy Trust through book donations, St John Ambulance through their young responders training programme, National Governing Bodies of Sport with support of equipment, training, resources and festivals, potting and planting resources and Bikeability through their Learn to Ride and Level 1 training programme.

FINANCIAL SUMMARY 2023	
Administrative Expenditure	£816,870
Capital Expenditure	£63,965
Programme Expenditure	£6,395,240
Other Expenditure	£892,625
Total Expenditure	£8,168,700
Total Payment from DfE	£8,168,700
Underspend	£0

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 children's services, commissioning, education, public health, youth and leisure services and early help, StreetGames, Birmingham Childrens Trust (, the Active Partnership, 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 any safeguarding issues.

The programme continues to be embedded well across the city, with representation and commitment across numerous strategic plans, including the Health and Wellbeing Board (physical activity and food systems sub-groups), the West Midlands 'Holiday Mitigation' task group and the programme management team all actively inputting into the Public Health Strategy for Physical Activity and the emerging Sport Strategy.

STAKEHOLDERS

We have continued to foster strong working relationships with key stakeholders across the city, to support delivery of the programme, to evaluate its impact on children, young people and families and to enable future sustainability.

Our key strategic stakeholders include:

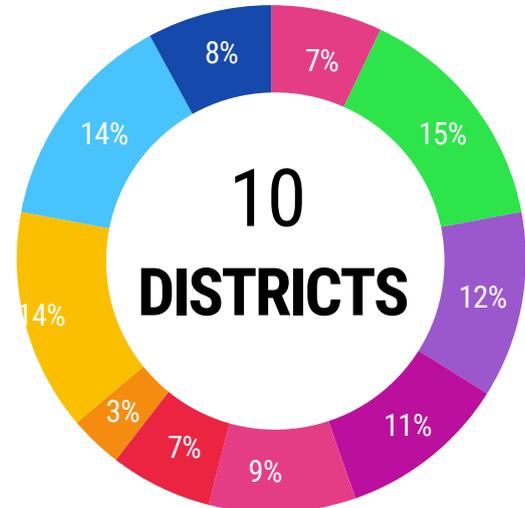
- Birmingham City Council (inc. Public Health, Youth Services, Leisure and Early Years)
- StreetGames
- Birmingham Childrens Trust
- Be Friends Charity (charitable body of Birmingham Childrens Trust)
- Sport England
- Sport Birmingham
- West Midlands Violence Reduction Unit
- The Active Wellbeing Society
- Aston Villa Foundation
- Birmingham Voluntary Council Service
- The Childrens Quarter
- Birmingham Play Care Network
- National Literacy Trust
- Northumbria University – The Healthy Living Lab
- National Governing Bodies of Sport



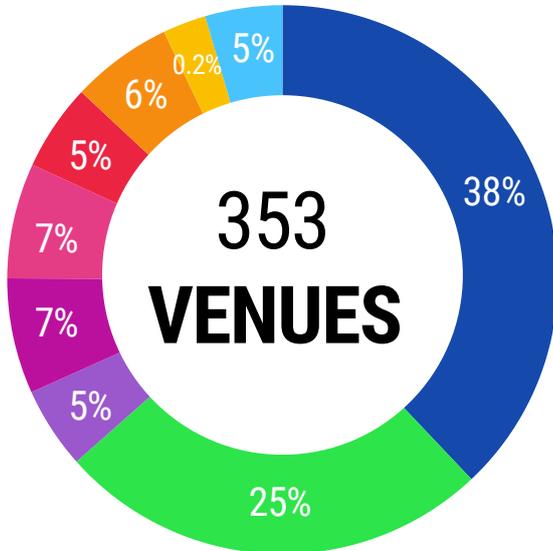


OUR NETWORK

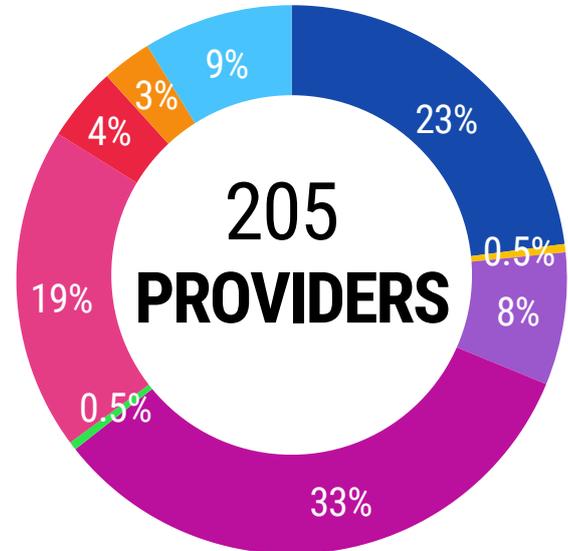
Some providers work across multiple venues and some venues are used by different providers during the same holiday periods i.e. delivering programmes during different weeks of the spring or summer holidays.



- School/ College/ University
- Community Venue/ Asset
- Fitness Centre/ Gym
- Sports Club
- Faith Venue
- Open Space/ Outdoor Venue
- Youth Centre
- Nursery/ Early Years
- Leisure/ Wellbeing Centre



- Charitable Trust
- Local Authority
- School/ College/ University
- Community Interest Company (CIC)
- Leisure Trust
- Company Ltd by Guarantee
- Constituted Community Organisation
- Constituted Sports Club
- Other



OUTCOMES

We encourage all Bring it on Brum! holiday club providers to deliver all the Holiday Activity and Food Programme framework standards. In 2023, 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 form 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) – In 2023, 342 quality assurance 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. It is important that these visits are viewed as a positive experience for the providers and they feel supported to ensure their holiday programme reaches its full potential.

The introduction of self-assessment methodology allowed providers to identify areas in which they required additional support. The quality assurance assessment forms were also modified to better measure delivery against HAF guidelines enabling us to focus on wider programme improvement in all areas and to provide necessary feedback to providers upon which they could take action.



SATISFACTION SURVEYS

YOUNG PEOPLE

2,455

responses

89%

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

92%

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

88%

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

94%

were highly satisfied/ satisfied with their coaches and leaders

82%

were highly satisfied/ satisfied with the food provided

CLUB LEADERS

273

responses

99%

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

92%

were highly satisfied/ satisfied with the food provided

PARENTS/ GUARDIANS

699

responses

91%

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

82%

were highly satisfied/ satisfied with the food provided



PARENT/ GUARDIAN FEEDBACK

Brilliant! My son has ADHD so I was worried, but he has loved it!

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

Brilliant for parents who need extra support during holidays.

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.

Fabulous, my son had a fantastic time really enjoyed it made new friends and now wants to learn kickboxing.

This club must 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.

Such a great programme both of my girls absolutely loved it and can't wait to go again. They were such lovely leaders and very inclusive, they made lots of new friends and came out full of confidence.

FOOD & NUTRITION

Every child attending a Bring it on Brum! session has benefitted from a healthy nutritious meal. Processes are followed every delivery period to ensure School Food Standards are adhered to, along with a programme of Quality Assurance that offers additional reassurance that high-quality standards are being sustained. If a provider chooses to supply food independently, a menu is submitted to us before delivery. A team of dieticians reviews this against a School Food Standards assessment template.

Across Birmingham, providers have been encouraged to work with local Birmingham-based providers to source food, and where possible, for hot meals to be supplied to children. We work with Environmental Health to ensure minimum hygiene ratings are adhered to by all catering providers. We introduced more locally recommended central food caterers to encourage providers to work with a local catering company.

We have developed a comprehensive cascade training programme to support holiday club leaders and volunteers to integrate food and nutritional education into their everyday delivery. We delivered the 'Let's Talk About Food' programme to over 35 leaders, across 22 B10B settings, with the intention that leaders will cascade the information, approach and ideas across their teams for embedded delivery. A new pilot for the summer saw young leaders who were active in a holiday club setting with an interest in food and nutrition access a 'Let's Talk About Food' workshop. The content was modified for young people and was well received, helping them to have positive conversations about food choices with their peers. 15 young leaders accessed the workshop.

We have developed a strong working relationship with University College Birmingham and have been working to support their student development and industry placements. We worked with 7 'Student Nutritional Advisors' who undertook training and supported HAF delivery in holiday club settings over the summer. This has resulted in the University approaching StreetGames to further invest in industry training to support their students in the future.

Hakuna Fruitata

Hakuna Fruitata is a project aimed at providing opportunities and experiences for young people alongside their fundamental right to explore and enjoy food in a 'no worries' and 'no pressure' environment. The project also aims to empower Bring it on Brum! providers to have confidence, knowledge, skills and understanding to stimulate healthy conversations and positive experiences around food, nutrition and positive behaviours. Through 2023 over 7,500 children accessed Hakuna Fruitata activities. The range of activities HAF providers have shared through Hakuna Fruitata include fruit-based sundaes and kebabs to smoothies, to making soup and pitta pizzas. This project is supported by research from Loughborough University which is enabling us to gather evidence and feedback on the impact of these activities on feeding practices of children and young people.

Providing and delivering the fresh produce for these sessions is a challenge. We have worked hard with local companies and organisations but are still looking for a sustainable and appropriate model.

University College Birmingham Workshops

Bring it on Brum! collaborated with University College Birmingham School of Health, Sport and Food to recruit students to support the Hakuna Fruitata project.

The students were tasked with delivering a series of nutrition-based workshops to young people to enhance their holiday club experience whilst sharing new ideas and approaches with provider staff teams they could deliver again within their sessions.

- 97% of providers that took part felt the workshops provided significant added value and enrichment to their summer programme.

Outdoor Cooking Workshops

EcoBirmingham were commissioned to run five pilot outdoor cooking workshops. 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.

Children and leaders were introduced to fire safety around the pit and fire circle, learning how to build a safe fire, forage fire materials, prepare a stick for use with cooking, preparing food for cooking.

'It was so amazing. I knew the kids would love this. They were our older children and they were so invested' **Eat, Make, Play, Bring it on Brum! Provider.**

For 2024 we are looking to provide training directly to provider staff for them to run their own outdoor cooking workshops following the success of the sessions to date.

Partnership with Minor Weir and Willis (MWW)

In summer 2023, Hakuna Fruitata partnered with national company Minor Weir and Willis (MWW) to supply fresh produce across the city. A key aspect of Hakuna Fruitata is to provide high quality, practical, interactive and engaging opportunities for young people to explore and experience fruit and vegetables.

Working with MWW, Bring it on Brum! were able to supply high quality Class 1 produce to over 4,500 young people. Products ranged from passion fruit and flat peaches to various berries and baby sweetcorn. Young people made a wide variety of recipes from fruit sundaes and kebabs, trifle and crumbles to pitta pizza's, guacamole and overnight oats. Creativity also led to fruit cones, ice lollies, face masks, blind taste tests and soups and sauces for meals.

Fuel 10k

Birmingham City Council received a generous donation of 2000 porridge pouches from Fuel 10k. 1800 of these sachets were distributed by the Bring it on Brum! across 10 Birmingham leisure centres.

Children were encouraged to enjoy the pouches at home before their action-packed holiday activities, making sure all participants have a tasty, nutritious start to the day.



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 most successful providers work with their 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.

As providers in Birmingham grow in confidence, we have seen an increase in both the variety and quality of the types of physical activities offered. We noted a 10% increase in our spring holiday clubs' physical activity rating compared to 2022, with an average of 88% of holiday clubs being rated as good or excellent at meeting this framework standard in 2023.

Our relationship with National Governing Bodies of Sport (NGB's) has continued to flourish. In 2023, we worked with over 20 different NGB's who support Bring it on Brum! delivery in a number of ways, including workforce development. Organisations we worked with include The Golf Foundation, England Hockey, Aston Villa Football Club, Warwickshire County Cricket Club, England Athletics, British Canoeing, Lawn Tennis Association, British Swimming, British Basketball, British Equestrian, British Cycling, England Squash and British Triathlon, British Judo, British Volleyball, Table Tennis England, England Rugby, GB Archery, British Sailing, British Fencing and GB Snow Sport. We are also in conversation with England Boxing for future development opportunities.

Open to holiday club leaders and young volunteers, England Athletics, England Volleyball, the Tennis Foundation and the Golf Foundation all delivered accredited 'Activator' training during the summer which equips leaders with the confidence to deliver sports-based activities in an inclusive and safe manner, with lots of resources and session plans.

In addition, and to support the Paddle Sport Hubs, 30 Paddle Instructors were trained (12 qualified to date) and 30 Boat Helms completed their training.

These partnerships resulted in Bring it on Brum! holiday clubs benefitted from the following throughout the summer in 2023:

- 97 bags of sporting equipment.
- Over 4300 young people experienced playing a new sport.
- 192 young people attended live sporting events.
- £40k invested into equipment.
- 130 holiday club leaders trained across 36 holiday clubs.

Golf

Bring it on Brum! once again partnered with the Golf Foundation to give organisations access to free golf equipment and training throughout the summer. Over 100 children from holiday clubs across the city then came together in Cannon Hill Park for a friendly competition. [View Video.](#)

Snow Sports

Bring it on Brum! worked alongside Snow Camp to provide teens in Birmingham with access to the Snow Camp First Tracks course. The course enables teens aged 13-16 to learn how to ski or snowboard and take part in life skills sessions focusing on independence, responsibility, confidence and self-esteem.

Over the two days, young people are not only taught the skills needed to succeed at the sport, but are given access to Snow Camp Wellbeing Managers who are professional counsellors and are on hand to lend an ear while providing additional advice and guidance.

Not only did participants try a new physical activity, but they got involved with everything that Snow Camp is about – taking part in life skills sessions, wellbeing workshops and enjoyed meeting other young people from across the city. We enjoyed working with Bring it on Brum! to be able to provide this opportunity and we look forward to welcoming more young people from Birmingham to Snow Camp again to continue their skiing and personal development!

Lydia, Snow Camp Programme Manager

Paddle Sports (See Case Study)

In 2023, Bring it on Brum! was approached with the opportunity to pilot research for the Birmingham Community Paddle Sport Project. The project aimed to reach the most underserved communities, specifically increasing access and participation in paddle sports across Birmingham's canal network.

An innovation driven by Olympic canoeist Andy Train, the Birmingham Community Paddle Sport Project was also supported by British Canoeing in partnership with the Canal & River Trust and StreetGames. [View report.](#)

Because of this initiative, over 1000 young people were able to access Birmingham's waterways in 2023 as part of the Bring it on Brum! programme. [View Video.](#)



Young Responders

The Young Responders programme is one of the latest initiatives developed by St John Ambulance to provide young people aged 14 – 25 years 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.

StreetGames in partnership with St John Ambulance trialled the three 2-hour sessions, focusing on physical first aid, mental health first aid and street violence first aid across 6 provider venues. As a result of the partnership developed with St John Ambulance over 194 young people completed first aid training.

Digital Tycoons (See Case Study)

Working with employability specialists Aspire2Be, utilising the digital knowledge of DigitalI and connecting to the Amazon Young Alexa programme, over 50 young people undertook a digital business skills and entrepreneurship programme over several weeks, culminating in a Dragon's Den-style event at Aston University where the young people were able to pitch their new business concept to a panel of experts. The programme is fully accredited by ASDAN and to date, 25 young people have achieved the award.

Furthermore, those young people involved have expressed a desire to become peer leaders for the next cohort of young people.

Future Leaders

This programme gave young people the opportunity to develop skills to become future sports leaders and coaches. Delivered by StreetGames, 15 young people participated in a weeklong programme where they undertook workshops on employability skills, delivering coached activities and working with children in a safe environment. These young people all gained accredited industry qualifications in emergency first aid and a 'multi-skills activator'. On their final day, the young people put their training into practice by delivering HAF activities to a group of children at one of the Bring it on Brum! clubs in Yardley.

Raising Aspirations

Following on from our pilots during Spring delivery, we continued to work with the Widening Participation team at the University of Oxford. 25 young people with an aspiration of higher education attended a bespoke open day at Keble College, Oxford where they had the opportunity to explore university life and meet student ambassadors and university lecturers.

Bikeability

Bikeability (The Bikeability Trust) training was piloted in Spring 2023 and scaled up significantly this summer. 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 be aware of their surroundings.

In 2023, over 800 children accessed the Bikeability programme from 12 BIOB clubs. Interestingly, reports from the coaches and Bring it On Brum! club leaders evidenced a demand for Learn to Pedal which is a cycling experience pre-Level 1 Bikeability, as many of the children engaged lacked the fundamental pedal and balance skills required to competently ride. Unfortunately, this programme is not funded by The Bikeability Trust, but could be something considered as a Bring it on Brum! offer to support more children to achieve the Level 1 standard as a progression.

- 45% of those that attended learnt to pedal for the first time
- 55% completed their Level 1 confidence-building course.

Excellent thank you so much. Real added value and the kids and parents love it. Most kids completed learn to ride Level 1 and I plan to take out older ones for Level 2 in the future.

Oasis Hobmoor, Bring it on Brum! Provider.

Hospitality and Catering

Working with Change Kitchen in Balsall Heath, a small group of young people participated in 10 days of skills building focussing on hospitality, catering and managing events. 4 young people participated in the programme.

The focus of the programme was for young people to design, develop and implement a 'community café take-over at Change Kitchen where the young people were responsible for all activity and food provision for the community on that day.

Potting and Planting

In 2023, as part of the Hakuna Fruitata project, we introduced potting and planting to holiday clubs as we were keen to include activities that reinforced the farm-to-fork narrative. We therefore provided a number of holiday clubs with equipment which allowed their young people to plant, cultivate and grow a variety of seeds over the summer holidays. Supported by funding from Food Trails, co-ordinated by Birmingham City Council, Bring it on Brum! provided 70 organisations with pots, seeds and compost, with over 4500 children benefitting from this experience.



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 programme outcomes. As of winter delivery 2023, ~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.

We have recognised that the core workforce programme alone does not fully reflect the community capacity building and training that is being delivered across the city.

This report sets out to detail all workforce development components delivered throughout 2023 to support the delivery of high-quality activity and build local capacity.

During this period, there were over 1,400 attendances by leaders and volunteers who accessed workforce development opportunities.

In addition and following the youth design sprints undertaken between October 2002 and March 2023, we have increased our focus on developing the next generation of holiday club leaders and future workforce of the city.

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

- Level 2 Food Hygiene
- Safeguarding
- Level 3 First Aid at Work
- Risk Assessments
- Natashas LAw
- Youth Mental Health First Aid
- Sport Specific Training
- Adverse Childhood Experiences
- How to meet school food standards
- Autism Awareness
- Disability and Inclusion
- GDPR
- Let's Talk About Food

781

Provider staff, and
young people
trained.

"The tutor was very patient and had a great ability to involve everyone and listen to all participants' views and thoughts. The content was very clear and well delivered."

Training Attendee



ENGAGING FAMILIES

Signposting and referrals (See Case Study)

Throughout the summer 2023, every Bring it on Brum! provider in Erdington received a visit from Early Help in the hope of raising awareness amongst families of the support available in Birmingham.

Early Helps key findings from attending Bring it on Brum! sessions included:

- Access to families whose children are home-schooled.
- Access to faith groups and communities who would usually not visit Early Help offices.
- Access to SEND young people and families including invites to a parent's evening at a local secondary school.
- Becoming more approachable and accessible to communities.

"Over the summer, working with Bring it on Brum! allowed us to be accessible to families in a new and more personable way. We met with families by attending Bring it on Brum! holiday clubs across Erdington and were able to raise awareness about our support. We increased families' knowledge of the Early Help offer and were able to signpost families to services available to them. Bring it on Brum! also allowed us to create ongoing relationships with holiday club providers in Erdington offering them Early Help training and the opportunity to work more closely with them in the future." **Early Help Team**

Food Education for Families

Come and Try It sessions were open to all children and young people eligible for benefits-related free school meals in Birmingham. 20 Bring it on Brum! providers were specifically encouraged to approach families who had not previously attended the programme in the hope they would feel more confident taking part in future holiday activity sessions. 1,873 young people and their families attended the sessions.

Family Food Festivals focussed on food education for all members of the family. Digbeth Dining hosted cooking tutorials in which children and parents were encouraged to work together to create a nutritious meal which they were then able to sit down to enjoy together. Each family were then gifted a food box containing enough food to feed a family of 4 for 4 meals.

The Active Wellbeing Society delivered a Ready, Steady, Cook workshop to enable parents/carers and their children to cook a two course meal in a safe, relaxed and friendly environment. These have been very popular with families, culminating in them enjoying eating the meal they prepared before departing.

Sports Days

To further engage families, we partnered with multiple organisations to set up 4 sports days in parks across the city, targeting families who had not previously attended Bring it on Brum! holiday clubs. By providing a range of physical activities as well as food workshops we hoped to give families a clear understanding of what they can expect at a Bring it on Brum! holiday club. The team were also on hand to demonstrate the booking process.

Whilst the sports days were advertised in advance, many of those that attended did so through word of mouth and the team approaching families. Around 255 young people participated in the sport.



MARKETING

FOLLOW US:

   @bringitonbrum

Our communications strategy for 2023 aimed to increase bookings and specifically target families who had not attended a Bring it on Brum! holiday clubs previously, this was achieved through increasing our digital reach through paid ads, utilising digital billboards across the city and developing stronger relationships with holiday club providers. The success of the strategy was reflected in the 17% increase in attendance from 2022 and the 5% increase in unique young people participating in the programme. We also saw a 35% growth in our digital audience in 2023.

A secondary goal for 2023 was to increase the response rate of our feedback surveys, to achieve this we produced printed QR code posters to be displayed at delivery locations as well as sending feedback-specific email comms, which resulted in a 22% increase in survey response rates.

Website

The Bring it on Brum! website continues to be a rich source of information for parents and providers.

Providers are now confident using the Providers Portal feature. This restricted area of the website contains information on the free training programme, application guidance, access to free marketing materials and all aspects of programme delivery.

In 2023 we introduced a Frequently Asked Questions section, which has successfully reduced the number of email queries and sped up response time. The impact page has also been redesigned to better disseminate the data from the impact reports.

Working with the BBC

In 2023, Bring it on Brum! appeared on a BBC East Midlands TV feature looking at the importance of breakfast club provision, as well as on BBC West Midlands Radio to promote the programme and share the positive outcomes of the programme to date. Being approached to appear on such a large platform is a testament to the success of the programme.



AUDIENCE REACH



AUDIENCE OVERVIEW

TOP AGE, GENDER, LOCATION



AGE 35-44



FEMALE

DATA FROM 08.01.23-07.01.24

CONCLUSION

Looking ahead to 2024

As we move into the final year of the programme under the current funding cycle, we have lots to build upon.

We have developed a strong evidence base by working with academic partners and stakeholders, gathering case studies and valuable feedback from children, young people and parents.

Through our strong governance framework, we will build from this evidence base to deliver a successful 2024 HAF programme, tackling some of the stubborn challenges and working towards embedding holiday provision across the city long-term.

Throughout 2024 we will:

- Effectively commission provision that achieves geographical sufficiency and offers a varied and vibrant offer to children and young people.
- Implement a targeted approach to engaging children and young people eligible for free school meals and other, specific vulnerable cohorts.
- Implement a continuous improvement plan across the programme and respond appropriately to ensure the highest quality of provision is delivered and the programme outcomes are achieved to the highest standards.
- Ensure that youth voice is at the heart of decision making and that provision is reflective of need. Where appropriate, we will work with providers and localities to co-design provision with young people that meets their expectations and is complimentary.
- Connect with SEND providers and programmes such as Short Breaks to ensure a more comprehensive approach to improving access for children with SEND during holiday periods.
- Reengage the education system to understand levels of engagement and where we can influence change.
- Seek opportunities to extend provision through leveraging additional investment, resource and capacity.

We are committed tackling inequalities for low-income children, young people and families during holiday periods. We will explore options to sustain holiday provision and ensure that HAF leaves a legacy across the city.

We will:

- Consolidate our evaluation and learning into a summative report.
- Produce an 'Impact of holiday provision on inequalities' Theory of Change model.
- Conduct a Ripple Effects Mapping exercise at programme and local authority level to assess the intended and unintended outcomes of the programme.
- Engage wider partners and stakeholders to influence future policy and practice in relation to holiday provision.
- Further evaluate the impact of HAF on providers and children and young people, both within and beyond the programme.
- Continue to work with other Local Authorities to share learning and best practice.



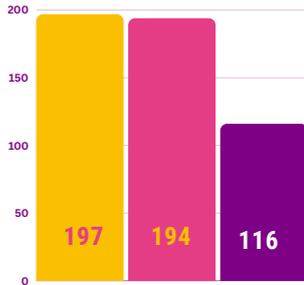
OVERVIEW

Spring

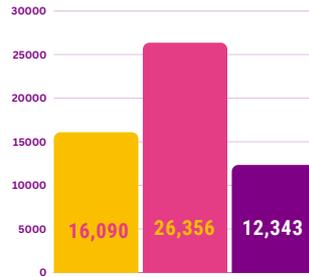
Summer

Winter 2023

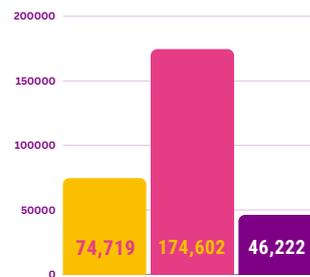
Holiday Club Providers



Young People Engaged

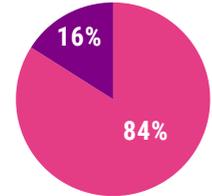


Attendances and Meals Provided

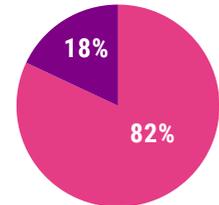


Secondary/ Primary

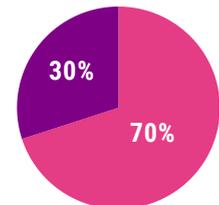
Spring



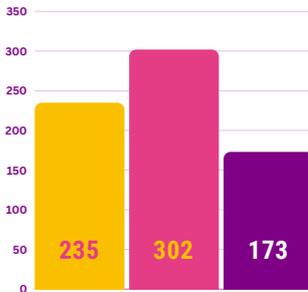
Summer



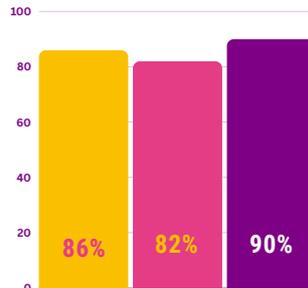
Winter



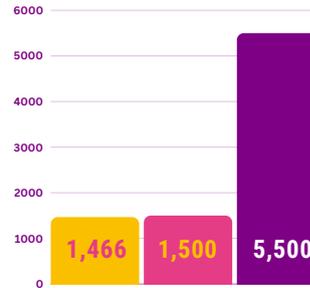
Holiday Clubs



Free School Meal Attendees (%)



Accessed Remote Activity



BIRMINGHAM HOLIDAY ACTIVITIES AND FOOD PROGRAMME

ANNUAL REPORT 2023

CASE STUDIES

Bring
it on
Brum



FOOD PROVISION

For delivery of the Summer 2023 Hakuna Fruitata project Bring it on Brum! partnered with national company Minor Weir and Willis (MWW) to supply fresh produce across the city. A key aspect of Hakuna Fruitata is to provide high-quality, practical, interactive and engaging opportunities for young people to explore and experience fruit and vegetables.

Working with MWW Bring it on Brum! were able to supply high-quality Class 1 produce to over 4,500 young people. Products ranged from passion fruit and flat peaches to various berries and baby sweetcorn. Young people made a wide variety of recipes from fruit sundaes and kebabs, trifle and crumbles to pitta pizza's, guacamole and overnight oats. Creativity also led to fruit cones, ice lollies, face masks, blind taste tests and soups and sauces for meals.

Holiday club leaders were surprised that a lot of children didn't recognise blackberries and hadn't seen or tasted them before. Children enjoyed tasting and eating them including them in smoothies, fruit sundaes and ice pops encouraged by their colour as well. One provider shared that whilst playing on the fields they had spotted blackberries growing in the brambles and had never previously realised what they were or that they could eat them.

What our providers said:

- 95% of providers said that without the Hakuna Fruitata resources, they wouldn't have been able to provide such rich experiences for the young people.
- 95% rated the cooking equipment as being the most useful resource, having the biggest impact.
- 100% felt the fresh produce had ensured a very rich and varied experience not previously provided.
- Food tasting and making fruit things (sundaes, kebabs, salad and smoothies) were the top activities over the summer.



ENRICHMENT

Digital Tycoons Programme

The Digital Tycoons programme was initially conceived as an innovative means of engaging more higher stage secondary age students in the Bring it on Brum! programme. By offering an aspirational employability and digital skills programme the hope was to inspire young people in Years 10 and 11 to develop and apply an entrepreneurial mindset to solving local community challenges. Using a blended learning model developed and delivered with leading business and charity business partners, the programme was designed to:

- Build self-confidence and creative thinking
- Develop core literacy, numeracy and digital learning skills within directly relevant vocational contexts.
- Embed wider employability, leadership, inter-personal teamwork and presentation skills.
- Offer coaching and mentoring opportunities through a range of business and education partners.
- Contribute directly to the local community through youth voice.
- Result in additional, alternative accreditation through ASDAN.

40 participants were recruited from 6 Bring it on Brum! providers across the city, whose leaders became key partners in subsequent programme development and delivery. The programme was coordinated by the Bring it on Brum!, educational technology company Aspire 2Be and digital learning charity Digitall.

During the initial two days, the young people worked in teams to identify the focus of their company, its vision and mission, key roles and responsibilities and develop the skills associated with them through a series of interactive workshops, supported by a digital learning platform designed by Aspire 2Be. Participants also experienced an 'Inspirations' workshop from an Amazon volunteer, in partnership with Digitall. The teams then presented their initial thoughts to a panel of industry experts and received feedback to further guide their work.

Each team then returned to their community organisations to further refine their company concepts and presentations with support from their community leader. The teams then returned to Aston University to present their final concept to a panel of industry professionals, including local entrepreneur and Professor Monder Ram, Director of the Centre for Ethnic Minority Entrepreneurship.



PHYSICAL ACTIVITY

In 2023, the Bring it on Brum! programme was approached with an opportunity to pilot research for the Birmingham Community Paddle Sport Project and in return children and young people from Birmingham would be given the incredible chance to access Birmingham canals through paddle sports. The pilot project aimed to reach the most underserved communities, specifically increasing access and participation in paddle sports across Birmingham's canal network.

Birmingham has 35 miles of canals and open waterways and the seven new hubs located at Perry Barr, Castle Vale, Winson Green, Port Loop, Star City, Small Heath and Selly Oak mean that families across the city now have access to this incredible water network for a range of sporting activities.

The Birmingham Community Paddle Sport hubs are an innovation driven by Olympic canoeist Andy Train and supported by British Canoeing in partnership with the Canal & River Trust and StreetGames. The project attempts to reach into the most underserved communities, increase access and encourage participation in paddle sport across Birmingham's canal network. June 2022 to July 2023 has been about capacity building. So, the opportunity to carry out research to assess reach and impact in the Summer of 2023 via the HAF programme is timely.

Amongst the 1.1 million population of Birmingham, a small proportion of residents have historically taken part in paddle sport activities based on the city's extensive canal network. The reasons are complex but include concerns for personal safety and fear of criminal activity in the inner city in particular. But more significantly, a lack of role models, ownership and sense of belonging that local people are entitled to use those green and blue spaces has resulted in limited access and an underrepresentation in paddle sport on Birmingham's canals.

Supported by British Canoeing, Canal and River Trust and StreetGames, the project has received £100k in funding during 2023. This collaboration, or system change approach, has enabled the rapid development of seven community organisations to build capacity and add paddle sport to their local youth, community and family offerings. Bring it on Brum providers were then given the support needed to ensure that access to these waterways remains sustainable and holiday club participants have guaranteed access to Birmingham's incredible waterways over the next three years.

[View Video.](#)



HEALTHY LIFESTYLE

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 the feedback gathered, children told us they wanted to engage in more cooking and practical activities with food that they didn'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. 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.



SIGNPOSTING & REFERRALS

Early Help in Erdington

Throughout the summer 2023, every Bring it on Brum! provider in Erdington received a visit from Early Help in the hope of raising awareness amongst families of the support available in Birmingham.

Early Helps key findings from attending Bring it on Brum! sessions included;

- Access to families whose children are home-schooled.
- Access to faith groups and communities who would usually not visit Early Help offices.
- Access to SEND young people and families including invites to a parent's evening at a local secondary school.
- Becoming more approachable and accessible to communities.

An example of the impact of this work during the summer can be seen at Oscott Manor School, which implemented the Bring it on Brum! programme for the first time following a referral through Early Help. This initiative prompted an onsite visit to the school to support parents participating in Bring it on Brum! and led to an invitation to return for the parents' evening at the start of the new term.

"Over the summer, working with Bring it on Brum! allowed us to be accessible to families in a new and more personable way. We met with families by attending Bring it on Brum! holiday clubs across Erdington and were able to raise awareness about our support. We increased families' knowledge of the Early Help offer and were able to signpost families to services available to them. Bring it on Brum! also allowed us to create ongoing relationships with holiday club providers in Erdington offering them Early Help training and the opportunity to work more closely with them in the future." **Early Help Team**

