

# BIRMINGHAM HOLIDAY ACTIVITIES AND FOOD PROGRAMME

**WINTER** 2024/25

**IMPACT REPORT**



# IMPACT WINTER 24



111

Holiday club providers

158

Holiday Clubs

67%

Primary age participants

11,965

Young people engaged

52

Staff/ Volunteers/  
Young People  
trained

90%

Free School  
Meal  
Attendees

£807,723.78

Value of  
Grants  
Awarded

1,500

Accessed  
Remote  
Activity

44,931

Attendances  
and meals  
provided

33%

Secondary age  
participants

13%

SEND  
Attendees





This is a really helpful group during the holidays as I struggle with childcare and my annual leave entitlement.

## PARENT/ GUARDIAN FEEDBACK

### WINTER 2024/25

Amazing! It gave me a well-earned break to be able to do the tasks I needed to get on with.

This programme is amazing. I couldn't be happier, my child is really happy here.

The staff are amazing our kids always come out with a full belly and face full of smiles.

Staff always engage well with the children and make it a fun experience.

The staff are excellent my daughter has a brilliant time she prefers it to the other holiday club she goes too she does multiple activities.

I believe the club is fantastic for parents like myself that struggle for childcare.

Children had fun and were entertained throughout the day. My both children aged 6 and 10 could find something interesting to do. I especially liked the options for physical activity and how there was meaningful bonding between kids and holiday provider personnel. The daily activities that the kids get involved with.

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## SATISFACTION REPORT

### YOUNG PEOPLE

25

responses

100%

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

96%

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

84%

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

96%

were highly satisfied/ satisfied with their coaches and leaders

80%

were highly satisfied/ satisfied with the food provided

### CLUB LEADERS

3

responses

100%

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

100%

were highly satisfied/ satisfied with the food provided

### PARENTS/ GUARDIANS

111

responses

90%

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

85%

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.

## THE CORE OFFER

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



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**BRINGITONBRUM.CO.UK**

PROVIDERS  
PORTAL

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TRAINING

The training offered adheres to the programme requirements and is based on a training needs assessment completed by holiday club providers. We also offer training our Quality Assurance Support Officers and young people accessing work placements through the programme.

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

- Youth Mental Health First Aid
- Understanding behaviour that may challenge
- Level 3 First Aid at Work
- Engaging Women and Girls
- Food Hygiene
- GDPR
- Risk Assessment

**54**

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.

**48%**

of participants  
strongly  
agreed that  
the course  
met their  
expectations

**69%**

participants  
strongly  
agreed that  
the tutor  
responded  
well to their  
needs

**48%**

of learners  
strongly agreed  
that they had  
learnt  
something new  
that they would  
put into  
practice

**83%**

of the learners  
felt that the  
tutor's  
knowledge of  
the subject  
was very good



I liked how friendly and knowledgeable the team was, and how reassuring it was towards the work we do.

Learner



The whole topic was great and made me want to learn more.

Learner

