

Bring it on Brum

Parent Survey



INTRODUCTION

In September and October 2024, StreetGames conducted a survey with the parents of children who attended the Holiday Activities & Food (HAF) programme in Birmingham. The survey captured feedback on the impact the HAF programme has had on their child/children, with a particular focus on the role the programme has played in their engagement in sport/physical activity outside the holiday programme.

There were 327 responses to the survey in total. Below provides a summary of the results.

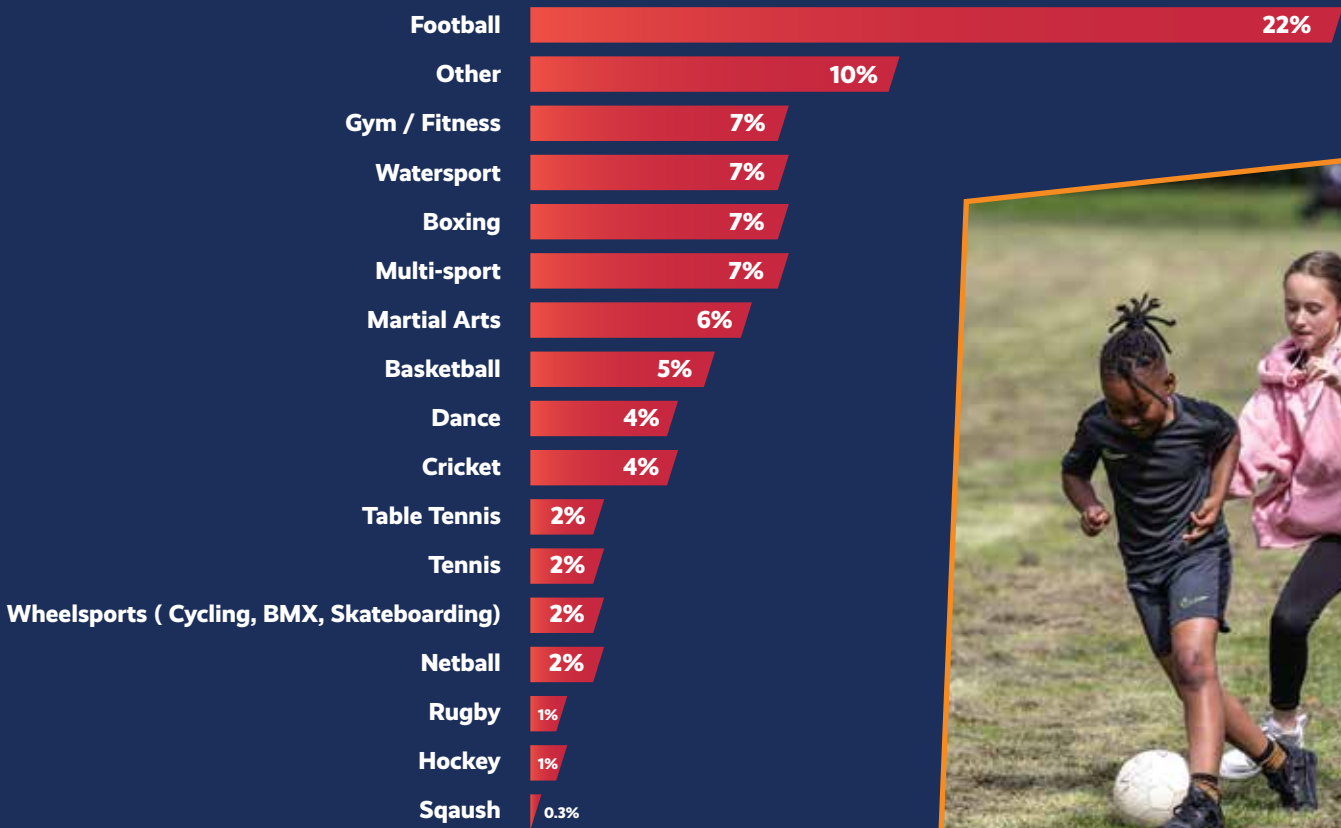
Parents were asked about their child's experiences whilst attending their holiday programme. Chart 1 highlights that most of the children attending a holiday programme were able to engage in a range of new activities, experiences and were able to mix with other children/young people at the sessions.



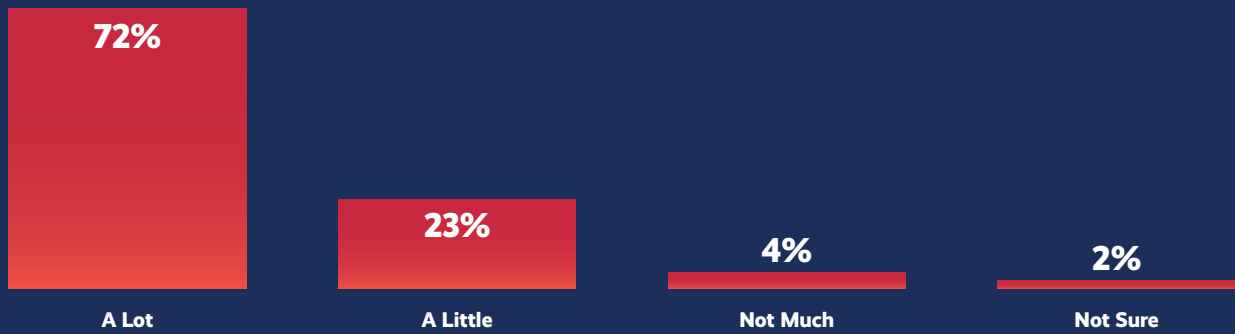
To determine the impact the holiday activity programme had on children’s involvement in sport, parents were asked if their child had started attending any new sports sessions or joined a local sports club/team since attending the holiday activity programme. Chart 2 highlights that 18% of children had ‘started attending a sports session’ and 29% had ‘joined a sports club/team’.



Chart 3 highlights that there was a broad range of sports that children were now taking part in at clubs/sport sessions, with football (22%) being the most common.



Parents were asked how much taking part in sport and physical activities at the holiday activity programme influenced their child's decision to join a sports club/team or session. Chart 4 highlights that the holiday activity programme played a significant role, with 72% of parents stating that it influenced their child 'A lot' and a further 23% stating 'A little'.



To find out more about barriers children face, the survey asked parents what prevented their child/children from taking part in sport more often. Chart 5 highlights that the most common barrier was 'The cost of taking part in sports sessions/joining a sport club are too expensive' (24%).

