

BRING IT ON BRUM!

Holiday Activities and Food (HAF) Programme –
Partnerships, Collaboration & Added Value



BACKGROUND

Research shows that school holiday periods can be pressure points for some families and for some children that can lead to a holiday experience gap.

Information from the Department for Education (DfE) highlights that children from low-income households are:

- More likely to experience 'unhealthy holidays' in terms of nutrition and physical health.
- Less likely to access organised out-of-school activities; and
- More likely to experience social isolation.

To help combat these issues, the DfE has invested funding into local authorities since 2018 ¹, so that they can provide holiday activities and food (HAF) programme to support children in receipt of free school meals during holiday periods.

BRING IT ON BRUM!

Since 2021, StreetGames has been operating as the Project Management Organisation on behalf of Birmingham City Council for the management, co-ordination and delivery of the programme - known locally as Bring it on Brum! programme (BIOB!).

BIOB! has engaged tens of thousands of children and young people every year, enabling them to have fun, sociable, active and inspiring holidays, as well as receiving healthy and nutritious meals.

In addition to the wide variety of activities that are provided directly by the BIOB! local HAF providers, external partnerships developed by StreetGames have further enhanced the offer and helped to build community capacity through provision of training and resources.

Since 2021 more **£2 million of social value has been invested** through these partnerships.

The information below provides examples from these partnerships and summarises the key impacts this has achieved and the key aspects which have helped these partnerships to flourish.

¹ - The DfE initially funded Holiday Activity & Food pilots between 2018 and 2020 and then built upon this with a three year funding settlement of over £200 million in October 2021. A further one year settlement for 2025/26 was confirmed in January 2025.

COLLABORATIVE PARTNERSHIPS

In our role as BIOB! Programme Managers, StreetGames has sought to develop partnerships that leverage additional support and provision which both complements and enhances delivery.

The partnerships span: **sport, physical activity, skill development, unique experiences, food provision and nutritional activities** – see below.

SPORT & PHYSICAL ACTIVITY

PARTNERS INCLUDED

- Access Sport
- Canals & Rivers Trust (CRT)
- Bikeability
- British Cycling
- British Fencing
- British Triathlon
- England Athletics
- England Basketball
- England Hockey
- England Squash
- Football Association
- Golf Foundation
- GB Archery
- Lawn Tennis Association (LTA)
- Paddle UK
- Swim England
- Warwickshire County Cricket Club/ECB



PARTNERS INCLUDED

- Barnardos
- Fareshare
- Food Trails
- Fuel 10k
- Loughborough University
- Morrisons
- Oaklands
- The Active Wellbeing Society (TAWs)
- Waitrose
- Warburtons
- University College Birmingham (UCB)



FOOD PROVISION & NUTRITIONAL ACTIVITIES

SKILL DEVELOPMENT

PARTNERS INCLUDED

- Aston University
- Digital Tycoons
- National Literacy Trust
- St. John Ambulance
- University College Birmingham



PARTNERS INCLUDED

- Armed Forces
- Bfriends
- Aston University
- Mental Health UK
- Oxford University
- RMF Construction
- University of Birmingham
- West Midlands Transport



UNIQUE EXPERIENCES

Over

£2,000,000

of added value generated



SPORT & PHYSICAL ACTIVITY

The BIOB sport and physical activity offer has also been enhanced through partnership work with a range of sports organisations – including National Governing Bodies of Sport (NGBs), Foundations and leisure providers.

NGBs including England Athletics, the Lawn Tennis Association, England Hockey, the Golf Foundation, British Triathlon and British Fencing have provided **kitbags, resources and training** to HAF delivery staff so that their sports can be incorporated into their HAF sessions.

Partners have also provided exciting opportunities for children and young people attending BIOB! to take part in **sports festivals and spectate at elite sporting events**, including:

- A Summer Golf Festival in partnership with the Golf Foundation so that young people could build onto skills they'd learnt during their HAF sessions with the opportunity to take part in a Golf Festival which was attended by over 120 young people from 18 different organisations.
- Tickets were also provided to Locally Trusted Organisations (LTOs) and their young people to attend the British Masters at the Belfry.
- A Tennis Festival in partnership with the LTA which was hosted at Billesley Tennis Club to build onto tennis skills learnt in HAF sessions. The festival was attended by 120 young people.
- 22 Tickets were provided to LTOs and their young people to attend the International Tennis Event at Edgbaston
- 40 Tickets were provided to LTOs and their young people to attend Edgbaston Cricket Ground to experience the Birmingham Pheonix play first class cricket.
- 140 young people being provided with the opportunity to spectate at the Squash British Open event hosted in Birmingham and being able to try playing squash on a Perspex court thanks to England Squash.

Through a partnership with Paddle UK and the Canals and Rivers Trust (CRT) hundreds of young people attending BIOB! sessions have had the opportunity to experience paddle sports - through trips to one of eight paddle hubs that have been created along the canal networks in Birmingham. During the Summer holiday 2024 more than 600 young people took part in these activities from 29 different organisations. Nearly half (48%) of those who attended, said they had never taken part in paddle sports before. 94% said they had learnt new things and 96% said they had enjoyed being active.

An inaugural city-wide water sports festival took place in October 2024 which brought together bell boating, canoeing, sailing and rowing and we are continuing to work together with Paddle UK to explore further opportunities for multi water sport collaborations in 2025.

Children and young people attending BIOB! sessions have also been provided with opportunities to develop key skills including:

- Hundreds of young people being able to access cycling opportunities and training courses through a partnership with Bikeability, the Government's national cycle training programme and the Active Wellbeing Society. The programme has been delivered over three years - at each holiday period over 100 providers have been involved and over 3,000 young people have experienced the programme. Another positive aspect is that between 15 and 20 providers are now regularly involved with the programme outside of the HAF project.
- Learning to swim/increased water confidence – through provision of HAF Swimming breakfast Clubs via a partnership with Swim England and Birmingham Community Leisure Trust. The pilot programme took place at Erdington Leisure Centre, where 23 young people took part in a six-week course. Following on from the pilot, swimming breakfast clubs ran at 5 different leisure centres: Ladywood, Erdington, Northfield, Stechford and Beeches Pool. During this time 386 young people attended the different swimming breakfast club programmes from October 2022 to July 2023 with 1,996 attendances.

These partnerships have not only helped to ensure that the children and young people attending BIOB! HAF sessions have **met/exceeded daily physical activity guidelines**, but importantly, they have also had the opportunity to: **try a wide variety of sports**, including many they had never tried before, **develop key skills**, **gain new experiences** and **encourage many to take up sport outside of HAF sessions** - with parent survey feedback indicating that nearly half (45%) had subsequently started attending a new sports session or joined a local sports club/team.

This support has also increased **community capacity and capabilities** – with HAF providers gaining valuable **resources in the form of kitbags and equipment** as well as their staff gaining new **knowledge and skills from the training provided**.

Sports partners, including NGBs and Foundations have been able to **take their sports to new audiences**, reach and **up-skill community leaders and volunteers** and gain support to **‘test and learn’ new sporting ‘products’** with support from StreetGames. The Golf Foundation, Tennis, England Athletics and Cricket have provided face to face training for over a hundred volunteers, coaches- online training provided by British Triathlon, British Fencing and England Hockey has again provided training support for over 100 people.

In addition, as these relationships have developed the offer has expanded and we are now looking at developing a **year-round sports specific offer** for LTOs and their young people with a number of NGBs.



External partnerships have also been developed with higher education institutions, employers and training providers.

This has enabled hundreds of young people to **experience higher education** and ignite their ambitions, through visits and partnerships with higher education institutions, including the University of Birmingham, Aston University and Oxford University.

Opportunities to **experience potential future careers** and gain ‘hands on’ experience and practical advice through partnerships with the Armed Forces, RMF Construction Training – as well as provision of a two-day employability and digital skills programme which was provided in partnership with Aston University.

Older young people have had the opportunity to **undertake training** – including St. John Ambulance Young Responder workshops. 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. The workshops focused on physical first aid, mental health first aid and street violence first aid across six Holiday Activity and Food club venues that were attended by circa 200 young people.

A partnership with the National Literacy Trust has seen **donations of thousands of books, magazines and activity packs** which have been distributed to children and young people attending BIOB! HAF sessions. A donation which is extremely valuable, given that previous data from the DfE showed that only 60% of pupils eligible for free school meals (FSM) met expected reading standards compared to 78% of non-FSM pupils.

These wider partnerships have helped to **enhance enrichment aspects** of the BIOB offer and enabled the children and young people to **gain new experiences, develop new skills and raise aspirations**.

For the external partners it has enabled them to **‘reach’ key audiences and build relationships with community providers**.

FOOD PROVISION & NUTRITIONAL ACTIVITIES

External partnerships have included food donations from corporates such as Morrisons, who provided **food parcels** to support families in need, Warburtons who provided donations of bakery products so that the **children and young people attending HAF sessions could prepare and try new foods** and Fuel 10k who provided porridge pouches.

It has also included working with University College Birmingham (UCB). Second year food and nutrition students have provided interactive workshops at HAF sessions to encourage those attending to **learn about nutrition, try new flavours and activities**.

This partnership also benefited the UCB **students, who gained valuable insights into community nutrition challenges and learnt from diverse experiences, cultures, and educational needs** across Birmingham – providing valuable experience for the students to add to their CVs.

HAF providers also benefited from this partnership, via the **additional capacity** which the students provided together with their **specialist food and nutrition**, which in turn has helped **increase the confidence, knowledge and skills** of BIOB! staff and volunteers to offer food-based activities. It also increased engagement of young leaders in food preparation and helped to influence their personal food choices.



OUR APPROACH TO PARTNERSHIP DEVELOPMENT

The information below summarises the key elements which we sought to include within the partnerships developed:

- **Hyper local connected networks** – StreetGames Birmingham Area Leads used their skills, knowledge and connections to develop partnerships with a range of organisations who were keen to deliver their activities and offers into local communities using the reach provided through local HAF providers and StreetGames track record of collaboration and work with locally trusted organisations that are embedded within communities. Partner organisations have now built-up relationships with community groups they would not normally work with.
- **Opportunities to strengthen individual and community capacity and capability:** partnerships were developed with organisations that could support the up-skilling and development of the HAF workforce, volunteers and older young people through the inclusion of access to training, qualifications and resources within their partnership offers.
- **Provision of support to holiday activity providers:** Some of the partners also provided additional support to holiday activity providers for example through one-to-one advice, access to ideas, insight and resources to enhance the quality of their delivery and compliance.
- **Provision of signposting and support:** To embed sustainable impact, many of the partners also provided additional information, signposting and support to their services and activities so that the children and young people attending BIOB! sessions could continue their engagement year-round. We have also linked capital investment into the work we are doing by identifying LTOs located near to new facilities to help ensure they are used.
- **Provision of opportunities for collective voice & influence** – Partnerships developed through HAF have helped to build stronger connections between organisations working within Birmingham and facilitated opportunities for wider collaboration, 'collective voice' and an ability to advocate and influence other strategic partners and funders. This has included linking key partners into discussions with Sport Birmingham and Birmingham City Council.
- **Evidencing Impact:** StreetGames prioritises the importance of capturing insight and learning and supported a number of external partners to help them to better evidence the impact of their activities.

For more information on the partnerships and collaborations included above please visit [Bring it on Brum! – HAF website](#).

