

Happy Healthy Holidays (HHH) is a Department of Education (DfE) funded programme that has co-ordinated, supported, qualitatively improved and expanded holiday activity provision with food in Birmingham this summer. As a consortium HHH are committed to promoting our children and young people's physical and mental wellbeing through accessible and inclusive local provision. This year we have worked to build the capacity of local organisations and community networks so that as a city we can deliver more, much needed good quality holiday activities with healthy food in the future. HHH is one of 11 programmes in England to receive the Holiday Activities and Food grant funding in 2019.

This year we awarded grants totalling over £1.2m to community organisations, schools, faith groups and children's centres to deliver up to 16 days of free, quality assured holiday club activity with healthy meals, nutrition education, enrichment and physical activities. We have supported clubs to meet quality standards through dedicated training, marketing and district support.

The key programme aims were to meet local needs and support children (and parents) who attended HHH clubs to:

- Eat more healthily;
- Be more physically active;
- Engage in enriching activities which support healthy development, resilience, character, and wellbeing;
- Be safe, socially active and included;
- Develop basic nutrition knowledge;
- Engage more with local services.

Together, 153 HHH clubs have delivered 90,270 four hour activity sessions with meals to 13,665 unique children and young people during the 2019 summer holidays. 5,436 of the activity days have been delivered specifically for children with Special Education Needs. Collectively, 695 staff completed training across induction, allergy, safeguarding, cooking and hygiene.

District	No. HHH clubs	No. activity sessions	No. unique children	Average no. days attended
Edgbaston	10	3,442	676	5.1
Erdington	16	12,479	1,552	8.0
Hall Green	12	7,892	1,402	5.6
Hodge Hill	16	13,913	2,210	6.3
Ladywood	40	16,904	2,350	7.2
Northfield	15	5,748	1,299	4.4
Perry Barr	17	15,790	1,769	8.9
Selly Oak	12	5,324	839	6.3
Sutton Coldfield	5	1,083	221	4.9
Yardley	10	7,695	1,347	5.7
Total	153	90,270	13,665	6.6

Table 1: District breakdown of HHH delivery and participation

49,714 (24%) of Birmingham children are eligible for free school meals (FSM), the largest FSM population in England and seven times greater than the average English Local Authority. FSM eligibility is disproportionately concentrated in Ladywood, with 18% of all FSM children.

Delivery of HHH was spread across the city, with the numbers of clubs reflecting the varying proportion of children eligible for FSM in each of the 10 districts. Ladywood had 17% of unique children who took part in HHH, whilst Hodge Hill (the second highest district for FSM eligible children) had 14%.





Demographic profile and participation of children and young people

46% of the unique children and young people were female and 54% were male. Over two-thirds taking part were young children, age 10 or under.

Age	%
10 and under	69%
11 to 16	29%
17 to 23	2%

Fig. 1: Age profile of unique participants

HHH engaged families most in need. 75% of HHH participants recorded live in the top 20% most deprived areas (Quintile 1) in the city. 66% of all Birmingham's children live in Quintile 1 areas.

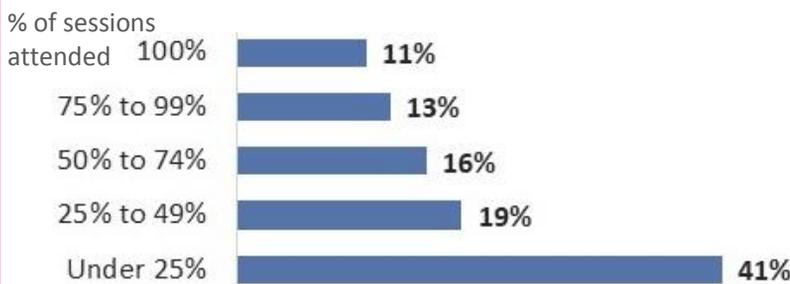


Fig. 3 Proportion of sessions attended by unique participants

HHH clubs offered up to 16 days of four hour sessions. Fig. 3 shows that of the 13,665 children and young people, 40% attended at least 50% of the offered days, and 24% attended 75% or more.

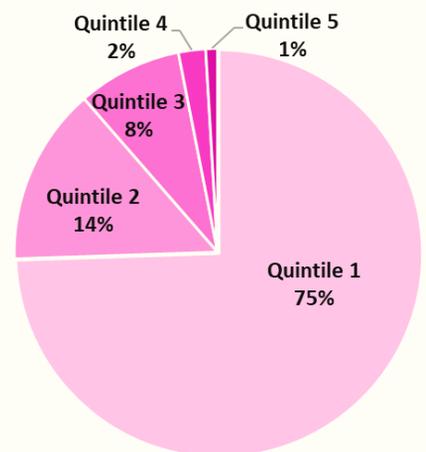


Fig. 2: Deprivation profile of unique participants, based on Index of Multiple Deprivation (2015, DCLG)

Ensuring quality through delivery standards

Clubs were supported by the HHH consortium to meet five DfE required minimum standards to maximise the quality of provision and the impact of the programme. These included:

Offering participants access to a range of enrichment activities at each activity session

74% of parents rated the variety of HHH enriching activities as very good or good, and 49% of children reported learning something new e.g. physical activity, nutrition and cooking, and arts & crafts.

Engaging participants in 60mins of physical activity based on CMO guidelines each day

73% of parents rated the quality of physical activities as very good or good, and 49% say their child has shown more interest in or done more physical activity after attending.

Ensuring participants were safe and included.

HHH grant conditions and training requirements ensured all funded clubs had the correct policies and procedures to ensure health & safety, access, inclusion and safeguarding.

"Summer holidays seemed to move quite fast because the children were busy and had things to look forward to. I also did not struggle financially trying to occupy their time. The children are more conscious about the importance of physical activities and healthy diets." (Parent quote)

"I managed to conquer my fear of heights by climbing the big spider rope to the top! The new friends I made helped me." (Child quote)

Feedback is based on 528 parents surveys and 511 children surveys conducted face to face at clubs and online.

Providing a healthy meal and snacks that meet School Food Standards each day

70% of parents rated the offer of healthy food options as very good or good, and 51% of children say they have tried new food or activities such as fruit and veg, curry, green crisps, wraps, archery, football, and tennis.

Delivering nutrition education activities to support improved eating habits

38% say their child has shown more awareness of a healthy diet and food after attending.



"I learnt how to cut lettuce cucumbers and tomato. I learnt how and why it is important to wash your hands before and after handling food." Child quote

"I tried chickpea curry and I haven't had that before it was yummy." Child quote

"I helped in the kitchen now I help my mum." Child quote

"I tried different foods that I probably wouldn't have eaten at home." Child quote

"I loved the idea to get the kids involved in preparing the food and it was so nice to be able eat together with all the staff and other parents too." (Parent quote)

80% have made new friends



72% of children said they learnt new skills

e.g. physical activity, nutrition and cooking, and arts & crafts.



58.6% of HHH clubs had **never** delivered holiday food before Happy Healthy Holidays this summer. Introducing healthy food provision and nutrition education to holiday clubs was notably the biggest challenge and change in expectations and impact.

Rating Area	Very Good 	Good 	Okay 	Poor 	Very Poor 
Learning about food	27%	35%	23%	7%	7%
Learning new skills	36%	38%	17%	5%	5%
Meeting or playing with other children	54%	29%	13%	1%	2%
Doing exercise and physical activities	50%	31%	13%	2%	3%
Food choices	27%	36%	23%	7%	7%
Food quality	30%	36%	23%	5%	6%
Having fun	60%	27%	9%	2%	2%

The children were asked to rate elements linked to the HHH delivery standards.

Having fun was rated the highest, with **87%** saying this was very good or good. **Meeting and playing with children (83%)** and **exercise and physical activities (81%)** were also well rated by the children. These experiences are widely recognised as core elements of a happy, healthy childhood and support longer term wellbeing and resilience.



