

England for Everyone

The impact of a UK holiday on families facing tough times.

6 key aims of the project, which ran from January – June 2022

1. Provide 830 holidays
2. Reach families who wouldn't otherwise have a chance to have a holiday
3. Improve confidence in families taking part
4. Improve wellbeing in families taking part
5. Increase participation in sports, culture and outdoor activities
6. Achieve a potential net benefit to the public purse

"...it's waved like a magic wand over the family. It's lifted a dark cloud"

"It has had a massive impact on my mental health – I felt like I could conquer the world"

"I keep tearing up now. Because I don't think you guys understand what this has done for us. You know like a bit of a fix; you've mended a broken family a little bit".

Project funded by:



Research by:



Delivered by:



Aim 1 & 2:

Who enjoyed a holiday?

- 822 families = 3,487 individuals
- **1,429 adults** | **2,058 children**



34% single adult carers



66% 2 or more adults or carers

Families who went away typically faced an average of **4 challenges**, including:

- **55% mental health problems**
- **43% low confidence**
- **36% isolation**
- **35% disability**



Other challenges facing families include unemployment, debt, poor physical health, domestic abuse, poor housing, caring responsibilities, bereavement.



49% of families had never had a holiday before



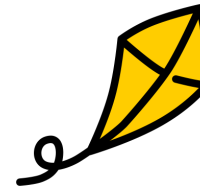
53% families travelled using public transport



83% of families rated their holiday 8+ out of 10

Aim 3 & 4:

Improving confidence and wellbeing



- **95%** families reported a positive impact on mental health
- **83%** families reported an impact on family confidence

Aim 5: Increase participation in sport, culture and outdoor activities

- 95% families took part in outdoor activities
- 61% visiting local towns and villages
- 37% visited tourist attractions
- 17% cultural activities



59% agreed that their families are now more likely to take part in these kinds of activities going forward as a direct result of the holiday

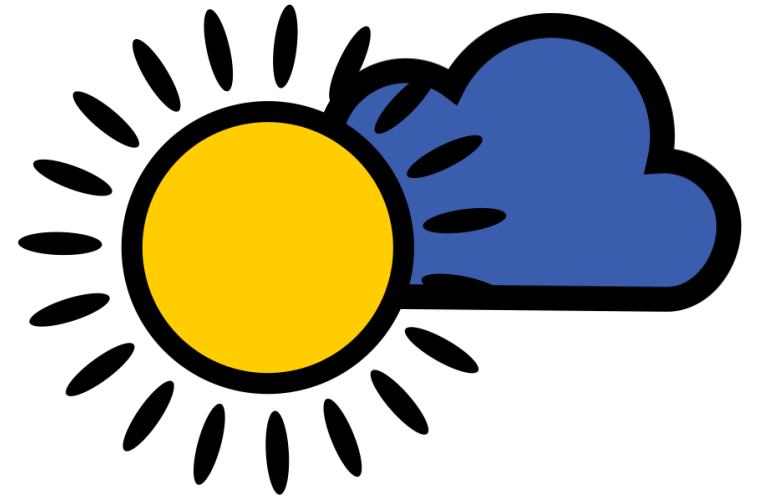
Aim 6: A potential net benefit to the public purse



For every £1 invested in
England for Everyone

• **£7.21**

was generated by the holiday
as assessed via the
Social Value Engine (SVE)



"As much as I love to get people breaks. It's easy to get the breaks, but it's not easy to secure the funding to get them money to go on the breaks.

So this was game changing for me. As soon as I seen it, it was game changing.

I thought there's what's needed. That was exactly well thought out, done in totality with a real understanding of the people who are going on the breaks". Referrer

"that's the whole surprising thing was, I don't think you realise...everyone could tell me I needed a holiday; I could say I need a holiday. But until you've actually had that holiday, then come back and realized how much you actually DID need that?"

"It has given me the strength to carry on and deal with any challenges when we got home as we both were still feeling relaxed because before the holiday, I did at times feel like I could not carry on and felt like giving up on life".

"This holiday was so well organised, that we didn't have to worry about anything, just enjoy the time together, we had a very relaxed time and enjoyed the holiday. We came home rested and filled with good memories and experience".

"I'm not saying I'd be able to do it in a year. But even if we said like we started putting just a bit, even 10 pounds a month away. Maybe in two years' time I could do it again. Do you know what I mean? Where you've set the tone for us. And that, if I'm honest, this is probably the most valuable thing that you've given us with this is that the opportunity is not impossible. We thought it was impossible. And it's not impossible".

"I want to stop smoking, because then I can put that money aside and put that away. You know what I'm realizing selfishly, sometimes we can waste money on things that we don't need. Yes, we think we need them, but we don't need them. When, actually, something like that [holiday] is far more valuable to everyone and for the morale of the family"