



IMPACT 2022

The value and impact of a holiday



WHY WE'RE HERE



We help families get time away together, often for the first time ever.

We're here for children living near the coast, who've never seen the sea. For teenagers who can't remember when they last saw mum smile. For parents having to choose between a day out and a new pair of school shoes. For young carers, grandparent carers, families facing illness, isolation, or bereavement.

Holidays open up new possibilities. There's time to reconnect, to try new things, and to make happy memories together. Time for running, playing, climbing trees and flying kites, time for picnics and bare feet. There's time enough to share a laugh and watch the tide come in - for buckets and spades and sandy sandwiches.

Once we find out what each family needs, we take care of all the details. That way families can take care of the most important thing - each other.

Families choose the holiday they need from coast, countryside, caravan or woodland adventure. So that the time spent together helps build relationships, confidence and hope for the future.

"After over 12 months of falling apart, it's brought us closer together again"

"It's given us some happy memories to replace the sad ones"

"Knowing what's out there has changed our future - we've got much bigger dreams than the park across the road now!"

We help families get time away together - often for the first time ever - for holidays that build happy memories, confidence and hope for the future.

1854

families went on holiday in 2022.

7879

individuals enjoyed special moments with their families. That's 3325 adults and 4554 children.



798

798 families applied for a holiday but we were not able to offer them a break due to lack of funding.

WHERE AND HOW WE GATHER DATA



We receive information about families as part of the referral and booking process.

We also collect data and information about holidays – where people would like to go, how people travel and so on.

At the end of a trip, we ask for feedback.

Together, this data is reviewed so we can learn about holidays, habits and impact.

Our data feeds into decisions about holidays offered, when and how – so we are better meeting the needs of families.

And so we can show the impact the experiences that are offered have on a family.

This Impact Report is a summary of key data from 2022.

Our full Annual Report and Accounts are published each year and available via our website.



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



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



“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.”

49%

of families went away for the first time ever.

37%

of families had more than 4 members, but the average family size was 4 members.



Where were families from?

Of the 1854 families who travelled in 2022:

- 65% were from England
- 32% were from Scotland
- 3% were from Wales

We supported families living across the majority of UK local authority areas (laa):

- 92% of English laa
- 93% of Scottish laa
- 61% of Welsh laa

In 2022 we received significant funding to support holidays in England from VisitEngland and Department for Digital, Culture, Media and Sport. A separate report about the impact of this funding is available.

ABIMBOLA'S STORY

"I faced my fear and I did it!" For single mum Abi, travelling anywhere that she hasn't been before can trigger extreme anxiety. So the prospect of leaving her home in Hackney for a long weekend in East Sussex was always going to be a considerable challenge for her.

But, determined to make sure that her two children could have their first holiday away with her, she drew on all her inner reserves to navigate the train journey to Rye and then catch the bus on to Camber Sands.

"I have a phobia, especially when I'm not around where I live", she explains, "so I don't really travel."

The fear of visiting a new, unfamiliar place and the subsequent stress of having to make travel plans is not uncommon. The psychological impact can be crippling though.

"Not knowing where I'm going, not knowing what to expect or having to ask people makes the anxiety worse," says Abi.

Her phobia is one reason that the family have never had a holiday together before. But when offered the chance to stay in a caravan by the beach for three nights, Abi knew that she needed to conquer her fears for the sake of her daughter Loveina and son Diamond.

Thrilled at the thought of a mini break, the children relished the idea of spending time by the sea. And with its rolling sand dunes and miles of unspoilt beach, Camber Sands didn't disappoint.

Despite being out of her comfort zone initially, Abi quickly embraced the change in surroundings. "Camber Sands is all about experience. It's a different environment, it's beautiful. I wish Hackney could be like this, I really do."



"I faced my fear and I did it!"

The family very quickly made new friends. Six-year-old Loveina teamed up with a girl her age from the next-door caravan and they also got to know another Nigerian family that was down from London for the weekend.

"I didn't know before we went that there were all these activities like the disco and bingo," Abi says. "So we went on the Saturday night, the kids were dancing, they loved it." She particularly enjoyed watching them darting in and out of the water fountain jets in their swimming costumes and goggles.

But it was the caravan itself that was the biggest hit. They'd never spent time in one before and for Abi it was a real home from home. "I wish I had one because it's your own space. You can just step outside and there's the green grass, it's very peaceful. It's like paradise."

They all slept like logs the first night. Even Loveina who's usually up with the larks at 5-30am. According to Abi:

"It felt better than home for some reason. I'd like to stay a bit longer and next time I am definitely going to try and save up and come. It feels good."

There's no doubting that the whole family benefited enormously from their time away together. Abi's relationship with her children went from strength to strength and now they all have a bank of uplifting memories to call on.

The real breakthrough though came on the way back when Abi realised that she wasn't afraid to face the journey home. "Getting there was a bit scary," she explains. "But coming back was much easier. I was 100% less anxious."

"It makes me feel a bit braver about myself that I came all the way from Hackney and I got there safely and had fun. I feel now like I can do certain things. I feel much more confident."



"...getting there was a bit scary, but coming back was much easier .."



"It makes me feel a bit braver about myself that I came all the way from Hackney and I got there safely and had fun. I feel now like I can do certain things. I feel much more confident."



WHY FAMILIES ARE OFFERED A HOLIDAY



> 50%

More than half of the families we support are experiencing mental ill-health.

~ 33%

Around a third of the families we're here for have experienced domestic abuse.

~ 20%

In a fifth of the families we support, children are classified as young carers.

We know that on average the families we help are experiencing four additional challenges like:

- homelessness
- isolation
- disability
- bereavement

All the families we support are also coping on a low income.



"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."

LOUISE & KIERAN'S STORY

"Kieran swam for the first time and loved it, and the entertainment was mind-blowing for a four-year-old." Louise and her son Kieran live in Pembrokeshire and, until this year, had never had a holiday away together.

Louise looks after Kieran by herself, and for a long time she also acted as a full-time carer to her mum, who died earlier this year. This meant things were tough financially, so it had always been difficult to take a break.

Louise recalls how this time a few months ago she was in a tough situation.

"We were actually being evicted at the time of mum's passing because the landlord put the rent up by 45%. The council said that there was nowhere for us to go and advised us to look for storage for our things because we would probably be in a hostel."

Louise and Kieran were able to move into her late mother's house temporarily but are still facing the prospect of having to find somewhere to relocate to in the very near future.

When offered the chance to take Kieran to Butlins at Minehead for a few days, Louise was initially apprehensive. His autism can easily lead to sensory overload, particularly in new environments. She has to spend a lot of time preparing him before a visit to anywhere different.

"I don't spring surprises on him," she explains, "I build him up. We'll sit and watch videos about the place to see what it looks like. We did a lot of that with Butlins and I think it helped because he embraced everything, he didn't have any meltdowns in the arcade with the music for example. He handled it really well".



"... we were actually being evicted at the time of my mum's passing ..."

For Louise in particular, this time together was a chance for her to see some of the sadness, that had been with Kieran since the death of his grandmother, fade for a little while.

"He was with my mum every day and he still cries about her," she says. "When you see a child grieving, you just feel really helpless. So it was priceless to see my little boy laugh and smile again."

In a landmark moment, Kieran even swam with her in the pool. A typical holiday activity for a lot of children but Louise considers it to have been a real breakthrough.

"He's always had an issue with water and it's taken me the past couple of years to get him to enjoy a bath. At one point I couldn't even touch him with a baby wipe, that's how hard it was, it was torture for him if I washed his hands or face."

Louise spent some time encouraging him to just put his feet in the pool to begin with. She was astonished when he decided to take the plunge.

"He absolutely blew it out of the park," she recalls. When you've worked for the best part of four years for him to enjoy water, it made that experience much more magical."

"Previously I would never consider travelling some distance or even taking my son away on holiday. Now I feel more confident to step out of my comfort zone and try new things."

"The holiday was amazing and I am so grateful that I was given the opportunity. It really has changed our lives. Kieran's a special little boy. I am one very lucky mammy."



"... he absolutely blew it out of the park"

WHAT FAMILIES DID ON THEIR HOLIDAYS



92%

92% of families took part in outdoor activities on their holidays, like going for walks.

94%

94% visited towns, cities and villages near where they stayed.

64%

64% took part in a sporting activity while they were away.



Nearly 2/3 families are more likely to take part in these activities since they were on their holiday.



"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".

HOW FAMILIES FEEL AFTER THEIR HOLIDAY



94%

94% said the holiday had a positive impact on their mental health and wellbeing.

92%

92% feel more confident taking their family on holiday in the future.

80%

80% feel more optimistic about the future.

77%

77% feel more able to deal with the challenges they face.

35%

35% are more active in their local communities.



"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."

INCLUSION & SOCIAL VALUE



We believe every family has the right to enjoy time away from home together, whether they're able to do that under their own steam or need a bit of support.

Time making memories is precious for every family regardless of race, age, gender, sexual orientation, faith and belief, disability, or current circumstance.

This year we improved our collection of demographic data on families who apply for our support, and this has generated some valuable insight.

Poverty rates are highest amongst families with children and financial barriers are an important factor in exclusion from tourism.

Families we supported in 2022 had more dependent children than the national average.

No Dependent Children	UK Population	Families we supported
1	24%	25%
2	48%	35%
3+	28%	40%

2%

for 43 people or 2% families, the lead family member didn't speak English

11%

for 11% of families, taking their pet was essential

7%

of families needed wheelchair accessible accommodation

52%

of families used public transport to get away

Ethnicity data used in the facing tabs group using the following standard definitions.

1. White: English/ Welsh/ Scottish/ Northern Irish/British, Irish, Gypsy, Traveller or Irish Traveller, Any other White background
2. Mixed/ Multiple ethnic groups: White and Black Caribbean, White and Black African, White and Asian, Any other Mixed/ Multiple ethnic background
3. Asian/ Asian British: Indian, Pakistani, Bangladeshi, Chinese, Any other Asian background
4. Black/ African/ Caribbean/ Black British: African, Caribbean, Any other Black/ African/ Caribbean background
5. Other ethnic group: Arab, Any other ethnic group

Lead family member ethnicity	UK Population	Families we supported
Missing info	2.50%	1.46%
White 1	81.62%	78.69%
Mixed/Multiple Ethnic Groups 2	1.08%	2.77%
Asian/Asian British 3	8.52%	4.45%
Black/African/Caribbean /Black British 4	4.15%	10.79%
Other ethnical group 5	2.14%	1.84%

Families that travelled with us in 2022 were more likely to have Black or Multiple Ethnic heritage, but less likely to have Asian or White ethnic heritage than the wider population of UK families.



Social Value

Social value measures the importance that people place on changes in their lives.

The Social Value Engine brings together 360 different values from different research areas.

This tool means we can measure social return on investment.

Thanks to support from Qa Research, we measured the Social Return on Investment for holidays that were funded by the VisitEngland England for Everyone project.

The independent evaluation shows:

- **For every £1 invested in a family holiday, £7.21 of social value is returned**
- **A net social return of £6.21**

Read more about the Social Value Engine and how this values were calculated via:
<https://socialvalueengine.com/>

DIANE'S STORY

To say that the last three years have been tough for single parent Diane would be an understatement.

Not long after having lost both her parents in 2019, she had a heart attack at the age of just 39. Along with type 2 diabetes, she now lives with congestive heart failure, a chronic condition that leaves her very tired and unable to lead the full life that she once did.

Her two school-age children have also felt the impact of their mum's illness. "I used to go and play football and rounders with Daniel," she says, "but I can't do that no more. I don't take him out as much as I used to."

Her oldest child, Summer, has had to take on some of the household tasks in order to support her mum. "She helps with cleaning, cooking, anything I ask her to."

Unable to work because of her health, Diane hasn't been able to afford to take the kids on holiday for a number of years.

So Summer's mentor at school put the family forward for a short break away with Family Holiday Charity and in August Diane's friend drove them all from Rotherham to Coastfields Holiday Village near Skegness.

Daniel and Summer were both excited at the prospect of a few days by the beach and Diane was really looking forward to seeing them just relax and enjoy themselves after the stresses and strains of the past few years.

"I couldn't get them out of the sea," she says. "Summer even wanted to go in at 7 o'clock in the morning."

As well as the sandy beach, the Fantasy Island theme park with its rollercoasters and white-knuckle rides proved a real hit with both children.



"she gets a lot of stomach aches, which is the anxiety - on holiday she felt like it went away".

Although she doesn't use a wheelchair, Diane was pleased that their caravan for the five days was adapted for one as it meant that it was very spacious, making it easier for her to move around.

Seeing her daughter, who suffers from anxiety, really start to unwind was a particular highlight for her. Summer's school provides her with a mentor who checks in with her regularly and this pastoral support was needed more than ever last year when her aunt died unexpectedly and Summer went through a rough patch emotionally.

"She gets a lot of stomach aches and feels sick," Diane explains, "which is the anxiety manifesting itself physically. On holiday, she felt like it went away."

Being able to spend quality time together at Coastfields after all the worry that Diane, Summer and Daniel have been through has reminded them that, despite everything, they can continue to share precious moments of happiness together. "The kids are saving up for us to go again," laughs Diane.



"... I couldn't get them out of the sea .. they wanted to go in at 7am!"



THANK YOU!

A massive thank you to everyone who supported
Family Holiday Charity in 2022.
Together, we make a lifetime of difference for families facing
tough times. You are all #HolidayHeroes





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."



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