

England for Everyone Phase 2

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

6 key aims of the project, which ran from January – May 2023

- provide 610 holidays to families in England.
- reach families who would otherwise not participate in tourism.
- improve the confidence of individuals (adults and children) participating.
- improve the wellbeing of individuals (adults and children) participating.
- increase participation in sport, outdoor activities and culture.
- achieve a potential net benefit to the public purse in the future.

And:

- Remove barriers to participation in tourism amongst families facing tough times

"It was good for the kids to get excited and have something to look forward to, and myself as well. I thoroughly enjoyed it I really did. This holiday was the best the best thing that's ever happened to me and my kids."

"I feel stronger and more capable to take care of my child by myself."

"So, when I went shopping, I could get enough for me and my son, normally I can only get enough for my son ... because of the voucher, I was able to have a meal with my son at the table, which is just amazing."

Project funded by:



Funded by
UK Government

Research by:



Delivered by:



"There are good people in this country willing to create opportunities for those who struggle."

Aim 1 & 2:

Who enjoyed a holiday?

- 667 families – 2822 individuals
- 1,201 **adults** | 1,621 **children**



36% single adult carers



64% 2 or more adults or carers

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

- **54% mental health problems**
- **50% low confidence**
- **36% isolation**
- **32% unemployment**



Other challenges facing families include domestic abuse (34%), debt (23%), physical health issues (24%) plus disability, domestic abuse, poor housing, caring responsibilities, bereavement.

43% of families who went on holiday were facing 5 or more challenges.



47% of families had never had a holiday before



42% families travelled using public transport



95% of families rated their holiday 8+ out of 10

Aim 3 & 4:

Improving confidence and wellbeing



- **92%** families reported a positive impact on mental health
- **86%** families reported an impact on family confidence

Aim 5:

Increase participation in sport, culture and outdoor activities

94% families took part in outdoor activities

57% visiting local towns and villages

41% visited tourist attractions

20% cultural activities



67% 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. (60% of families were not taking part in these activities before their holidays).

Aim 6:

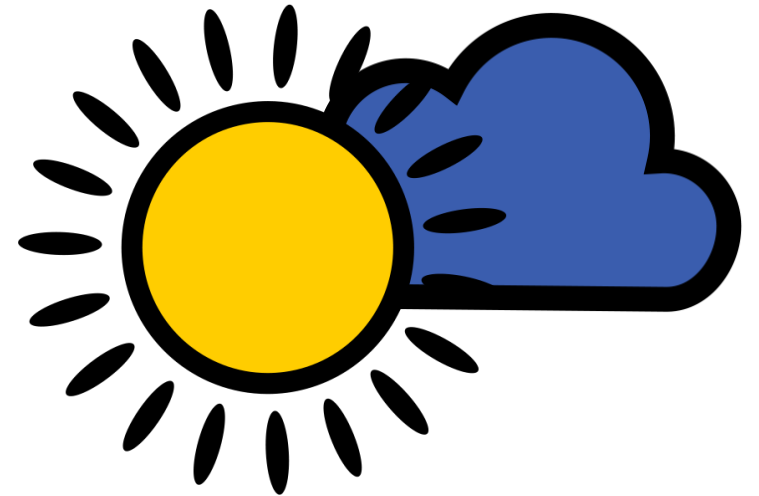
A potential net benefit to the public purse



For every £1 invested in **England for Everyone**

• **£4.10**

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



Family feedback 1

"I was happy to be away from danger and just chill with my baby and relation. The beach, sea and ice-creams were enough for us"

"We do not have a lot of money and the kids do nothing but home and school. So, to be somewhere different and experience, something new. It's something I cannot afford to give my kids"

"We really had a chance to spend a lovely time together after a tough year. Creating positive memories was the best I could ask for!!"

" We are communicating more together. We have treasured memories from our time together and we talk about the time we had."

"This holiday gave my girls confidence to do things that I did not think they would be able to do. We went on a boat, did swimming, and the girls took part in social activities with other children which will impact on their ability to do that at school".

"Mental health is a huge challenge. Each day can be a challenge. This has shown us that we can step out of our comfort zone, and maybe regular short breaks together will continue to make us stronger."

"The children are a lot more confident. They used to be very angry but now they are just enjoying their lives. We had time to develop new interests together such as walking which we do and helps us to talk about the children's worries etc."

"Our son has struggled at school but on holiday he was making friends with other holiday makers children and playing so well and kindly - this was amazing for us to see."

"It's sort of like building good memories. He's at an age where he will remember that for the rest of his life. So, it made a big, big difference"

"It's made us go out for more walks to be honest, because he wants to go around our area and find animals similar to what we saw there."

Family feedback 2

"It gave me breathing space, leaving the difficult things at home and just focusing on the children."

"[Holiday] given me the motivation to carry on whereas when you've got nothing to look forward to... you've got no motivation at all."

"The holiday gave us a fresh wave of motivation and the strength to keep our lives moving forward."

"As a parent I am now working towards not remaining in my comfort zone and this is enabling me to support my children more and for my children to witness me being a strong mum for them."

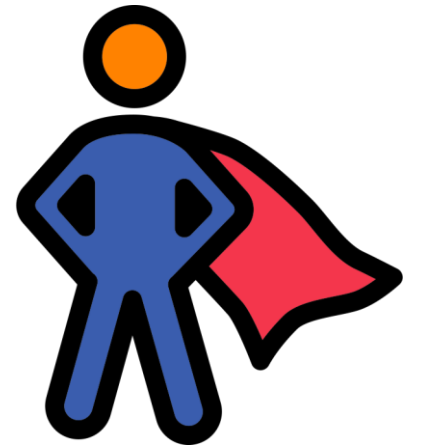
"This has made me stronger and not want to return to a situation that was unhealthy."

"We could have completely gone the other way and I could have ended up in a nut house, but I didn't, it's made this family stronger rather than weaker."

"It has given me the opportunity to keep going and the opportunity to think well that's happened to me, nothing good ever happens, I'll never get nothing for free, you know. And now that that's happened to me it's like oh wow things like that can happen." The 'breather' was just enough time to gather my thoughts, feel stress free for a period and then come back to face going forward"

"Gave me time out of my thinking and I could focus on other things. I feel so much more positive about the future and how I can cope with different situations. I was so worried about travelling on my own and now I know I can do it."

"[Travel voucher] helped massively because finding the spare money for getting to and from the holiday park would have been a big deal for me. And also, the food voucher they said that I could have that helped immensely. Because the price of food nowadays is double for me."



Family feedback 3

"We came back a lot less stressed. It made us a lot more confident to go away if we have the funds. I think it was a circuit breaker, a nice stop to restart".

"Knowing that sometimes just getting out together for a walk or go to the park can lift our mood being away from the area we live has shown us that."

"Our current challenges will not change as the deterioration in our children's condition will only continue, but it has got us thinking about how we can make my daughter's dream to go to London come true".

"We tried to plan our holiday so that we all knew what to expect. I suffer with anxiety and the boys do not travel well so it did test our ability to control these aspects and gave us confidence that we can work through them together."

"I took them to a waterpark because I thought we can do these things now... it's given me the confidence to do that... before it would just be so stressful. And it'd be awful, and they'd be arguing and crying... but it is not like that now. Now they're really kind of seizing the day."

"Prior to being given this opportunity, I feel it is unlikely that I would have been able to share this experience with my boys. We could not financially afford it, but also, I did not feel confident enough beforehand to organise and to travel out of our community with my boys. I am grateful that the Family Holiday Charity gave me and my boys the opportunity to have our first holiday together. I am determined to 'save up' to give our family something to look forward to"

"If I have to go without, I go without. I only really have the heating on if my boy comes at the weekend... his birthday's in July, so I try to save a little bit for his birthday, and then July to December I save again for his Christmas. So that little bit of money I put aside, I was able to cover it..."



Referrer feedback

“[a holiday] is always a really nice thing to discuss with a parent or to offer them... it's a really nice way of engaging them further and saying, Look, we are here to help you. And it's not just when you're in desperate need, when you've got no food, but also just to help you with some of those other little bits that make life a bit better.”

“The family is struggling financially, they're in financial crisis. Mum struggles with her mental health and doesn't work because of her physical health needs... they were just kind of sinking before this [holiday] happened.”

“Mum is more confident. She is more relaxed about the challenges she faces with her daughter. She is thinking of employment, and she has been seeking out services to support her family.”

“Mum is now volunteering at the school which is amazing.”

“Family want to use this as a calibration of their lifestyle and want to use it a catalyst to get out there and experience much more life together. They have endless medical appointments, but this has helped them to re frame their thinking to try and balance that with fun times.”

“We know the children, so we know the families that will probably struggle... it's not always the families that don't work... because a lot of the families can get a lot of help in the summer holidays, if the parents are on benefits, but we have a lot of families just working a few hours, who may just miss that.”

“The family enjoyed the break so much they have booked to go again, back to the same venue. I have been impressed with their organisation and budgeting to make this experience successful. I feel it has enhanced their self-confidence in themselves that they can go on holiday. It has also made them more aware of the need to take care of themselves and have time out as a family”

“This lady had been through a very traumatic period where she was isolated from family and friends and had lost all confidence or belief in herself. She couldn't believe that she had been offered a holiday, something she had never experienced because of the domestic abuse. She even stated that she now knows there are good people out there. She has appeared much more motivated to go forward”