



ENGLAND FOR EVERYONE – PHASE 2

THE IMPACT OF A UK HOLIDAY ON FAMILIES
FACING TOUGH TIMES

ACKNOWLEDGEMENTS

Family Holiday Charity and Qa Research would like to thank all families that have taken the time to complete surveys and talk to us about their holidays, thank you for sharing your experiences so openly. We would also like to thank the referrers that have supported the project and the evaluation.

England for Everyone has been possible thanks to support and funding provided by VisitEngland.



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ABOUT FAMILY HOLIDAY CHARITY

Family Holiday Charity helps families get time away together, often for the first time ever.

We're here for children 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 pair of school shoes. For young carers, grandparent carers and families facing illness, isolation, or bereavement.



Holidays open up new possibilities. There's time enough to share a laugh, watch the tide come in, and make happier memories. From a caravan on the coast, a woodland adventure, or a day out at a theme park. Whatever the weather, if it means time spent together, even a day's holiday helps build relationships, confidence and hope for the future.

Family Holiday Charity - for holidays that make a lifetime of difference.

Registered Charity: 800262 in England & Wales, and SC048203 in Scotlan

FOREWORD

I'm thrilled to present this report on the remarkable impact of **England for Everyone**.

Commissioned by Family Holiday Charity and conducted by Qa Research, this research provides invaluable insights into the transformative power of providing short family holidays to those facing tough times.

At Family Holiday Charity, we are dedicated to making a positive difference in the lives of families facing hardships. We understand that access to leisure and travel experiences is unequal and just how much children and their caregivers are missing out as a result. That is why initiatives like *England for Everyone* are so crucial in breaking down the barriers and creating opportunities for those who need them the most.

This second phase of *England for Everyone*, funded by VisitEngland, is a testament to both our organisation's commitment to social tourism. Together, we aimed to empower 610 families in England by offering them the chance to enjoy much-needed short breaks. Little did we know that this project would exceed our expectations in terms of both reach and impact. A total of 667 families and 2,822 individuals were given the opportunity to create positive memories and strengthen their family bonds through shared experiences on a holiday.

This report highlights the profound impact that holidays have had on families. It goes beyond the numbers and statistics, revealing the stories of families who have experienced newfound joy, improved relationships, and a sense of optimism for the future. Holidays provided a much-needed respite from their daily struggles, allowing them to reset, rejuvenate, and return with renewed strength.

We are immensely proud of the positive outcomes identified in this report. From improved mental health and wellbeing to increased confidence and community engagement, these holidays have had far-reaching effects.

I would like to express my deepest gratitude to VisitEngland for their partnership and support in making this project possible. I also extend my appreciation to Qa Research for their diligent work in conducting this study and capturing the true essence of *England for Everyone*.

May this report serve as a reminder of the power of tourism and its ability to transform lives. Let it inspire us to continue our efforts in ensuring that every family, regardless of their circumstances, has the opportunity to create cherished memories, strengthen their bonds, and build a brighter future.



Kat Lee
Chief Executive
Family Holiday Charity

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1. EXECUTIVE SUMMARY

Introduction

In March 2023 Family Holiday Charity commissioned Qa Research to measure the impact of the second phase of a social tourism project which began in 2022, namely *England for Everyone*.

Social tourism initiatives seek to remove barriers to participation in tourism. *England for Everyone* is a partnership project between Family Holiday Charity and VisitEngland. The partnership and funding of £475,000 for this second phase was intended to enable 610 families in need in England to take a short family break in England.

The overarching aim of the project was:

- to provide 610 families in need with a holiday.

Families had to meet with the eligibility criteria:

- On a low income (a household income of less than £24,000)
- Haven't had a holiday together in the last 4 years
- Have at least one child under 18 who will go on the holiday

Additional aims and objectives were:

- to improve confidence and wellbeing in families, and
- increase participation in sport/outdoor activities and culture.

It was hoped that the project would help remove barriers to participation in tourism amongst families facing tough times and coping on a low income, and also have a positive impact in terms of the cost to the public purse of supporting these families via statutory support in the future.

Profile of those accessing breaks

Family Holiday Charity were able to support a greater number of families than anticipated due to diligent use of resources and improved support to families in their planning. In total 667 families have taken holidays as part of the project, compared to the target of 610 families. Variations in family sizes, careful planning in locations booked to maximize the best use of funds available and early booking all supported this outcome. In total 2,822 individuals have benefitted from this second phase of the funding.

- Over a third of the holidays were awarded to one-adult families (36%) whilst a majority of families comprised of two or more adults (64%).
- Almost half of the families had **never** had a family holiday before (47%).

Barriers faced by families

On average families taking a holiday under the *England for Everyone* funding were experiencing or had experienced four different significant challenges in their lives.

- Over half of the families faced mental health issues (54%) and half experienced low confidence (50%).
- The research highlights that as well as lack of finances, these challenges can present additional barriers for families in terms of engaging with tourism.
- The research has also identified positive cases where wider barriers to tourism have been overcome for families, through taking up the opportunity of these holidays, facing fears and challenges head-on.

Impact

Making Memories

Many of the families who experienced a holiday under this funding had been through traumatic and challenging events and it was clear that being able to create positive memories after a period of particular hardship (which is often ongoing) has been profound in many cases.

- 96% of families agreed the holiday had helped them to have more fun and create happy memories as a family.

Family Bonding

The holidays also clearly have an impact on family bonding, 96% agreed (with 78% *strongly* agreeing) that the holiday had enabled them to spend more quality time together as a family.

Findings from the qualitative research suggest that family time becomes more of a priority for some families on their return.

- Almost seven in ten families (69%) agreed that they had been spending more time together as a family since returning from the holiday.

Time to focus on family relationships is one of the key reasons given by referrers for applying for a break for a family. Referrers have also observed that improvements in relationships are sustained for many families post-break, including between parents and children, and between partners/spouses. Sometimes improvement in these relationships could be linked to improvements in child behaviour, more consistent family routines, and improved engagement with school.

Mental Health and Wellbeing

- A large majority of families agreed that the holiday had a positive impact on the mental health and wellbeing of their family (92%).

The holidays have clearly provided a period of respite for the families. Being away from the home environment and the stresses and strains associated with it is beneficial in terms of mental health and wellbeing.

Connecting with each other within a relaxed and different environment helps to clear the mind and restore balance.

Confidence

- Over four-fifths of families (86%) agreed that the holiday had a positive impact on their family's confidence.

Some families experienced a lack of confidence and anxiety about travel and caring for their children whilst away from home. This had been a barrier to tourism in the past for some. However, once they had the break some were reassured that this was something they could do again in the future.

The experience of having a holiday boosted the self-esteem of children. Some had been conscious that their family could not afford the same experiences as those of their peers. Having the experience of a holiday helped with this.

New Experiences

- Over nine in ten families agreed that the holiday had given their family an opportunity for new experiences (95%).

Some families had clearly been stuck in a pattern of restricted experiences prior to the holiday, due to lack of finance and confidence etc.

The holidays have therefore enabled families to have new and different experiences, including physical activity, and spending time in nature. This has helped them to develop their confidence and interest in pursuing more activities in the future.

- Over two-thirds of families (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.

Family Coping Mechanisms

- Almost nine in ten families agreed that the holiday had a positive impact on their family's ability to deal with the challenges they face as a family (87%).
- Almost nine in ten families also agreed that the holiday had helped to reduce their feelings of stress and worry (85%).

Findings from the qualitative research affirm this with many families describing the break as an opportunity to reset and start again with renewed strength on their return. This was also noted by referrers who felt that the breaks built family resilience, and although many were returning to difficult circumstances, they seemed to be better equipped to cope.

Community Activity

- Over a third of families completing the survey agreed that they had become more active in their local community since the holiday (39%).

This aspect of impact was less evident than some of the others. However, it is likely that renewed confidence and resilience can have a positive impact on an individual's likelihood to make new social connections and look outside themselves.

Referrers noted some of these subtle changes in cases where families had returned and adults had taken up volunteering, which can sometimes go on support in building skills to aid employability and so it was positive to see that some adults had taken this up. There were also cases where children had become more involved in school or social/community activities.

Looking Towards the Future

- Over four-fifths of families agreed that the holiday had helped them to feel more optimistic about the future (82%).
- A large majority of families also agreed that they would feel more comfortable and confident in taking a holiday with their family in the future (93%).
- Over three-quarters of families also agreed that the holiday has made them want to get out of their local area and see and experience more with their family (77%).

Around half of the families reached by Family Holiday Charity had never had a holiday and therefore were unaware of its potential value to their overall wellbeing. Within the qualitative research, most families aspired to have a holiday again and some were formulating plans to do this, particularly around budgeting. For others, the aspiration was there but the reality still felt out of reach financially; certainly, for a break away from home, but budgeting for days out felt more realistic.

Aside from finance, one of the other key barriers to taking part in tourism was a lack of prior experience and confidence and it was clear that having a break had removed this barrier for some. The benefits of holidays were also now clearer for some families, especially the opportunity to have new experiences and family bonding time.

Overall holiday experience

A large majority of families rated their holidays as between 7 and 10 on a scale of 1-10, where 10 is excellent (95%). Almost six in ten families gave their holiday the highest rating of 10 out of 10 (58%).

Accommodation was also rated very highly, with 92% giving a rating of between 7 and 10, with over half of families giving a score of ten out of ten (53%).

Activities on holiday

Families had undertaken a range of activities during their holidays.

- Almost all families had taken part in outdoor activities (94%) whilst almost seven in ten had taken part in sport either indoors or outdoors (68%).
- Over half had visited towns/villages near to where they were staying (57%).
- Four in ten of those completing the post-travel survey also visited tourist attractions during their holidays (41%) with a fifth of families taking part in cultural activities whilst away (20%).

The majority of families were not taking part in the types of activities they did on their holidays prior to the holidays (60%). This demonstrates how the holidays have provided families with new opportunities and experiences.

Positively around two-thirds of families (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.

Affordability

A majority of families (90%) were still spending some of their own money on food during the holidays despite receiving a contribution towards the cost of food and travel as part of the holiday offer, however this was largely less than £100.

Families were less likely to be spending their own money on travel and pre-holiday essentials, with a fifth or more families not spending any money on these.

- Whilst 78% of families spent some of their own money on activities/entertainment whilst away this also tended to be less than £100.
- Positively, a large majority of families said the money they had spent on the holiday was either within their budget (52%), or manageable (41%)

It was clear through wider comments made within the post-travel questionnaire and particularly through the qualitative discussions with families that the vouchers for food and travel were an essential component in many families being able to take these short holidays. Having the contribution towards food and travel helped families with budgeting plans for their expenditure while on the holiday. Removing some of those costs helped to take some of the pressure off for families while planning the holiday so that they could focus on other important elements. Some would like to see a greater contribution towards travel costs however, particularly for those reliant on public transport.

Social Value

A social value calculation was undertaken to provide an independent assessment of the impact and value of the project for all stakeholders, not just the families taking the holidays and referral organisations, but value for the public purse. This piece of research has used the Social Value Engine, a tool accredited by Social Value UK <https://socialvalueengine.com/>

- This found that **for every £1 invested in *England for Everyone*, this generated £4.10 Social Return £ per £.**

The final figure is a very respectable one and is in line with the revised guidance from the Department for Levelling Up, Housing and Communities.

Please see the full report for more detail on the Social Value Engine assessment.

2. INTRODUCTION

In March 2023 Family Holiday Charity commissioned Qa Research to measure the impact of the second phase of a social tourism project which began in 2022, namely *England for Everyone*.

Social tourism initiatives seek to remove barriers to participation in tourism. *England for Everyone* is a partnership project between Family Holiday Charity and VisitEngland, an arm's length body funded by the Department for Digital, Culture, Media and Sport (DCMS) in phase 1 and VisitEngland and HM Government in phase 2. The partnership and funding of £475,000 was to enable a target number of 610 families in need in England to take a family holiday in England.

Families had to be referred for a holiday by a professional working with them and meet specific eligibility criteria, namely:

- On a low income (a household income of less than £24,000)
- Haven't had a holiday together in the last 4 years
- Have at least one child under 18 who will go on the holiday.

All holidays took place from 10th February 2023 to 8th May 2023.

The overarching aim of the project was to provide 610 families in need with a short holiday in England. Additional aims and objectives were to

- improve confidence and wellbeing in families, and
- increase participation in sport/outdoor activities and culture.

There was hope that the project would help remove barriers to participation in tourism amongst families facing tough times, and also have a positive impact in terms of the cost to the public purse of supporting these families via statutory support in the future.

Family Holiday Charity appointed Qa Research as external evaluator to conduct a quantitative and qualitative evaluation of the project and explore the extent to which the project has met the aims and objectives. Qa have been supported by Ann Hindley in this evaluation. Ann, of Cross Key Associates completed a Social Value Engine report for the project. This report presents the findings of the evaluation.

3. Aims & Objectives

Qa Research was asked to explore the extent to which the delivery of the *England for Everyone* project has met the required aims and objectives, namely to:

- 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.

A further objective for this second phase of work was to explore in greater detail the barriers that families were facing in taking a holiday and how this intervention has helped overcome these barriers.

4. Methodology

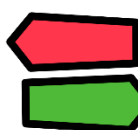
A range of methods have been used as part of this evaluation including gathering quantitative and qualitative data from families and referral organisations. Relevant open- source data has also been used to feed into the Social Value Engine report.

4.1 Primary Research with Families

Anonymised application data has been analysed to be able to present an overall picture of families being offered holidays.

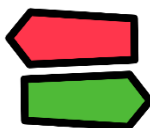
Qa Research also analysed post-holiday questionnaires which had been completed by 15th June 2023, these were completed by 259 families and 269 referrers. Using statistical rules, we can be 95% confident that the post-travel survey findings have a potential variance of no more than **plus or minus 5%** from the figure shown for families. These standards specifically apply to 'confidence levels'.

Confidence levels



This indicates how representative findings are of the resident body as a whole. In this instance we have used 95% confidence levels – or put more simply– this requires that the chances of the sample group reflecting the wider resident population will be 95 out of 100. The confidence level is essentially a fixed value which must be looked at in conjunction with standard error.

Standard error



'Standard error' demonstrates how answers provided by sampled residents potentially vary from the responses that would be obtained if all tenants had responded. In the research industry, commonly accepted levels of error are +/- 5% and +/- 3%.

In addition to the survey, it was important for families to be able to feedback their opinions and experiences, in their own words, regarding the impact of the holiday. As such, Qa completed in-depth telephone interviews with 20 families that had taken a holiday in the previous 4-6 weeks. A broad range of families were interviewed.

A selection of anonymous Case Studies are provided in Section 6.

A range of supporting quotes are presented in the report. These are all from different families or referrers and come from the in-depth interviews, as well as the application form data and post-travel survey responses. The case studies provide further details of individual stories.

4.2 Primary Research with Referral Organisations

Some key questions for referral organisations were included in the post-holiday questionnaire, in order to capture insight from as many referrers as possible. In total 269 referrers completed their questions on the post-holiday questionnaire by the deadline.

Twenty telephone interviews were also completed with those making referrals, to allow this key stakeholder group to give their views on the need and impact of the project in their own words. In most cases, referrers were able to comment on families that Qa had already spoken to as part of the evaluation. However, in some cases Qa spoke to just the referrers more generally as they have referred a number of families for a holiday in the last two years.

4.3 Social Value Assessment

This evaluation has used the Social Value Engine, <https://socialvalueengine.com/> a tool accredited by Social Value UK which is based on more than 360 peer reviewed financial proxies updated annually, to produce a figure for social return on investment.

The assessment found that **for every £1 invested in *England for Everyone* Phase 2, this generated £4.10 Social Return £ per £.**

Please read Section 7 of this report for further explanation of the Social Value Engine.

5. Key findings Phase 2

5.1 Profile of those accessing breaks in 2023

Families being offered the holidays must meet certain criteria to be eligible. Criteria relate to income; time since last holiday and whether they are taking a child under the age of 18 on the holiday. Families also had to be referred for a holiday by a professional working with the family.

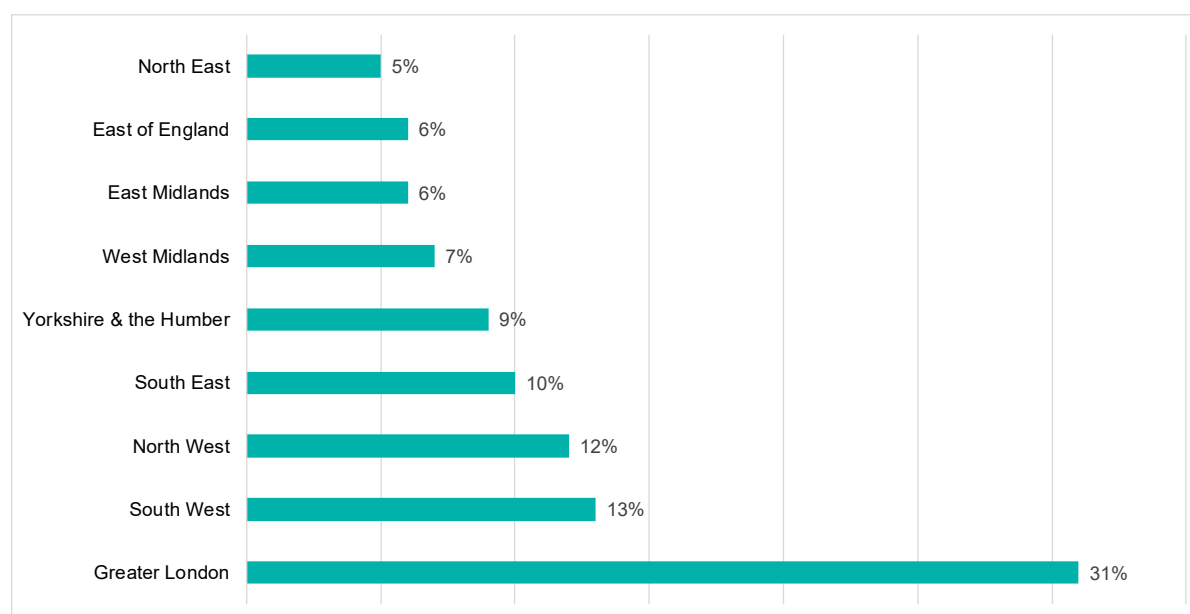
In total the funding has enabled 2,822 individuals to have a holiday. This is further broken down to 1,201 adults and 1,621 children.

The application data for these families gives further insight into the range of challenges and situations experienced by those being referred for holidays and ultimately benefiting from VisitEngland funding. It is noted that there were also some missing responses to some questions within the application data analysed, and as such, the base figures vary depending on response.

The programme has reached families across all regions in England, as indicated on the next chart, with three in ten of the families living in Greater London:

Figure 1: Holidays by region of residence

Base: 667



In total, 36% of the holidays involved one adult travelling; whilst a majority of the holidays were for families with two or more adults. (64%).

- On average, families took two children on the holidays, although 40% of families took three or more children on the holidays.
- On average four people went on each holiday, although this reached as many as 11 people in one case.

A majority of lead adults who had a holiday were not currently employed (74%).

Around four in ten families relied on public transport (42%) to get to and from their holidays. Over half of these families travelling by public transport had never had a holiday before (54%). This compares to 42% of those travelling by car that had never had a holiday before – this could suggest that those with access to cars are more likely to have had a previous holiday.

Around two-thirds of the professionals had been working with the families for six months or more (64%) with a majority having a minimum of weekly contact with the families (73%).

Almost half of the families had **never** had a family holiday before (47%)

5.2 Challenges and Barriers faced by families

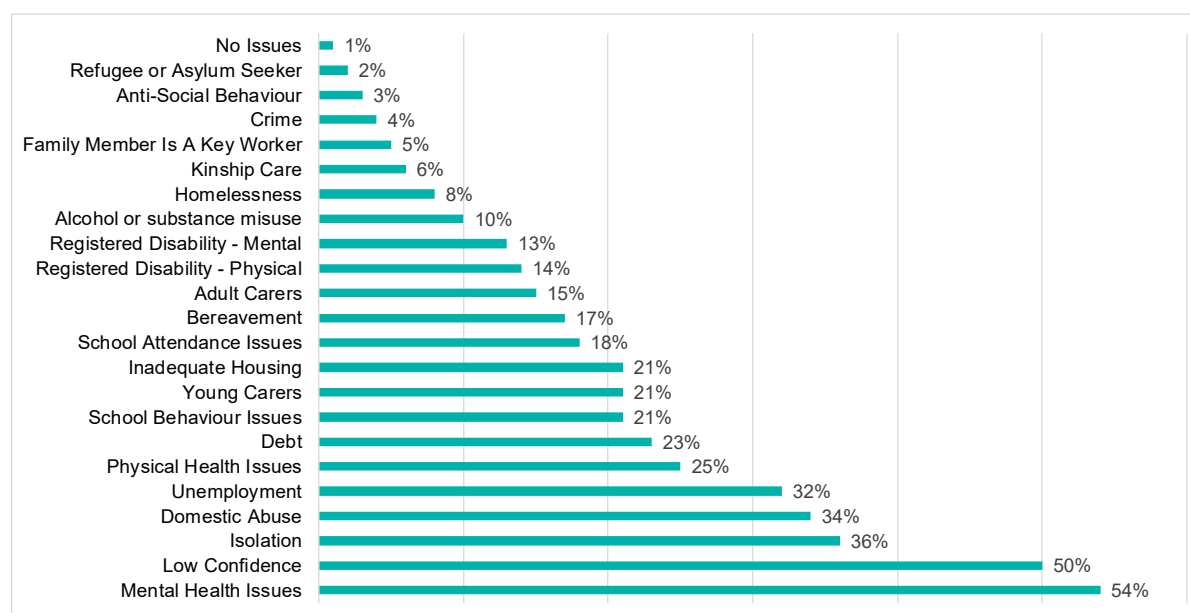
On the application form referrers were asked to select whether the families were experiencing or had experienced particular circumstances or challenges.

A list of 22 possible experiences were included, with experiences ranging from kinship care to domestic abuse, and school behaviour issues. The next table shows the breadth of challenges experienced by families. As seen

- over half of the families faced mental health issues (54%),
- half experienced low confidence (50%).

Figure 2: Challenges faced by families

Base: 667



- On average, families taking a holiday under the *England for Everyone* programme were experiencing/had experienced four different challenges.
- Over four in ten families (43%) were experiencing five or more of these challenges, demonstrating that life can be extremely difficult for these families.

Over a quarter of families were living with particular circumstances such as disabilities or serious illness (28%) which were deemed by referrers to potentially impact the family's holiday.

Barriers to accessing tourism

As highlighted earlier, 47% of families had never been on holiday before. Referrers comments helped to explain how and why some families experience barriers to accessing tourism that go beyond finance. There were no significant differences in barriers experienced by families that had previously had a holiday compared to those that had. Recurring barriers mentioned by referrers included:

- Poor/unstable mental or physical health of parents; children or wider family
- Worklessness (and competing priorities)
- Unstable/overcrowded housing
- Relationship/family breakdown
- Children spending time in care
- Legal/custody proceedings
- Delayed support/battles in diagnosis and support for children's additional needs
- Struggles in managing children's behaviour/needs
- Domestic abuse
- Alcohol and substance misuse
- Families recently becoming kinship or primary carers
- Limited support networks

Referrers can be supporting families with practical matters such as filling in forms, applying for housing and food vouchers and accompanying people to appointments and meetings, and supporting parents and children to get out of the house.

Some referrers can also be providing more emotional support to families including longer-term support, whereas for other referrers this support is more time-restricted. Support can range from early help through to referrers supporting families facing life-limiting illnesses.

The following quotes demonstrate just a handful of ways in which referrers support families and illustrate some of the barriers experienced by families in having the financial and emotional capacity to take a holiday.

“Mum has had a difficult upbringing and has had a child quite young. She has since suffered with significant mental health issues, anxiety and agrarophobia where she has struggled to leave the home, even for small trips such as to go to the shops.” Referrer

“Family fled domestic violence. The perpetrator was very controlling and jealous, he was financially abusive, he was in charge of all the money of the household and holidays weren't allowed” Referrer

“X is a baby with chronic asthma exacerbated by damp and mould in their flat. The family are financially very deprived and have had to deal with a lot of uncertainty in their living conditions so have not had the opportunity to organise a holiday.” Referrer

“Health - too busy fighting to stay alive - has had a serious and debilitating illness and vulnerable from COVID infection in addition to financial restrictions”

Referrer

“The children were all separated and placed in local authority care due to neglect and have experienced emotional and mental trauma as well as what they have witnessed. Previously both parents abused substances and so were unable to meet the children's needs home conditions were poor and attendance at school was too. Dad has worked so hard with professionals the last 2 years to get his family back together and make a home for them he is now clean, and his priority is his children they are adjusting back to family life” Referrer

“The children are on a Child Protection plan to support mum with her recovery journey. She was in a domestically abusive and coercively controlling relationship for 20 years. It is not unusual for a protective parent to experience a mental health deterioration after leaving such a relationship” Referrer

“I am the social worker for the family who are under a Child in Need plan due to their child being criminally exploited. Mum is a single parent who, due to the stress of her son's exploitation, has had to give up her part time job leaving the family financially worse off”. Referrer

“Family had a young son who was extremely poorly and spent his entire life in X Hospital as a result whole family lived on site for 14 months, family returned to home address in December 2022 sadly baby died in February 2023. All the family have had a difficult time living at hospital and then sadly baby dying.” Referrer

Findings from the qualitative interviews with families reflect the comments made by referrers. Families often experience multiple difficulties and it is the combination of these factors that are so overwhelming and prevent many families from even thinking about the possibility of a holiday.

Financial difficulties lie behind many of the problems that families experience and are linked to other issues they experience such as poor health (physical and mental), familial conflict, and lack of confidence and aspiration. The cost-of-living crisis has been ongoing since the research was last completed and this has continued to have a significant impact on many families.

Trying to cut back on an already pared down lifestyle preoccupied many families, meaning that any hopes of holidays fell by the wayside. Referrers frequently mentioned seeking financial assistance for families by referring them to foodbanks or grant-giving organisations for essential items such as household appliances or school uniform.

Many families experience mental health issues including depression and anxiety which are a barrier to aspiration and the practical side of planning a holiday. Feeling overwhelmed can make it very difficult to budget and make holiday arrangements.

A large proportion of families receiving support from Family Holiday Charity have children with special educational needs and disabilities (SEND). This means that for many parents/carers even a day out with their children can be challenging, due to physical access issues or unfamiliar environments and noise which can cause issues for children with autism.

Not knowing how their child will react or behave in situations, and the perception of onlookers, prevents many parents from going to unfamiliar places with their children; this includes holidays. Concerns around physical health conditions (of parent/carer or child) can also be a barrier to being away from home due to concerns about accessing medical treatment.

Due to complex family circumstances, parent/carer confidence can be low and anxiety high. Lone parents and parents recently separated, or bereaved, or those affected by domestic abuse, can often lack confidence to go away on their own with their children. Often, they will choose to take a trusted relative or friend with them for support, but the prospect of a holiday, particularly travelling alone with younger children, can exacerbate anxiety.

Family conflict can also be a barrier to considering holidays for some families. Although holidays are often very relaxing and provide an opportunity to focus on building positive family relationships, the stresses and strains of travel and new environments can be a flashpoint for conflict and worries about how people will get on together whilst away can add to existing anxiety.

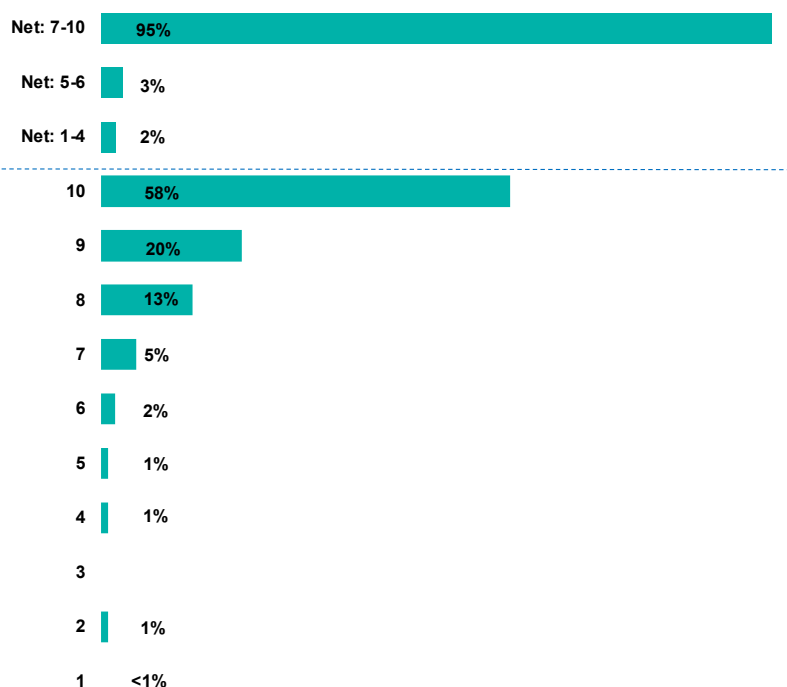
5.3 Overall holiday experience

5.3.1 Family perspective

- A majority of families rated their holidays as between 7 and 10 on a scale of 1-10, where 10 is excellent (95%).
- Over half of families gave their holiday the highest rating of 10 out of 10 (58%).

Figure 3: Overall ratings of holiday

Base: 256



The best parts of the holidays for families were mostly related to:

- Spending quality time together as a family
- Making memories as a family
- Seeing the children enjoy themselves and have fun
- Relaxing/a break from 'home' and worry and pressure
- Freedom and space - safe places to enable this
- Being by the sea
- Being in nature/peaceful locations/fresh air
- Swimming
- Doing new activities

“On holiday, they were just happy, which made me happy. So, I'm really grateful that we have had the opportunity to do that.”

"My eldest is autistic, [on holiday] he was like a totally different little boy... when we were on the beach, I could just say go on run and he would just run and laugh and joke and play with his little brother. He was just totally different."

"Since moving to the UK two years ago, we have never left London or been to the beach. The best moments were seeing the sea and watching my son playing with other children. It was lovely to see him growing in confidence and exploring new places."

"We relaxed a lot of the time. We took a lot of walks and I love flowers, so we went, and I was picking a couple of flowers on the walk."

"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!!"

"Spending time with my children in a safe place, having fun, my son enjoying the caravan, space to play, we loved it"

"Best moments were seeing the girls on stage together getting on. It was amazing to see the relationship between the sisters who normally find it hard to get on."

"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"

"Hearing my children laugh. Seeing their faces when they saw the caravan and the seaside."

"It's given them lots of memories. Lots of things to aim for for the future. It's just been good all round for them." Referrer

When asked how the holiday could have been better for families, comments show families were largely happy with the holidays as they were (with many saying they would have loved to stay longer!) and suggested improvements were relatively minor.

Comments made in the survey and in the interviews suggest the following range of issues or suggested improvements although as stated these were mentioned by a minority of families overall.

- Increased support towards **fuel/travel costs** is needed. With local bus services either restricted or not available, several families faced final mile challenges which impacted those choosing public transport options. Additional support in this area could potentially also cover local travel which may be required upon arrival at the train or coach station.
- Some **housekeeping/maintenance issues** with accommodation
- Some issues in suitably accommodating those with **additional needs and disabilities** (as an example a family with a child that paces were placed in top floor accommodation leading to issues)
- More information and support surrounding the need to **pre-book activities** when relevant (there may be digital barriers for some families as well as the last-minute nature of many of the holidays also making this tricky; can resorts be encouraged to have less restrictive swim sessions now we are out of the pandemic?)
- **Money towards activities** could be welcome – particularly if activities are not included in the holiday package
- **Sourcing suitable accommodation/location** – not everyone felt they were advised (or asked enough questions/did enough research themselves) about the suitability of the accommodation or the venue for the family
- The **last-minute** nature of the bookings is linked to some of these issues – families may need to book what is available rather than where they may ordinarily choose and there is little time to try and save for additional spend. In a small number of cases families have travelled to more remote locations on public transport thus incurring additional local travel costs on arrival. Potentially a longer time-frame for bookings could be beneficial in finding a holiday with the right fit for the family
- **Vouchers** – a small number hadn't received these/went into spam or had difficulties using the codes

"I wasn't able to book shows etc as I wasn't able to log in on the Butlins app. This was because I hadn't booked the holiday myself"

"If they could have accommodation closer to the town that would be easier as that would eliminate the travel costs. The buses didn't run regularly enough. so had to pay for taxis."

5.3.2 Referrer perspective

Referrers are professionals that are working for an organisation that is focused on supporting families on an ongoing basis. They are either from registered charities that provide services related to families or from statutory provided services such as social services or community support teams that are also working in the community closely with families.

Referrers were very pleased to have been able to offer the family the opportunity to go on holiday. Generally, referrers had made the application to Family Holiday Charity to allow families to have quality time together, and to heal and repair their relationships away from the stress of their everyday lives in a new environment; create happy positive memories and help with emotional wellbeing. Referrers also felt the holidays a positive next step for families following the work and progress made with the support provided by their own organisations.

Some referrers commented that the holiday helped to enhance their relationship with the family, helping affirm trust between the family and the organisations involved when there can be hesitancy about outside involvement.

“As a referrer when you've been part of supporting them to have a positive activity together, I think it helps when we're dealing with the issues of school attendance... We've got that relationship, and it is about holistic support.” Referrer

“There's stresses and strains, they've had quite a tumultuous relationship, she and her partner, and quite up and down, and I just thought a bit of time away for everybody to have some quality time together and create some memories.” Referrer

“The hope was that it would allow them to have some family time in a place away from day to day because of all the number of children in the family have support needs, often the family has to remain home.” Referrer

“For the family to be able to relax, to feel safe and to enjoy a different environment other than their home. To be able to experience such things as a family that we take for granted, so a walk along the seaside, swimming with the children. Opportunities to explore local and different areas. To meet other families or be with other children. To build upon their bond as a family and make some memories of happier times. To be able to feel like a normal family and less isolated from the world.” Referrer

The following table illustrates referrer's responses to the post-travel survey question around family support. Responses from referrers were mixed in terms of how much support families required; however, it seems referrers were more likely to be supporting families to be mentally prepared for the holiday (38%), rather than other forms of support although a fifth of referrers had supported families in deciding where to go (25%).

Figure 4: Support provided by referrers pre-holiday

On a scale of 1 to 5, where 1 is strongly agree and 5 is strongly disagree, to what extent do you agree with the following statement?	Strongly agree	Agree	Neither /Nor	Disagree	Strongly disagree	Net: Disagree	Net: Agree
The family needed help and support with being mentally prepared and ready for the holiday	6%	32%	14%	30%	18%	47%	38%
The family needed a lot of support in choosing where to go	10%	16%	9%	39%	27%	65%	25%
The family needed help with budgeting for the holiday	3%	16%	18%	42%	21%	63%	19%
The family needed a lot of support to plan and prepare for their holiday eg. organising time off work, packing, transport	4%	13%	15%	44%	24%	67%	17%
Base: 266-267							

Referrers explained how they had supported families prior to the holiday, in terms of booking/organising the holiday and travel. Some families required no support, but others did, especially parents with anxiety who were keen to go away but were worried about planning and logistics, and those with poor digital skills who found it difficult to research and plan their journey.

In a couple of cases, the funding appears to have been granted at relatively short notice resulting in families feeling under pressure to book quickly with little time for planning or time to choose the right location to meet their needs.

“I feel like, based on the conversations we had, I think they maybe would have benefitted from something where there was additional children's clubs or carers support to allow the parents to have respite at the same time.” Referrer

The following chart illustrates referrer's responses to the post-travel survey question on their overall experience of working with Family Holiday Charity this year.

Figure 5: Referrers experience of working with Family Holiday Charity

Base: 268

Question: on a scale of 1 to 10, where 10 is excellent, as the referrer, how would you rate your overall experience of working with Family Holiday Charity this year.



- As illustrated, the experience has been very positive with almost all referrers (99%) giving a rating of between 7 and 10.

Within the qualitative interviews, referrers were very positive about the holiday application process and the advice and guidance they had received from Family Holiday Charity. Problems or questions were dealt with promptly and sensitively. One suggestion for improvement was around the provision of more information in advance (before the funding was approved) so the families could consider what would meet their needs.

5.4 Activities whilst on holiday

5.4.1 Family perspective

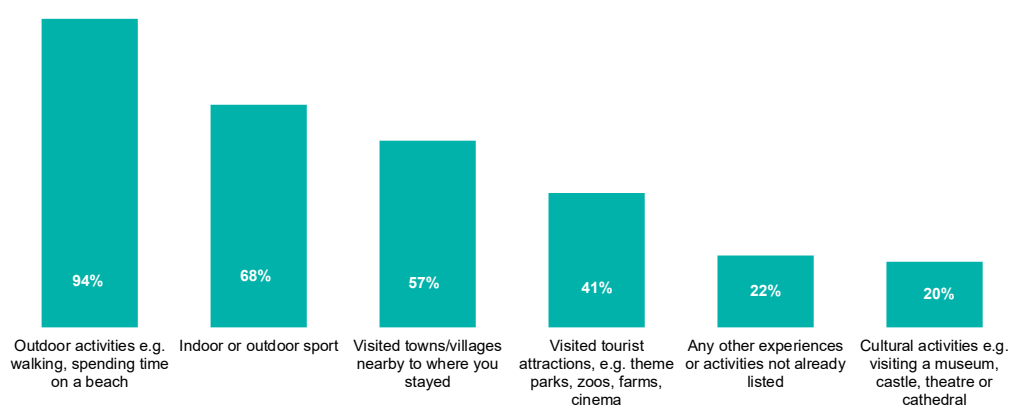
Families had undertaken a range of activities during their holidays.

- Almost all families had taken part in outdoor activities (94%) whilst almost seven in ten had taken part in sport either indoors or outdoors (68%).
- Almost six in ten families had visited towns/villages near to where they were staying (57%).

Figure 6: Activities undertaken on holiday

Base: 259

Question: Did your family visit/take part in any of the following whilst on your holiday?



- Four in ten families also visited tourist attractions during their holidays (41%) with a fifth taking part in cultural activities whilst away (20%).

It appears most of the holidays provided families with a range of activities on-site, and as such, many families were able to remain solely or largely on site/in the local area without venturing much further afield. This helps to demonstrate to families that holidays that have great entertainment included don't have to be expensive.

A few activities some families participated in included: bingo; karaoke; sea safari; steam train rides; slime-making; local car boot sale; arts and crafts; archery; tie-dye workshops; football lessons; as well as activities like spending time in arcades; walks in the woods; swimming; going to the beach which many families did (sometimes for the first time). One parent mentioned their child had learned to ride a bike whilst away.

Comments suggest families were generally happy with on-site offers and they planned what they did as a family based around on-site provision, even if a few activities were payable.

They often wanted to keep holidays simple and stress-free thus staying on site helped, particularly for families facing particular challenges such as children or adults that may experience sensory overload and anxiety.

Cost was a factor in not travelling further afield and visiting attractions, along with lack of awareness of the local area for some families, as was poor weather.

Those travelling on public transport also faced additional challenges in getting around, and thus tended to stay local to where they were staying. A few families mentioned impromptu or planned visits to nearby local attractions either enroute or when arriving.

"We visited what was near us, but I also wasn't aware of what museums, and such there was to visit. 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"

"Stopped at a small Zoo Park on the way home - not possible normally due to cost, but because of the vouchers we had money which we could use."

"It was too far from the resort and public transport was not regular (buses every 4 hours)"

In the main, families found there was plenty to do without having to have extra spend/travel on what was already a short holiday.

"The park and the beach gave us everything we needed whilst on holiday."

"We just used what was on offer in the holiday park as things are sometimes difficult with SEN children."

A majority of families were not taking part in the types of activities they did on their holidays prior to the holidays (60%).

- This demonstrates how the holidays have provided families with new opportunities and experiences.

They also had a program for kids every morning... like story and singing and dancing. My son was very happy about that... every morning he woke up and said 'can we go there?' I say of course we can."

"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".

"We took full advantage of the free swimming and evening entertainment. We did the pottery painting as well".

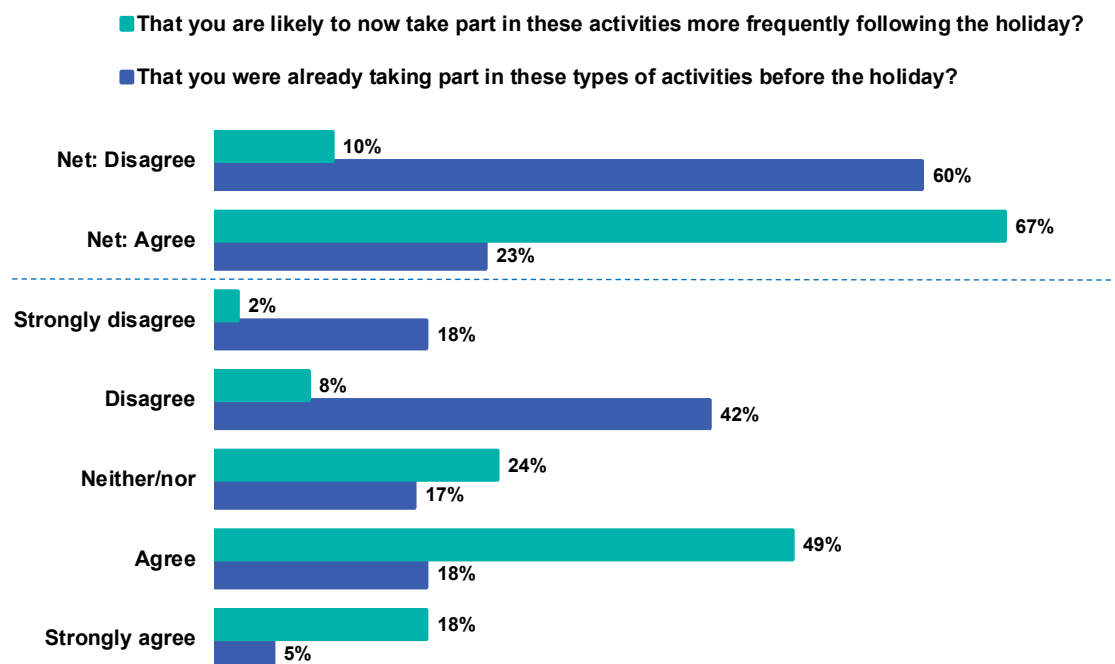
"Went on a steam train ride. Because my son loves steam engines ever since he was a little boy."

Positively, around two-thirds of families (67%) agreed that their families are now more likely to take part in these kinds of activities in the future as a direct result of the holiday.

Figure 7: Proportion of families already undertaking or being more likely to take part in these activities now

Base: 257

Question: on a scale of 1 to 5, where 1 is strongly agree and 5 is strongly disagree, to what extent do you agree or disagree with the following statements.



A higher-than-average proportion of families that were experiencing issues relating to isolation (76%); families with young carers (74%) and families experiencing low confidence (71%) said their families would take part in these kinds of activities going forward.

This suggests increased confidence by these families in engaging in activities, as well as perhaps, an acknowledgement of how beneficial such activities are, and a commitment to recreating these benefits for their families.

5.4.2 Referrer perspective

Referrers noted some of the activities and experiences that families had taken part in on holiday. For some children, this was their first opportunity to visit somewhere outside of their home town and experience a different environment.

As shown, a majority of families were still spending some of their own money on food during the holidays despite the vouchers, this was largely less than £100.

Families were less likely to be spending their own money on travel and pre-holiday essentials with a fifth or more families not spending any money on these. Figures relating to own spend on travel were comparable between those travelling by car and those travelling by public transport.

Whilst 78% of families spent some of their own money on activities/entertainment whilst away, this also tended to be less than £100.

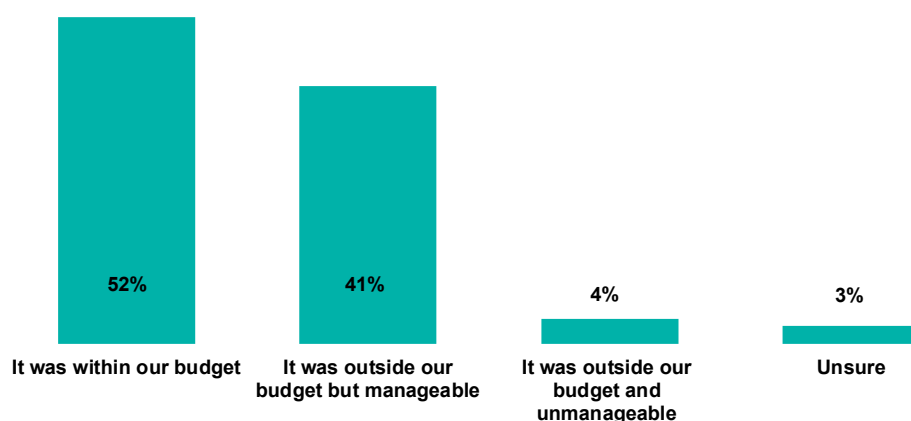
As might be expected, the larger the family the more likely they were to be spending some of their own money whilst away. As an example, 66% of two-person families spent some of their own money on activities/entertainment compared to 90% of families consisting of seven people or more.

- Positively, a large majority of families said the money they had spent on the holiday was either within their budget (52%), or manageable (41%).

Figure 9: Affordability of Holiday Spending

Base: 259

Question: how would you describe your holiday spending?



It was clear through wider comments made within the post-travel questionnaire, and particularly through the qualitative discussions with families, that the vouchers for food and travel were an essential component in many families being able to take these holidays and helped significantly with their budgeting plans. By providing these vouchers it was one less concern for families, and families were able to have at least some money to spend on treats for their children; some families had also enjoyed a rare meal out or a visit to a local attraction which they wouldn't have otherwise been able to afford.

Families without their own transport seemed to be more vulnerable to unexpected travel expenses, e.g., taxi and bus fares to travel to supermarkets. With holiday sites not necessarily being easily accessible from train stations there is potentially a question mark over the suitability of some locations for those needing to travel via public transport, and how prepared families are for the challenges/additional costs they may incur.

A small number of families had not received or located their vouchers or had difficulties redeeming them which had caused them stress and lessened the enjoyment of the holiday in some ways, being able to use the food vouchers on-site is welcomed but doesn't seem uniformly possible.

"[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."

"The food vouchers and the fuel vouchers were a great help because they're very picky eaters so the fact that we could buy the things that we knew that we can make for them in the caravan was a great help."

"[Fuel voucher] it was so handy I don't remember the last time I put 50 quid in my car. I honestly don't, so when I was doing that, it was just such a nice relief to know that I didn't have to worry."

"Being able to use the vouchers in restaurants was fantastic, it gave us the chance to eat out as a family which is an experience we do not have often, it also took the stress out of mealtimes and felt like a holiday."

"I appreciate this [issue redeeming] was the fault of Just Eat and nothing to do with the Family Holiday Charity but I would have appreciated it if using the food voucher was simpler and as I say could have been spent in the park itself. By the time it was sorted, I was drained and upset, and I only had a day left"

"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."

"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..."

5.5.2 Referrer perspective

Alongside the primary reason for referral, most referrers were also supporting families with finance, debt and benefit issues, and access to food banks or other funding sources for household essentials such as appliances, children's beds and school uniform.

Some of the parents were unable to work due to poor health or were carers for children with additional needs or disabilities.

Many acknowledged they may not have been able to put so many families forward for the holidays, or some families would have been unable to take the holidays, without the grocery or fuel/travel funding. This is particularly because many families are currently reliant on food bank support whilst at home.

Referrers noted that some families were in very precarious financial circumstances and this additional funding was crucial in preventing escalation of any existing financial issues. Some referrers were also able to help some families in work but who were still struggling to get by in the current financial climate.

Some referrers also noted that some money towards activities for families would be useful, as resorts can include amusement arcades or fairgrounds, which can be costly and difficult to avoid with young children.

“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.” Referrer

In the absence of any additional funding for this, referrers noted that more advance information on the cost of additional activities would be useful for families along with more advance information on how to book or arrange on-site activities. Sometimes families missed out on activities or were unaware that some needed to be booked in advance, e.g., swimming slots.

Some referrers noted that families had had to amend their bookings to somewhere closer to home due to the prohibitive cost of train travel. Even with a financial contribution, some families struggled to fund the rest of this themselves. This seemed to be an issue particularly for families with children with SEND as there was not always availability at resorts that could meet their child's needs close to home. Similarly, referrers based in more rural areas where access to public transport was more problematic wondered if there could be alternative or additional contributions to transport costs, to cover buses and taxis for example.

“[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.” Referrer

“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.” Referrer

5.6 Impact

5.6.1 Family perspective

Making Memories

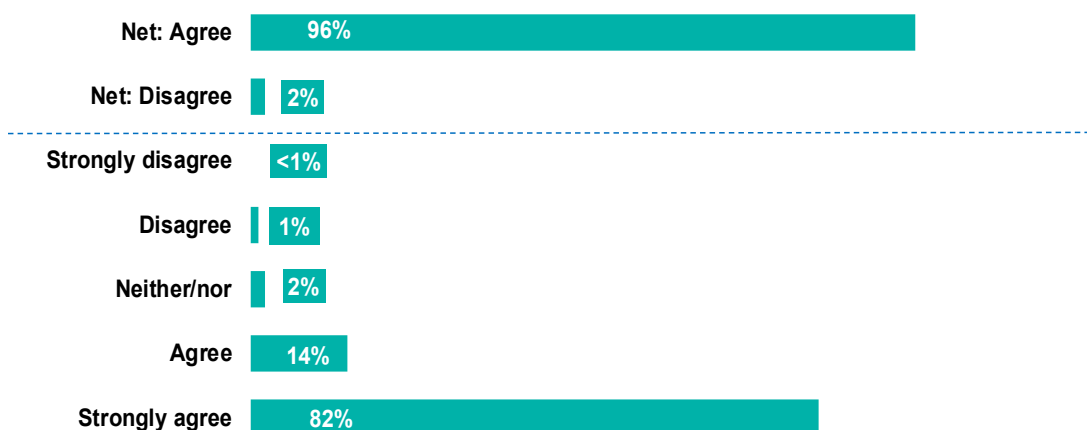
Families often referred to 'making memories', and positive memories, as being one of the best things about the holidays.

- 96% of families agreed (with 82% *strongly* agreeing) that the holiday had helped them to have more fun and create happy memories as a family.

Figure 10: Level of Agreement that Holiday Helped create Fun and Happy Memories

Base: 257

Question: the holiday helped us to have more fun and create happy memories as a family.



Being able to have the opportunity to create positive memories was very important for families. Given the challenging circumstances that many had experienced, opportunities to do this had been few and far between. Having positive memories to reflect on helped to keep many going in their daily lives once they had returned from their break.

Families offered holidays have often experienced a lot of difficult life events such as bereavement, domestic abuse and family illness. Often their recent memories are not very positive so it is clear that the opportunity to create positive memories is something which families are extremely grateful for.

“Just want to say a big thank you for helping us as a family to make some special memories while Mum is going through cancer”

“We still talk about it. And we got the photos. And I did a couple of little videos with my granddaughter. So yeah, that has a bit of an impact on us.”

“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”

Family Bonding

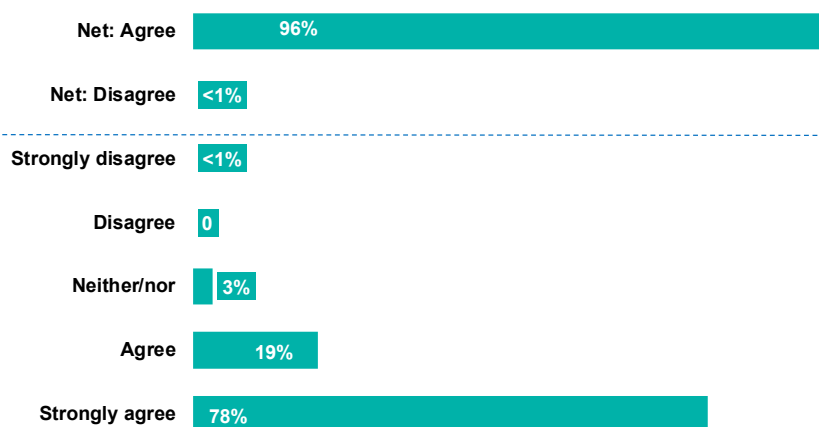
The holidays also clearly have an impact on family bonding.

- 96% agreed (with 78% *strongly* agreeing) that the holiday had enabled them to spend more quality time together as a family.

Figure 11: Level of agreement that holiday enabled quality time as a family

Base: 257

Question: the holiday enabled us to spend more quality time together as a family.



"We had a brilliant time away as a family and it really had a positive effect on all of us to be able to spend time away together as a family and enjoy quality time together. It really helped [children] bond being away just as a family, and it has continued since being home. Being away also helped me get X back into a routine which has also continued at home and has had a really positive effect on all of us."

"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."

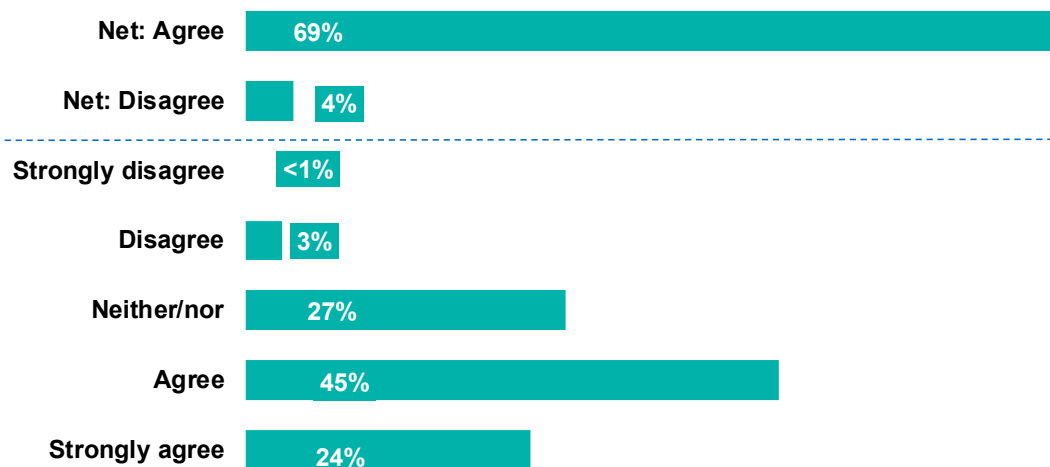
There is also a positive indication that this quality time may be sustained for many families on their return from their holidays.

- Around seven in ten families (69%) agreed that they had been spending more time together as a family since returning from the holiday.

It should be acknowledged that some families may have already been spending a lot of time together prior to the holidays, which would have an impact on how they responded to this question.

Figure 12: Level of agreement that families have spent more time together since the holiday
Base: 257

Question: we have spent more time together as a family since returning from the holiday.



It was also clear from comments and discussions that the holidays have helped some families to renew their relationships and prioritise quality family time on their return.

“It made me realise that we can have fun.”

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

“We’ve been trying to focus on having a family night where we just watch films and spend a bit more time together.”

“When dad was there on holiday, we were able to do it together it's kind of put a new boost in and now we are working more as a team even when he's not here.”

“Children want to do more things as a family.”

“I want my kids to have fun with me when I'm at home as well as on holiday. I have bought the Hungry Hippos game for us to play as a family since we got back as we enjoyed playing it in the arcades together.”

“[child] does seem a lot more connected to my partner... because I'm [the] primary caregiver my partner doesn't always get to spend time with [child] there is definitely a stronger bond for going and coming back.”

“We do appreciate more about each other.”

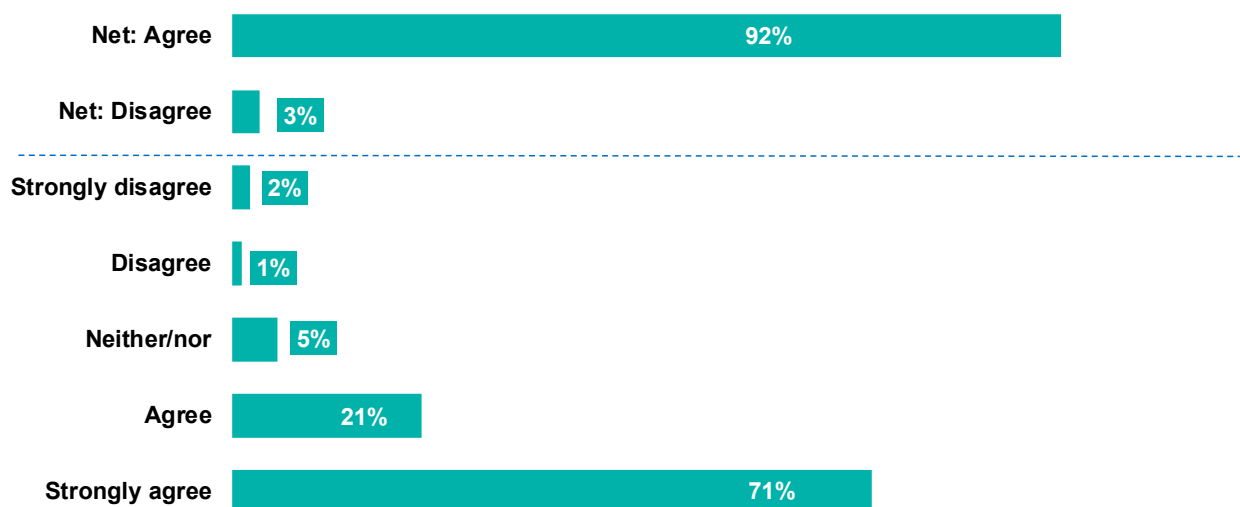
Mental Health and Wellbeing

- Almost all families agreed (with 71% *strongly* agreeing) that the holiday had a positive impact on the mental health and wellbeing of their family (92%).
- 92% of families that were experiencing mental health issues prior to the holiday also agreed there had been a positive impact on their family's mental health and wellbeing.

Figure 13: Level of agreement that holidays have had a positive impact on mental health and wellbeing

Base: 257

Question: the holiday has had a positive impact on my mental health and wellbeing



As outlined earlier, families are facing multiple challenges in their lives, and can understandably be somewhat consumed by these challenges. Some have long term mental health challenges and others are experiencing a period of poor mental health following a change in circumstances, e.g., bereavement or severe illness. The holidays have a positive mental impact for the majority of families.

"We spent a lot of time swimming as well. So that obviously did my mental health a lot of good. My children have all suffered trauma due to being separated and placed in care their lives were chaotic and they often lived in crisis. This holiday allowed them to be children again they laughed played games and just enjoyed being together. Whilst we were away their nightmares stopped and they were calmer."

"[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."

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

"We have been going through a difficult time and this helped us to feel at peace."

"I have struggled with my mental health in the past. Having some time away has improved my mood, and I feel happier."

"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."

"I feel a lot more focused now. Whereas before, I was forgetting everything. I didn't know what I was doing. I was going shopping. I was just staring at the food in the supermarket. I think things are starting to change. And everything's a lot better. I feel clearer."

"I have less anxiety about going out with the boys alone without any support."

"The holiday was just what we all needed to support our mental wellbeing."

"This holiday was a real tonic. It gave me time out from my caring role from my mother and gave me a break from caring for my daughter as my sister was with me to help out. I feel less stressed and more able to relax."

"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."

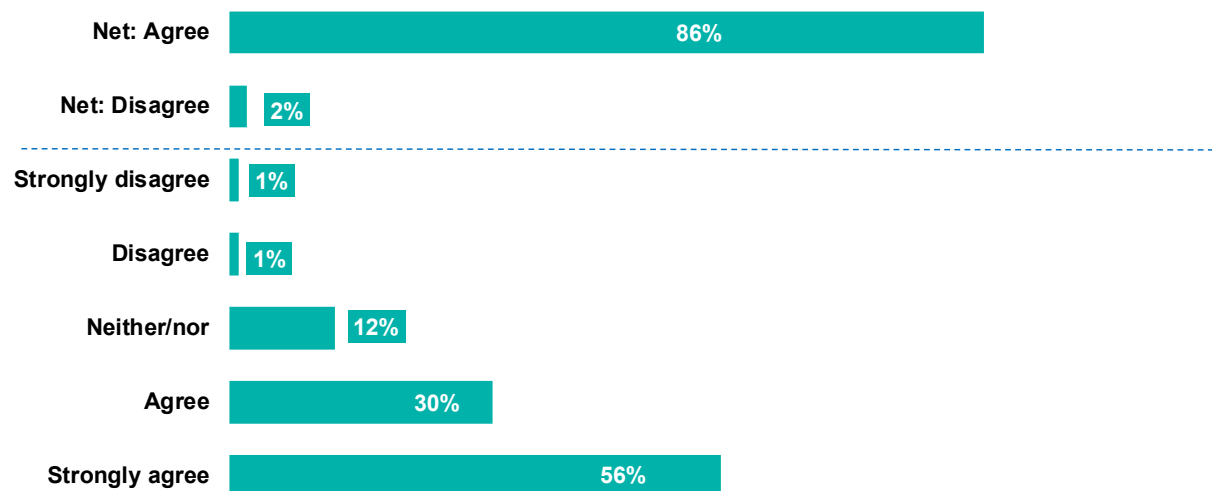
Confidence

- In total over four-fifths of families (86%) agreed that the holiday had a positive impact on their family's confidence.

This rises slightly to 90% agreement amongst families that were experiencing low confidence prior to the holidays.

Figure 14: Level of agreement that holidays have had a positive impact on confidence

Base: 257



The holidays have helped develop confidence in a number of ways. For many families, this has been their first holiday, so having this experience has to some extent conquered their fear of the unknown.

Successfully planning a trip, packing, negotiating public transport, and organising family activities whilst away has increased their confidence as parents/carers.

“My anxiety was bad. I don’t travel very well. I get stressed that I’m going to miss trains. But it’s easy once you’re there and doing it.”

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

“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”.

Families also found that being away and experiencing new things had helped to increase their children's confidence by expanding their boundaries and managing new situations.

"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."

"The girls absolutely loved the evening entertainment... both of them actually got up on stage. Which honestly, it's not something that I thought would happen. So, it was a very proud moment."

A clear benefit for many families was that being offered a holiday has boosted children's self-esteem. The holidays have given them the same experiences as many of their peers, and they have been keen to talk about and share these experiences on their return.

"We're taking them out of their comfort zone... but it was just desperately needed. As soon as we got there... she was as good as gold, an absolute diamond... she was more willing to do more activities and her confidence went up."

"And during the holidays, because of everything, we never get to do anything. And I think it's just nice for kids to come back and tell people at school they've done something."

"My daughter learned to ride a bike."

"We are a bit more relaxed about trying new things."

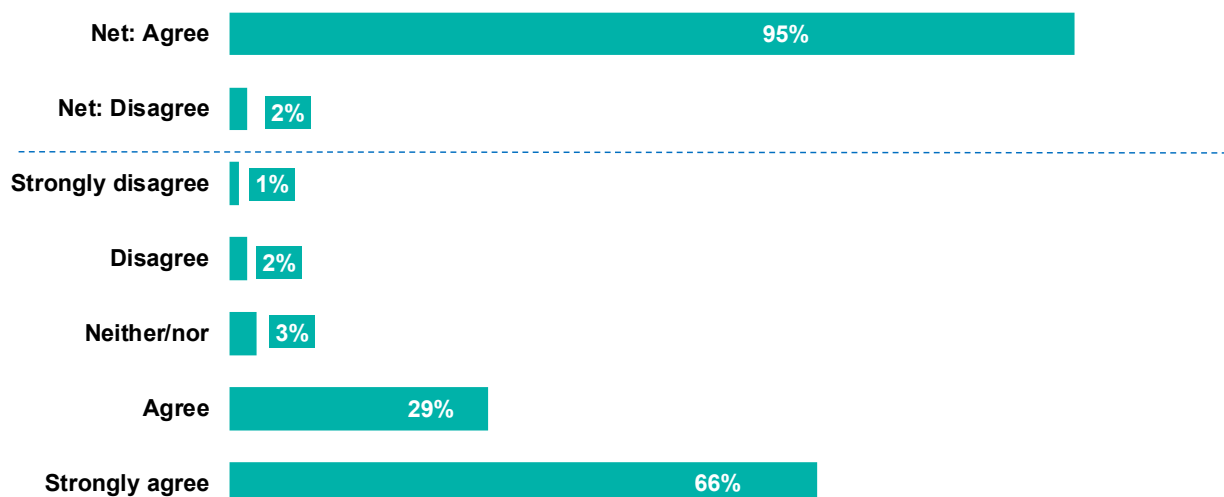
"We've actually managed to get some secondhand bikes. We do try now to go on a bike ride, because we did when we were there. And it was something that they enjoyed."

New Experiences

- Over nine in ten families agreed that the holiday had given their family an opportunity for new experiences (95%).

Figure 15: Level of agreement that holidays provided an opportunity for new experiences

Base: 257



It was clear, through the discussions, that many families found it difficult to engage in family activities due to financial constraints and the weight of the various challenges they were experiencing. The holidays have therefore enabled families to have new and different experiences to the norm, and it was clear that this has also helped develop confidence and interest in pursuing more activities in the future as well as cost-free activities such as walks.

The holidays have exposed families to new experiences and in some cases prompted them to pursue new activities on their return from holiday.

- Around two-thirds of families (67%) agreed that they are now more likely to take part in these kinds of activities going forward, as a direct result of the holiday.

"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."

"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."

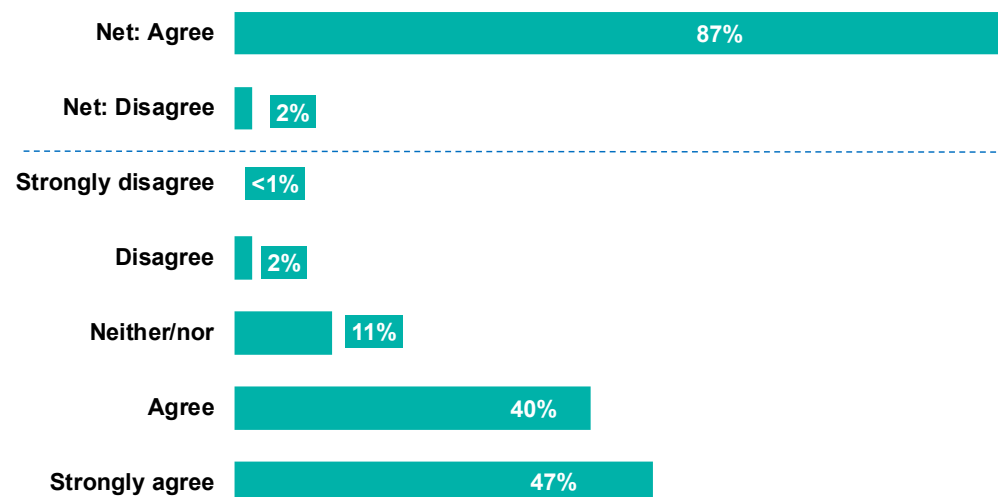
"I took them to a waterpark because I thought we can do these things now... it's given me the confidence to do that... before it would just be so stressful. And it'd be awful, and they'd be arguing and crying... but it is not like that now. Now they're really kind of seizing the day."

Family Coping Mechanisms

Almost nine in ten families agreed that the holiday had a positive impact on their family's ability to deal with the challenges they face as a family (87%).

Figure 16: Level of agreement that holidays have had a positive impact on ability to deal with challenges

Base: 257



Agreement levels were high across the full range of challenges experienced by families although were particularly high amongst those experiencing anti-social behaviour (100%) and families with young carers (95%).

Families frequently talk about the holidays providing a re-set and a re-charge. Although many are returning to the same challenges they faced before they went away, the break has helped build their resilience to deal with any further challenges.

"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"

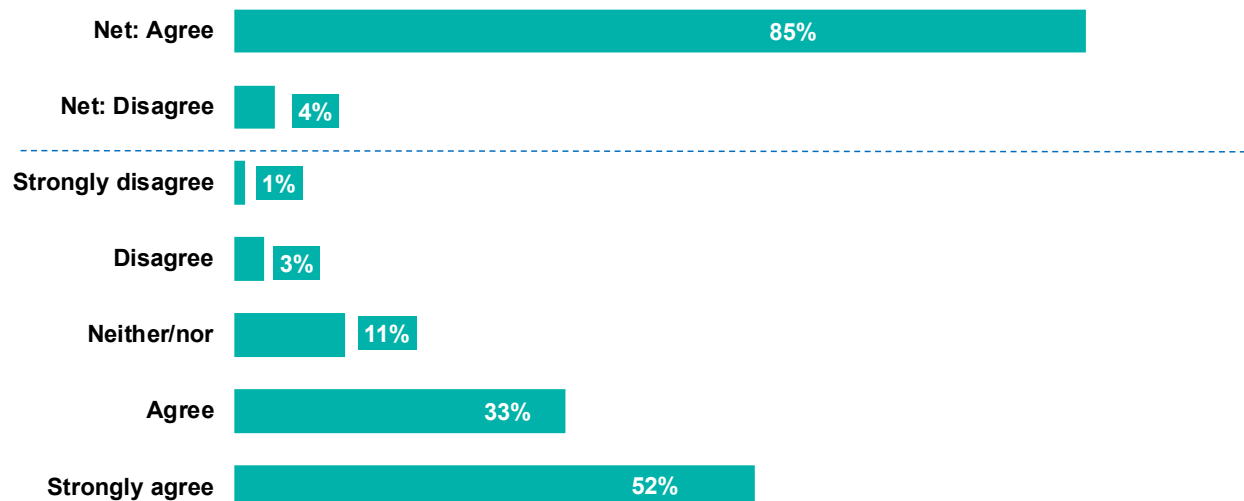
"This has made me stronger and not want to return to a situation that was unhealthy."

"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."

- Almost nine in ten families also agreed that the holiday had helped to reduce their feelings of stress and worry (85%).

Figure 17: Level of agreement that holidays have helped reduce stress and worry

Base: 257



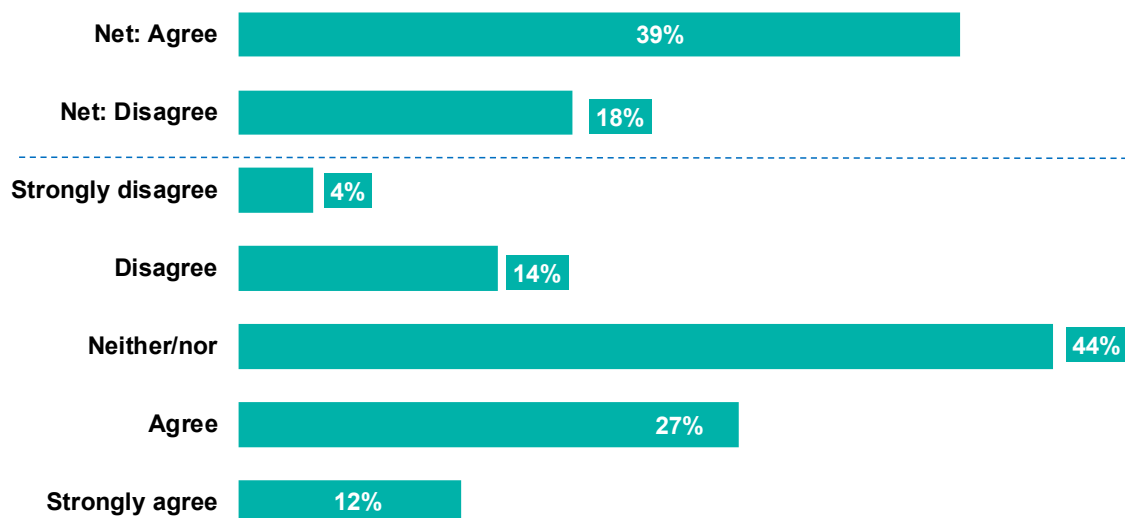
Families with kinship carers were particularly likely to *strongly agree* that the holiday had helped to reduce feelings of stress and worry (73%).

Community Activity

- Almost four in ten families completing the survey agreed that they had become more active in their local community since the holiday (39%).

Figure 18: Level of agreement that families are more active in the community

Base: 257



- In total 47% of families experiencing isolation agreed they have become more active in the community since the holiday.

It was difficult for families to pinpoint how or if they had become more active in their communities since their holiday. This was easier for referrers to observe, particularly any changes in behaviour, or ability/willingness to engage in activities.

Discussions and some of the questionnaire comments do however, highlight a subtle shift in community engagement, particularly a sense of belonging and increased confidence in engaging with community activities.

The main area of impact here is giving families a connection with others and providing a conversation-starter and increased faith in the kindness of others.

“Mum is more confident and relaxed, and is planning further trips, and has since joined 2 community clubs since returning. The boys both really enjoyed the trip and have spent more time playing together since returning.” Referrer

“ Our daughter is very autistic. before we went on holiday, she would cry a lot in the evenings. Since the holiday she has forgotten about crying in the evenings. She is more relaxed. I am more confident, and I am going out more in the community and finding out about local services. We are more relaxed and happier.”

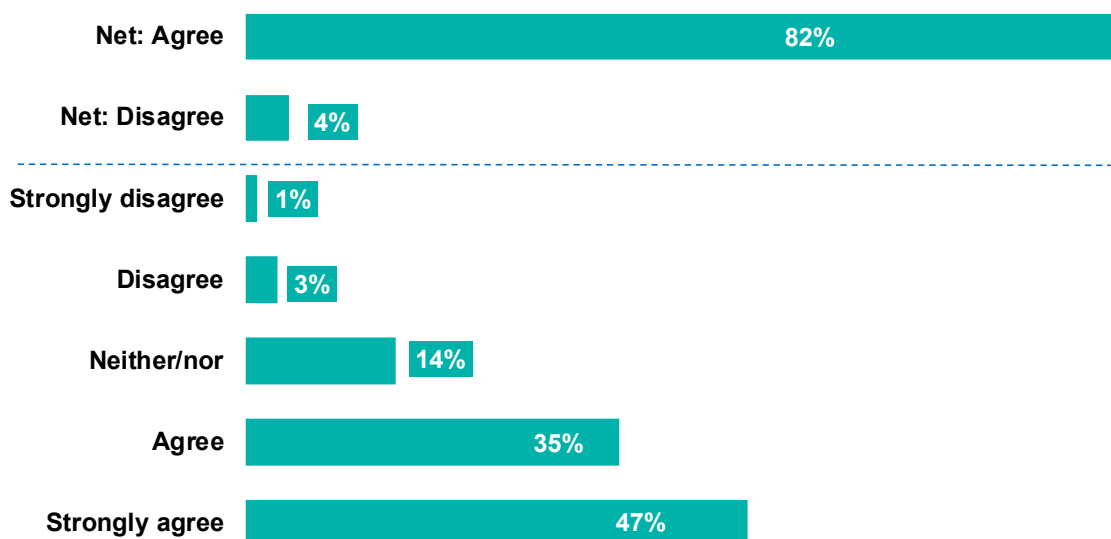
“There are good people in this country willing to create opportunities for those who struggle.”

Looking Towards the Future

- Over four-fifths of families agreed that the holiday had helped them to feel more optimistic about the future (82%).

Figure 19: Level of agreement that families are more optimistic about the future

Base: 257

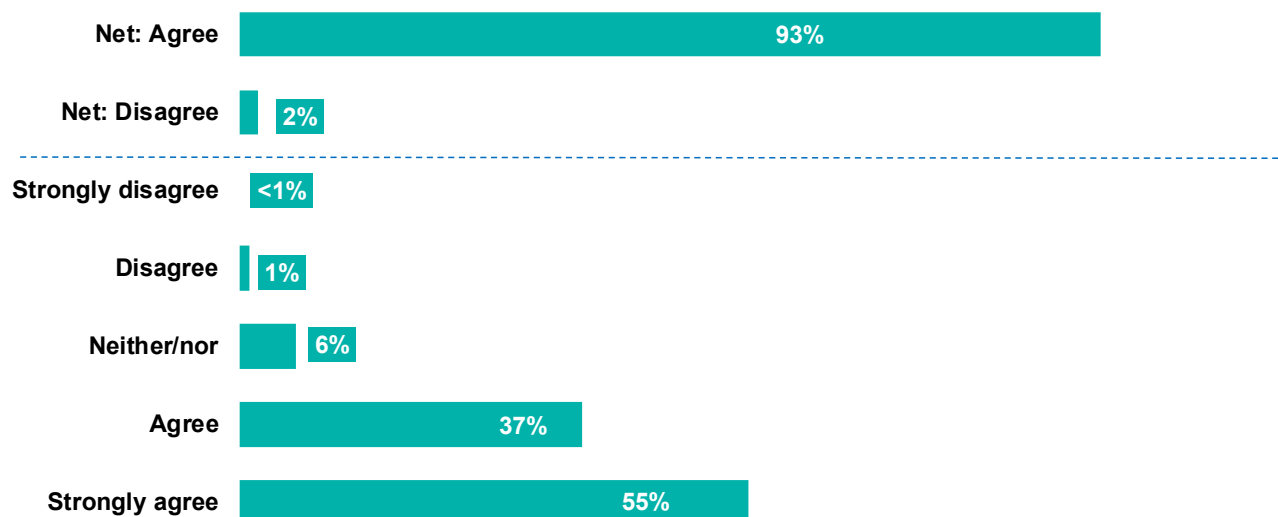


All families with experience of homelessness agreed that the holiday had helped them to feel more optimistic about the future (100% net agreement).

- A large majority of families also agreed that they would feel more comfortable and confident in taking a holiday with their family in the future (89%).

Figure 20: Level of agreement that families are more comfortable and confident about taking a family holiday in the future

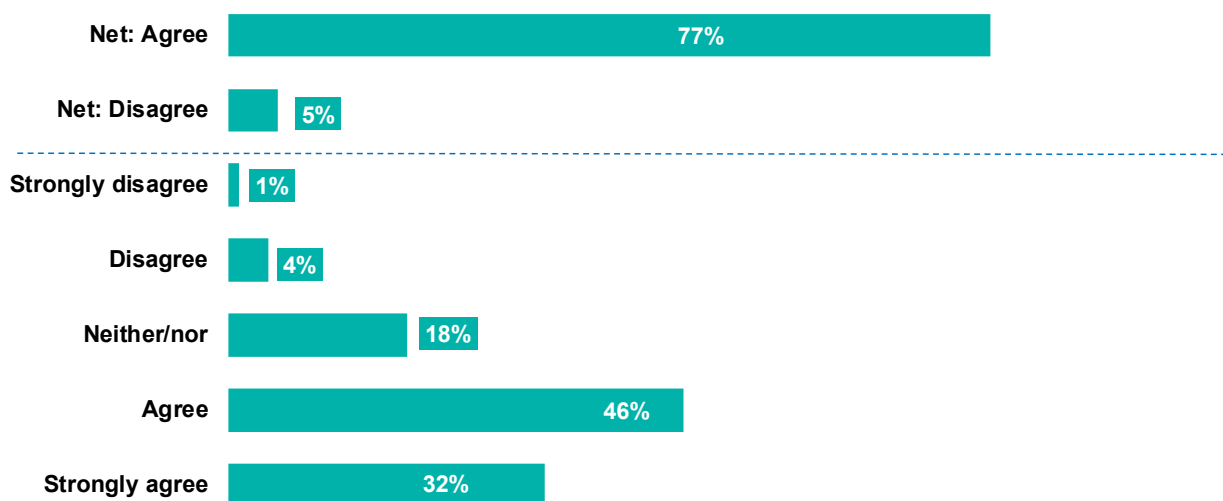
Base: 257



- All (100%) of families experiencing anti-social behaviour agreed that they would feel more comfortable and confident taking holidays with their families in the future.
- Just less than eight in ten families (77%) agreed that the holiday has made them want to get out of their local area and see and experience more with their family.

Figure 21: Level of agreement that holidays have made families want to get out of their local area and see and experience more with their family

Base: 239



- Strength of agreement with this statement was particularly high amongst families that had experienced alcohol/substance misuse (with 71% strongly agreeing with the statement) and those that travelled to and from their holidays via public transport (41% strong agreeing compared to 24% of car users).

Comments from families highlighted that the aspiration to have future holidays is definitely there, but many also acknowledged this would be difficult or impossible to afford.

The holidays have clearly provided positive experiences for many families that they would like to replicate in the future. Their confidence has also increased as a result of the holiday – future trips seem less daunting.

Many discussions highlighted that, despite what they were going through, many families did not know how much they needed their holiday until they had experienced one.

Now they have had a holiday, they've seen how valuable and enjoyable it could be, and some families were already considering how they could make this happen again in the future, including how they might plan and budget.

Families were keen to continue to broaden their experiences for their children.

“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.”

“It has allowed me to see that there is a beautiful world beyond London.”

“I feel a little more confident to try new things with my family.”

“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”.

“I feel more confident about booking a holiday.”

“The impact of the holiday has given me a new outlook and confidence to plan future holidays for us to enjoy together.”

“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.”

“We feel more optimistic about trying to have a short break together as I usually get too anxious about organising such a thing together.”

5.6.2 Referrer perspective

The following table illustrates referrer's responses to the post-travel survey question around the impact of the holiday for families.

Figure 22: Level of agreement amongst referrers of impact of holidays

Question: on a scale of 1 to 4, where 1 strongly agree and 5 is strongly disagree, to what extent do you agree or disagree with any changes you have personally noticed in the family since they got back from their holiday?

	Strongly agree	Agree	Neither /nor	Disagree	Strongly disagree	Net: Disagree	Net: Agree
The holiday helped the family to have more fun and create happy memories	83%	14%	2%	1%	<1%	1%	97%
The holiday enabled the family to spend more quality time together	79%	18%	2%	<1%	<1%	1%	97%
The family had the opportunity for new experiences	74%	22%	3%	1%	<1%	1%	96%
The holiday had a positive impact on the mental health and wellbeing of the family	75%	19%	4%	1%	1%	2%	94%
The holiday had a positive impact on the family's confidence	60%	30%	7%	3%	<1%	4%	90%
The family seem to be more comfortable and confident about taking a holiday together in the future	48%	41%	9%	2%	0%	2%	88%
The holiday had a positive impact on the family's ability to deal with the challenges they are facing as a family	46%	38%	13%	2%	<1%	2%	84%
The family seem to be more optimistic about the future	39%	42%	19%	1%	0%	1%	80%
The family seem to have reduced feelings of stress and worry	36%	42%	18%	2%	1%	3%	78%
The family have been spending more time together as a family since returning from the holiday	21%	41%	35%	3%	1%	4%	61%
The family have become more active in the community since the holiday	11%	22%	52%	12%	3%	15%	33%
No changes noticed	3%	6%	17%	48%	25%	74%	9%
Base: 269							

As illustrated above, referrers were most likely to agree that the holiday helped the families to have more fun and create happy memories, enabled families to spend quality time together and provided the opportunity for new experiences.

Impacts around increased community activity and spending more time together as a family were less evident. However, it should be noted that referrers working with families facing particular challenges, such as alcohol/substance misuse and young carers were significantly more likely to agree their families were spending more time together since the holidays (81% and 77% respectively).

Positively, only 9% of referrers had observed no change.

Within the qualitative interviews, referrers described the range of impacts for families in more detail. Quality family time and breathing space for relationships were impacts frequently mentioned by referrers along with benefits for child behaviour.

Rediscovering (or discovering) that they can have good times together was also a key impact. This also provided families with a positive reference point to look back on if and when problems reoccurred.

“I spoke to the teacher of 4-year-old son this week, and she has said that son is much calmer in class, as last term there were daily behaviour issues, as he is non-verbal and cannot express himself. By being away together in nature for a few days, mother was able to give him her undivided attention, and do nice things together with him, which he needed.” Referrer

“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.” Referrer

“It has given them the confidence to have days out at the beach together and try new activities together as a family” Referrer

“It's given them all a break away from home, it's given them happy memories and made them feel more positive generally”. Referrer

“The kids have had some really good close time together, because they weren't on their devices... they'd actually played together... and [Mum] said, she'd been able to give time to the kids without having to worry about doing all the other jobs, being worried about money... they weren't putting gas in the meter and all those mundane things, and they've been in the house a lot. So, it gave them a change of scenery. She said that they felt like they're much more closely bonded since they came back.” Referrer

The positive impact around mental health and emotional well-being, and increased confidence for parents and children were frequently mentioned by referrers. The holidays have helped families to develop confidence and resilience which has in many cases been sustained following the holiday.

This increased confidence has helped some families to take their next step in life, e.g. by volunteering or looking for work.

“Mum seems a lot more confident and assertive in getting her youngest child the support he needs at nursery.”

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

Some referrers noted that families had been in touch less following the holiday and this was taken as an example of positive impact in that they were more settled and feeling more positive.

It was sometimes difficult for families to acknowledge the change themselves as many the usual stresses and strains returned when they got home, however referrers were sometimes able to spot the lasting changes.

However, for others the holiday provided a re-calibration for families to continue in their daily lives with renewed resilience and confidence.

“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.”

“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.”

“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”

“More positive, willing to try new things including potentially a new group to attend. Generally happier and totally grateful and appreciative of the opportunity they were given by the Family Holiday Charity. Forward looking towards the future.”

6. Case Studies

This section contains ten case studies to provide greater insight into how holidays have benefited particular families. When possible, a referrer viewpoint is also included although in one case a referrer preferred their comments to feed into the general analysis only.

All names have been changed.

Case Study 1: Frank

Family Perspective

Frank is a full-time carer to his wife Paula; the couple are both in their sixties. Paula is currently battling numerous cancers and is wheelchair dependent due to a wait for her hip replacement surgery. Frank and Paula in-fact sold their home to fund a private surgery for Paula, however, due to the cancer diagnosis were not able to go ahead with this and were left without a home. Frank is currently living in a supported living property which is small but wheelchair accessible. Frank also has a daughter, Karla. Karla is alcohol dependent and struggles with her mental health. Karla has a 3-year-old daughter, Rosie, yet is dependent on Frank to leave the house due to her anxiety – impacting Frank’s granddaughters' development. Frank additionally has financial concerns; his housing situation is precarious and subject to large increases, leaving Frank physically and mentally drained.

Initially a GP assigned a support worker solely to Karla, however, due to her anxieties Karla was not open to receiving support and thus, it was decided the best way to support Karla and Rosie was through Frank. The support has predominantly revolved around financially supporting Frank, in addition to providing holistic support for Karla and Frank.

Prior to the holiday offered by Family Holiday Charity, every now and then Frank and his family would go on day trips to very local garden centers. However, Frank faced various obstacles when it came to leaving the house, with his main concern being leaving Karla and Rosie.

“Health, cost... the main thing is my daughter. It’s hard we don’t like to leave her really, if I don’t go and see her nearly every day, you know. Well, I do go, I have to.”

“She [Daughter] hasn’t been on a train or a bus. Because of her mental problems. She won’t get on a bus to go to the doctor’s... She doesn’t have anything to do with other people. She can’t interact. And it makes me a bit sad really.”

Joan referred Frank and his family for a holiday, she also supported Frank through the entire application process. Joan discussed the holiday options with Frank, and he was thrilled to discover Butlins was available as he and his family previously visited here when life was better, and all loved it.

Frank struggled packing and sorting food for everybody beforehand due to Paula usually sorting all this out for him, nevertheless, Frank was just excited to be going away.

The family were extremely impressed by the holiday to Minehead Butlins, Frank expressed that the area was clean and there were plenty of activities and children's shows for his granddaughter Rosie. Frank was also thankful he didn't have to spend a lot.

"It was great for the granddaughter you know, to watch her run around in Butlins where it was nice and safe with the other kids. It was fantastic."

"My granddaughter for the first time in her life, got to run around on the beach."

Frank and his family continue to talk about their holiday weeks later, revisiting photos and videos taken whilst there. Frank stated it was a fantastic boost to all of their emotional wellbeing's.

"We still talk about it. And we got the photos. And I did a couple of little videos with my granddaughter. So yeah, that has a bit of an impact on us."

Frank additionally confirmed that the nicest thing for him was to spend time with his granddaughter Rosie. Karla is typically very anxious and does not allow Rosie to go round to Frank's, meaning Paula is unable to see Rosie, so it was particularly lovely for her.

Frank found that this holiday not only provided new experiences for his granddaughter, but simultaneously he experienced his daughter laugh which he never sees, bringing them closer together.

"She's [daughter] not the happiest kid is she, but while she was down there with me granddaughter, she laughed all the time, chased her all the time, took her from ride to ride all the time, which is something she never does... she still speaks to me about 'when me daughter went on rides.'"

While the challenges of life have started to creep back in, this experience has provided Karla with more confidence and ultimately provided the family with a great boost and an experience they look back on fondly.

"Because over the last eight months of worry, chemotherapy and radiotherapy which is stopped now but we don't know if it's gonna start again. With all that. We've just about visited every hospital you can think of, and we got two more to visit this week. So, it's done us good. Really, as adults. It done the adults as well as the children good just to get away."

Referrer Perspective

Joan has been supporting Frank and Karla, with her role being to look for holistic support for things such as stress and anxiety. Joan has tried to take some of barriers away for Frank, which a lot of time tends to be financial.

"He is a carer, and he has got a lot on his plate. He gave up his job to look after his wife. She can't shower herself. She can't go to the toilet herself. So, he is 24/7 with Paula. And Karla his daughter who is as I mentioned, my original client, she is a single mum, and she's a drinker. She doesn't leave the house unless it's with Frank. And she puts a lot on him."

While Karla was originally the client, Joan was predominantly concerned about the welfare of Frank and his granddaughter Rosie.

“The granddaughter Rosie is quite restricted she; she can’t talk a lot. She can’t really communicate a lot. She’s not hitting milestones that she should be hitting... for me, it was about Frank and the granddaughter. It took a little bit of pressure off him, and it got him out of that house... he got a little bit of a change in scenery. And it was just all about fun.”

Joan explained the process of the holiday was excellent due to Frank having the option of picking a date and location, as well as receiving food vouchers.

“With the last holidays that we gave people, we gave them food parcels, but we’re a really small charity, and we can literally give them like tins of beans and tins of soup and packets of pasta. So, it’s pretty crappy. So, this time them getting vouchers for their food was outstanding.”

Joan noted that this holiday experience provided lasting, precious memories, particularly with Paula who had since become ill, as well as providing Karla with a great deal of confidence.

“I know he will remember that forever and ever.”

Case Study 2: Keith

Family Perspective

Keith, in his late forties, lives alone in London. Keith has a 9-year-old son, but only sees him on a weekend due to splitting up with his son's mother 4 years ago. Keith suffers with bipolar disorder and depression and had to stop working as a stonemason due to his mental health, as well as complications with his knee. During counselling, it was uncovered that Keith was sexually abused by a priest when he was younger and thus, is currently going through a court case regarding this. Keith is affected by additional trauma in his everyday life; Keith's father was stabbed to death when he was 5, and Keith has also been stabbed and mugged himself in the past.

Keith is currently living in a one bed housing association property, where his son has to sleep in the same bed as him when he visits. Keith enjoys spending time with his son and they enjoy playing football together, although he is not always able to do this due to his knee.

Keith has been supported by an independent domestic/sexual violence advocate which has provided him with both practical and emotional support with his ongoing case.

Prior to the holiday offered by Family Holiday Charity, Keith tended to not go on holiday due to his finances, his knee, as well as his mental health problems.

Keith struggles with his digital skills and thus was apprehensive about the holiday, however, Sally his referrer supported him throughout the process of planning the trip. Keith stated that the food and travel voucher provided immense help.

"[Travel voucher] helped massively because you know, finding the spare money for getting you know, 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 food nowadays now is like double literally for me."

Keith and his son went to Camber Sands on their holiday. As Keith is not digitally confident, he was unable to look up where he could use the supermarket vouchers which resulted in a lot of concern. Similarly, due to being digitally excluded Keith was not aware about bus times and had to pay £20 for a taxi out of his own money.

"The thing is most people are quite tech savvy. It's just because I'm not, that would just be a little bit of feedback for someone like me, you know, to know what supermarket is down there."

Keith additionally explained that it was only on arrival he realised a lot of activities were not free. He decided to pay for these out of a funds pot he saves for his son's birthday.

"If I have to go without, I go without, I only really have the heating on if my boy comes at the weekend... his birthdays 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... and then from better days I have like Argos cards or something, so if I am a little bit tight, I can get him a present from there."

However, overall, Keith and his son created fantastic memories which he occasionally struggles to do whilst being at home. Keith was blown away by the accommodation, and amazed by the huge range of activities and how friendly the staff were. Keith's son is usually panicky around loud noises, yet his experience allowed him to become more confident.

“He said ‘this is the best caravan we’ve ever stayed in Daddy.’”

“The accommodation was spot on, and it was clean, you know, and really modern, and I could just tell he felt really comfortable.”

The holiday allowed Keith to build positive memories with his son. He was overjoyed by the fact he could offer this opportunity for his son as without the funds this would never have been feasible. The holiday had a clear impact on his mental state and confidence.

“It was great because it was a sort of bonding experience for us.”

“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 was brilliant. I never, I didn’t know whether I would be able to take him away. Like the way things are.”

Keith also explained that this experience had a small impact on his online confidence, as typically, he has been fearful of technology and thus, it has helped him acquire some new skills.

“I’m not really great with sort of going online the internet and stuff like that. And I sort of learned a little bit doing it well because I had to.”

Referrer Perspective

Sally, who works for a charity with male victims of sexual assault, has been supporting Keith for around a year. The support she provides is based upon his personal needs; Sally has provided Keith with referrals to counselling for his mental health for example.

Sally outlined that Keith is a devoted father but frequently feels bad that he can’t do more for his son because of his finances, and his mental/physical wellbeing. Sally stated that Keith is exceptionally dedicated to building positive memories with his child, which she finds is likely due to the fact at the same age, Keith was suffering sexual abuse.

The holiday was acquired through last minute approval, where Sally talked Keith through the process on the phone which provided him with the confidence to book this holiday on his own. Sally has stated that by doing this Keith has begun discussing doing activities that require more planning.

“After the trip, it gives them a little bit more confidence that he can do things for his son or there is help out there that he can tap into to help him be able to do things more with his son.”

Sally feels her main purpose of putting Keith forward was achieved, as he created core memories, bonded with his son, and felt proud to be able to provide this opportunity for his son.

“When he was this age, he was going through certain things. And so he’s very particular about the memories that he creates with his son. And I think just, you know, having that core memory and being able to just be in a position to take his son away on holiday for a break means the world to him.”

While Keith’s mental health challenges are ongoing, this holiday definitely boosted his self-esteem and was crucial for his mental state.

“I think it reached him in a good point in time, I think Keith would have been extremely disappointed that he wouldn’t have been able to do that for his son, that would have made him feel maybe low.”

Case Study 3: Brenda

Family Perspective

Brenda is a single mother to her son who has been diagnosed with both autism and OCD. Brenda's son has a therapy dog and goes to a special school which supports his personal needs, but struggles going outdoors due to his OCD. Brenda was also formerly a carer for her mother who lived with her, but since has passed away. Brenda has lately left a domestic violence relationship, and struggles daily with back pain, thus has her own personal battles too. While Brenda is on income support, finances are extremely tight and cause daily stress.

The family have been supported by Lou who has assisted Brenda's son by getting him into a school for children with special needs, as well as helping with funding and other support needs.

Prior to the holiday offered by Family Holiday Charity, going on holiday with her son was not a possibility for Brenda due to her immense struggle with finances. Without the petrol vouchers provided, the holiday would not have been feasible and thus these were extremely valuable. Brenda accounts for every penny and is unable to afford basic necessities like heating. Due to his OCD, Brenda's son has to shower once or twice a day, and as a result Brenda can only afford to shower herself once a week.

Initially, Brenda did not believe the holiday would truly happen, however, was over the moon that it did. She found the booking process straightforward and even at the stages where she became anxious in regard to the vouchers, she was provided with brilliant help.

Brenda hoped for a quiet, relaxing location as her son would not be interested in activities, nor could she afford them. The caravan they went on holiday to was perfect for both of their needs. Brenda was particularly astonished with the hot tub as neither her nor her son had been in one before. This was amazing for her back troubles.

The best thing about the holiday was that Brenda was able to shower freely, have the heating on, and eat with her son – typically she provides her son with a proper meal but can only afford to pick at stuff herself. She was exceptionally appreciative that she had somewhere different to relax and felt proud being able to share with others that she's been on holiday.

“I've actually been somewhere which is a big thing when you know, in depression and that but listening to everybody going here and going there and I can do this do that, and I haven't been anywhere for years and years. And for my son, as a mother, you want them to experience things and go places. So even for that little break it was you know, I mean, it was a break that we can say we've been somewhere. So, it broke the year up what with all the bad things that's happened.”

“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.”

Since the holiday Brenda now has a more optimistic outlook on life. Brenda feels that good things can happen and while she continues to experience really tough situations, she has been provided with the motivation to carry on with life.

“I would have felt deeper down into my depression so I would have found it hard to cope with things whereas that sort of helped me a little bit, so it’s given me the motivation to carry on whereas when you’ve got nothing to look forward to and have nothing you’ve got no motivation at all.”

“It has given me the opportunity to keep going and the opportunity to actually 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 make me like oh wow things like that can happen”.

Finance is still a major barrier to going on holiday with her son again, but this opportunity has allowed her to gain a new confidence for driving and a realisation that she is able to do things she thought she couldn’t.

Referrer Perspective

Lou has been supporting Brenda and her son as their social worker. Lou is part of children’s trust which is a social services safeguarding team. Lou revealed that Brenda’s son used to bully her to the point she was frightened and was incapable of dealing with this behaviour alone.

Lou felt that it was essential for the family to have a break due to Brenda’s lack of trust in the world, which stemmed from her difficult life.

“She is one of the families that has been through quite a lot of difficult experiences. And that’s obviously impacted on how she presents and how she kind of perceives the world around us. She really mistrusting people can be really nervous, really kind of restrictive of herself. And that actually impacts on the child.”

Before the holiday, Lou found Brenda to be exceptionally nervous and cautious about the entire experience. Through overcoming the difficulties together, Brenda eventually developed confidence and realised she was capable of booking the holiday alone. This situation resulted in Brenda’s son becoming nervous and negative, however, Lou encouraged them both and turned it into an exciting experience. The holiday helped break Brenda’s son out of his negative attitude slightly.

“He’s got this really negative opinion as well of everything being boring, everything being rubbish. But it was, it was almost like he had fun on the holiday. And in the pictures, she sent he was jumping about in the Jacuzzi thing.”

The holiday has a short-term impact on her relationship with her son, and a long-term impact on Brenda’s confidence. Brenda now considers the possibility of a holiday in the future and is more optimistic.

“This has made her realise her own abilities, so I think she’s definitely long term. With the relationship with the boy and herself, I’m not so sure that it will continue unless she carries on doing different things. But she’s definitely more confident for sure.”

Case Study 4: Helen

Family Perspective

Helen is a single mother to her 3 children, all of which are under the age of 5. Helen lost both her mother and ex-partner within a month of each other in 2021. She has also previously been in a domestic violence relationship and suffers with PTSD, anxiety and depression. Helen lost her business when her relatives passed away and thus had to move out and live in a hotel for 5 months until she found a new privately rented property. In this time, Helen spent all her savings and was left with nothing but debt. She has been waiting for counselling to treat her PTSD for over a year, however, is still on the waiting list to receive help.

The family has been supported by various charities, such as HomeStart, who helped Helen while she was struggling to deal with life on her own. She has also received support from Alice, Helen's referrer. Alice has helped Helen get back on her feet – providing her with clothes, cooking appliances, days out and assisted her in getting support from the food bank. Before Alice's support, Helen was extremely vulnerable and was afraid to leave the house with her kids.

“I felt extremely vulnerable, I didn't feel very physically strong, as well as mentally strong. I kept having horrible thoughts that somebody was going to come try and steal my children.”

Prior to the holiday offered by Family Holiday Charity, Helen had been on a similar form of holiday when she was pregnant with her twins 2 years ago, though, at that point was in an abusive relationship so it did not feel like much of a holiday to her.

“It weren't a holiday for me, this felt like a holiday. It was a break for me. So no, we hadn't actually been anywhere before this. So this was amazing. My kids were so excited, so excited.”

Initially, Helen thought this opportunity was too good to be true.

“I didn't think it would happen, but it did and I was so excited. I think I burst into tears when she told me.”

Helen and her family went to Southsea for their holiday. She found the accommodation great, but more significantly for Helen there were amazing opportunities for different activities for her kids to take part in – all of which she had never had the money to let them do beforehand.

“I took the boys swimming for the first time my twins went swimming took them to the funfair went out to dinner.”

The food shopping vouchers, and fuel vouchers were imperative for Helen to go on this holiday, so she was incredibly grateful to receive these. Also being able to bring her sister relieved the stress she had about going away and any anxiety she had in regard to being able to manage with her kids. The holiday provided an escape from reality, which she felt was crucial for herself and her family at that point in time.

“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.”

It has also empowered Helen to be more optimistic about her future and have a more positive viewpoint on her life in general.

“It’s given us an opportunity to know that there is a place like this and we can go back you know.”

“My luck has just turned around so much it’s weird. Yeah, we went from having the worst luck ever to now I just think sometimes I have to pinch myself is this actually real? You come from having such a bad time to being alright now.”

Helen specified the holiday has improved her mental health and wellbeing and has provided her with the confidence to go away and do activities with her children, which she was previously frightened to do. This holiday also enabled Helen to learn the type of activities her children like to do, thus she now feels like she recognises their needs better.

“We’re gonna go swimming a bit more because now I feel a bit more confident that I can take them and they’re not gonna drown.”

“It’s helped me sort of establish things for my kids that I didn’t really know you know?”

This holiday has given her the drive to try save for her own caravan in the future so she can take her boys away as and when she wants and try use this as an investment opportunity. This is a concept Helen had never contemplated beforehand.

Referrer Perspective

Alice began supporting Helen last year. This began as Helen had been in an abusive relationship and her ex-partner committed suicide. Helen was referred to Alice by HomeStart Croydon. Alice stated Helen had mental health issues which was exacerbated by the fact she was being blamed by her ex-partners family for his death. When Helen was first referred to Alice, she had massive financial debt and was not coping at all.

Alice put in place support with a home visiting volunteer, Bev. This service provided a safe place for Helen so that she had a person to open up to, go to appointments with and help with the children.

“She was very low, actually, she had to go to the doctor and to seek counselling, and she had quite low self-esteem. She also had financial problems. So she was quite she was quite proud and didn’t really want to ask for anything.”

Alice put Helen and her family forward for the holiday as she said she was going through a terrible time in her life, so felt it was vital.

“They’ve had a really, really tough time over the past year. Her mum had also died and I think she was really, really close to her. So her mum and her ex-partner had died in such a short space of time. She was really struggling financially; she’d taken on this property. She was hoping to get a social housing when she was living out of a car basically. But nothing came up. So, she had to move out of the area, she was really struggling.”

Once the holiday was approved, Alice and Bev ensured Helen knew where she was going and assisted her at the beginning of the process. But throughout the rest of the process Alice said Helen flourished and was not scared to book anything on her own.

Alice stated that food and travel money vouchers were crucial for Helen’s case, going on a train would not have been feasible and would have meant she couldn’t go. ***“She’s getting food bank vouchers at home and food parcels, she wouldn’t be getting those at the holiday place.”***

Case Study 5: Angela

Family Perspective

Angela is a full-time mother to her 7 children while her husband goes out to work. Two of Angela's children suffer with autism, both of which need substantial amounts of support daily. Her 9-year-old daughter with autism additionally suffers with selective mutism, causing her to lash out due to an inability to defend herself, which Angela finds extremely challenging. Angela suffers with some disabilities of her own and is financially struggling.

Angela has been supported by Elsie in the last few years. Elsie works for an adult carers hub and began supporting Angela after she'd admitted she was struggling and asked for help.

Prior to the holiday offered by Family Holiday Charity, the family tended to avoid leaving the house. Having two children with autism means that every step of a journey has to be planned, prepared and visualised beforehand. Even with this, her 7-year-old son still gets overwhelmed by crowds and noises, meaning he runs off in public.

Angela's other 5 children tend to be extremely left out, as they have to stay at home every school holiday and every weekend. On a rare occurrence Angela's husband will take the children to a less sold-out cinema viewing or try to take them to the park, but sometimes they do not make it out of the car. Other than this, the children tend to be in their rooms on their own.

Angela once tried to take her children abroad, pre-planning ear defenders and pre-booking additional assistance, however, this still ended up in a very traumatising airport experience which in turn put her off holidays.

"It was just the stress and the anxiety of the whole thing. I didn't want to do it again. And that was going abroad. We've tried day trips, and they just don't work. So we just haven't done it again."

When the holiday was initially suggested by Elsie, while Angela felt anxious, she also felt willing to try a holiday again and felt optimistic when she was told this would be a caravan holiday. This style of holiday facilitated her needs as her children could eat at the times they wanted, and the food they each enjoy inside the caravan.

"We haven't taken them away. I was quite anxious. Because it was the meticulous planning and everything."

Angela and her family went on holiday to Riverside Holiday Inn in Western Super Mare, which was a 4-hour drive away, but the only holiday available. Her whole family was very excited about the holiday opportunity.

"The other kids was excited because they didn't get to go in there. So they were very excited. They were they were good at helping to prepare the others as well."

The caravan park had facilities that the whole family were able to enjoy together. The staff were incredibly facilitating in letting Angela know when the activities were less busy, so they were able to go with less worry. Swimming was an opportunity Angela's children usually do not have the option to do due to her financial situation. The holiday would not have been feasible without the food and fuel vouchers.

“It had it on site swimming pool. So they said we'd go to the swimming pool. They explained that they would check first to see if people were in the pool. And then they would if there was nobody there. We could go at the quiet time. So they was excited.”

“In the pool, I have pictures of them smiling. It was only them and their dad in there. But they was happy to just jump in and out, it wasn't deep so they had their armbands on and just jumped in and out. They were very happy. I haven't seen them like that.”

Angela took her family to the zoo and the beach whilst they were away, and did activities during times when there would be less people around. The best thing for Angela was seeing how happy her children were.

“Just the look on their face, really. The happiness of it because they don't go anywhere.”

The only real negative aspect of the holiday was the looks she received from other families due to her Afro Caribbean descent – typically Angela does not experience problems due to living in a diverse city.

“It was a bit scary as well, because some of the people gave us really horrible look.”

However, the holiday brought the family a lot closer together, especially the kids, and had a noticeable positive impact on them once they arrived back home, also a desire to return.

“I saw the togetherness with the older ones, and the younger ones, and obviously at home a lot, you don't really see how they are when they go away. So they really took care of them and then made sure that they were okay. But I think it kind of brought us a bit more together.”

“The first week back, you could still see the buzz in them.”

While finance is still a barrier, Angela has a new found confidence in her ability to take the children away. This experience also enabled Angela's husband to spend some quality time with the children, which previously he hasn't had time to do.

“A little less anxious now that I've done it and I feel that maybe it's showed us what type of break they can do.”

“It was nice for him. He said he really enjoyed the pool and just to get to see them smile and I think that was really good for him.”

Case Study 6: Vicky

Family Perspective

Vicky lives with her partner and three children. Her eldest child was severely ill recently and has been left with some debilitating aftereffects. This has been very difficult and traumatic for all of the family. Vicky also has her own long-term health issues.

The family has been receiving support from Janet, a family support worker. Janet has been supporting the family to deal with the trauma of her eldest daughter's illness and the impact that this has had on family relationships.

“We just didn't really feel like a normal family... we were all just kind of cohabiting together... we didn't really have the bonding time anymore.”

Vicky was very excited when the holiday was awarded, but also worried about how her eldest daughter would cope.

The family travelled to a seaside resort and took part in different activities whilst away and went out for dinner which was something that they would not have been able to afford but having the food vouchers helped their budget. This was very beneficial for the siblings to have some quality time together and just do 'normal' things.

“They went out to little classes and them two did it together and that really helped their relationship - just them two without the rest of us around.”

The children were able to explore the resort safely on their own and this helped to develop their confidence. Vicky particularly enjoyed swimming and the family were able to have fun together.

“The best thing is that we all were just was a normal family again we were all getting along we were having a laugh... the kids got along, there was just that bit of normality back.”

Vicky explained that they are feeling more positive as a family since returning from holiday. The children seem more confident and are keen to take part in more activities, including exercise and after-school clubs. This has been of particular importance for her eldest child in assisting her recovery.

“She now feels more confident, and she's started gymnastics again and tennis club which is massively good for her physio.”

The family would love to go away again, and Vicky is hoping that they will be able to save towards this, but it will be a struggle.

“It made such a good difference... me and my other half are hoping that once we've got our finances sorted this year... we're still poor pretty much, our washing machine's just broken, I've got two cats and a dog... maybe next year, we can try to go on another caravan holiday and then in time, hopefully they'll be ready to go on an airplane if we can ever afford it.”

Referrer Perspective

Janet referred Vicky and her family for a holiday as she felt it would be beneficial for them to have some time together away from the family home.

“One of the actions that was identified was the for the family to spend some time together away from the family home and away from those triggers and traumas... what we wanted to achieve was quality time to look at the emotional needs of all of the family and just give them that space together, and not have to worry about how they're going to financially afford that.”

Janet didn't need to provide any support with booking the holiday but the support service were able to provide some food bank vouchers, in addition to the Family Holiday charity food voucher, and this enabled the family to have some spare money to spend on the children whilst they were away.

Vicky sent a text to Janet whilst they were away to say what a great time they were having. Janet felt that the holiday provided the family with everything she had hoped for.

“I think it really had everything that we set out for it to achieve, and all of the children have talked about it since - they had a great time... the children made scrapbooks, they've got those memories but of course [life] returned to normal but I think it came at the right time... with Mum's mental health she could have just broken had she not been given that space to spend with the children.”

7. Social Value Assessment

7.1 Social Value Engine – what is it?

Social value is the quantification of the relative importance that people place on the changes they experience in their lives.

Consideration of public value is required by public bodies under the Public Services (Social Value) Act of 2012 when awarding large contracts and local authorities now have a Best Value Duty placed on them in terms of service provision.

This evaluation has used the Social Value Engine, <https://socialvalueengine.com/> a tool accredited by Social Value UK which is based on more than 360 peer reviewed financial proxies updated annually, to produce a figure for social return on investment.

One of these financial proxies is set against each of the indicators of change set by Family Holiday Charity and VisitEngland. A further aspect of the Social Value Engine is that it uses the UN Sustainable Development Goals to provide an overview of how activities make a place better to live in.

7.2 What financial proxies were used and why?

Appropriate financial proxies had to be selected to measure the social value of this project. These are carefully selected to be realistic in terms of the project's aims and objectives, the length of time over which it is operating, and the resources committed as well as being realistic about what can be achieved by a short-term intervention.

Five proxies were chosen, two the same as last year:

- **Improved emotional wellbeing** as a result of increased self-esteem and confidence based on your target of improving confidence and wellbeing with an emphasis on outdoor activities and based on evidence produced by the Wildlife Trusts in 2019 with Leeds Beckett University in their report *Protecting Wildlife for the Future: A social return in investment analysis of the health and wellbeing impact of Wildlife Trust programmes*.
- **Cost of inefficient collaboration** because the whole project was based on partnership working with the referring agencies and the *Talk Business* report produces evidence of the cost to companies of inefficient collaboration. This is a report produced by Webtorials and Opinium in 2017.

In line with the fact that social value assessment should be an iterative process refined in the light of emerging evidence, and updates to government guidance, three of the proxies chosen this year were slightly different:

- **Contribution of sport to wellbeing** in place of 'contribution of sport to social cohesion.' It was felt, on reflection, that expecting a four-day break, which included some sport, to contribute to social cohesion was too ambitious and had led to questions being asked that felt inappropriate and were therefore not producing information that was of any help. The contribution of sport to wellbeing was more appropriate to the aims and scope of the project.
- The **average tourism day visit spend** by destination in England has been used to better reflect the advantages and benefits this project brings to Visit England.

- **Life satisfaction increases from visiting heritage** (a more appropriate proxy in place of 'therapeutic effects of arts and heritage.' Achieving a therapeutic effect on a four-day visit seemed overambitious and an increase in life satisfaction seemed more realistic.

The proxy 'reduced social isolation' has been removed this year as part of the refinement process. because it overlapped too closely with improved emotional wellbeing as a result of self-enhanced self- esteem and confidence.

7.3 What other data feeds into the Social Value Engine?

The post travel data collected from both families and their referrers was used to calculate the level to which targets set by the funder and the charity were met. As not all families and referrers completed questionnaire responses were scaled up appropriately as an indication of the levels of outcomes achieved across all families provided with holidays. Set against these are a number of deflators. The deflators used here were:

- deadweight (what might have been achieved without this activity?)
- attribution (what proportion of the outcome might be claimed by others?)
- drop off (the proportion of the outcome that will diminish over time)

These are often described as the tricky questions of what would have happened anyway (deadweight), who do we want to give a shout out to (attribution) and how long will the warm glow last for (drop off)?

The qualitative information collected in the interviews and case studies was analysed to develop a picture of what might have been achieved anyway, in this case, determining who might have organised a holiday anyway, and scaling up the figures in proportion to the numbers of people interviewed.

Based on this year's evidence and taking into account new guidance from DLUHC, some of the deflators have been applied differently. These changes are shown below:

2022	Outcome	Attribution	Deadweight	Drop off
	Improved wellbeing	40%	32%	3%
	Reduced social isolation	30%	32%	3%
	Improved participation through recreation	40%	32%	3%
	Improved confidence	30%	32%	3%
	Partnership working	75%	32%	3%

2023	Outcome	Attribution	Deadweight	Drop off
	Improved wellbeing	66%	24%	33%
	Improved wellbeing through arts, sport and culture	66%	24%	33%
	Life satisfaction from visiting heritage	66%	24%	33%
	Improved and supported visitor economy	66%	24%	33%
	Partnership working	75%	24%	0%

Deadweight is lower this year and was based on the interviews in terms of the numbers of people who might have had access to a holiday or had one recently. There were significantly fewer this year than last who might have sourced a holiday by some other means, possibly due to the cost-of-living crisis.

The figures for drop off are very different in both years: 3% in 2022 and 33% in 2023. The calculation is based on a reading of the interviews carried out and, in particular those questions on the lasting impact on returning home, and highlighting comments about 'returning to normal' or adverse effects of the holiday (which may or may not have been caused by the particular holiday but by other factors). These were very few in 2022 but more apparent in 2023. The percentage of interviews where this was highlighted was used to provide the deflator figure.

Attribution was harder to assess as all the families had support from the referring agency and all described quite intensive and high-quality support, which highlights that the holiday is only one part of a whole package of support. The figure was ultimately set at 66% to reflect this level of support and in line with similar studies that link people with other non-medical services such as Social Prescribing, as well as triangulating with the interviews.

The 2023 revisions have also been made in the context of updated guidance from the DLUHC which sets out acceptable figures implying [Value for Money](#). This is guidance based on an update to the [HM Treasury Green Book](#) published in November 2022 which emphasises the importance of considering all impacts including non-monetised. The Green Book makes it clear that, for an option to represent Value for Money, it must also satisfy its strategic objectives, which the holidays are doing, by fulfilling the Sustainable Development Goals of:

- Good Health and Wellbeing
- Industry, Innovation and Infrastructure
- Partnership for the Goals.

The [DLUHC appraisal guidance](#) sets out the Value for Money categories which are copied below:

VfM Category	Implied by....
Very High	BCR greater than or equal to 4
High	BCR greater than or equal to 2 and less than 4
Medium	BCR greater than or equal to 1.5 and less than 2
Acceptable	BCR greater than or equal to 1 and less than 1.5
Poor	BCR greater than or equal to 0 and less than 1
Very Poor	BCR below 0

The figure that we have produced via the Social Value Engine would be considered to be **Very High; any higher and it would lose credibility.**

The final piece of information to be fed into the Engine is the inputs, in this case represented by the funding from VisitEngland. This allows the Engine to calculate the value generated to the public purse for each pound invested.

In summary, Social Value Engine calculations have identified that the social return for the project is as follows:

- **£4.10 per £1 of investment**
- **Net social return of investment: £3.10 per £1**



8. Conclusions & Considerations

The second phase of the *England for Everyone* project has enabled 667 eligible families and 2,822 individuals to have a holiday in England, overachieving the original target of 610 families. The families taking the holidays have largely been facing, and often continue to face, multiple, complex and ongoing challenges in their lives.

Families benefiting from the holidays are on low-incomes, often not economically active, and given the cost-of-living crisis, are struggling with finances perhaps more than ever. Many families, for example, require help from a food bank. Financially, families have been unable to afford holidays and with around half of families having never had a holiday before this isn't something that people would necessarily consider, aspire to or view as valuable. As one parent mentioned, a holiday was something to consider if she were ever lucky enough to "win the lottery".

However, the challenges faced by families in accessing tourism go beyond finance. Low confidence and self-esteem, poor physical and mental health and the prospect of managing children's behaviour away from home in different surroundings are all barriers to tourism. Positively, this research is once again able to shine a light on the difference a holiday can make to such families in overcoming some of these barriers. The opportunity of a holiday allows families to work through the additional fears, difficulties and complexities of going away and see clearly how a holiday is beneficial for the family.

The project has successfully helped to improve the confidence of individuals participating. Data shows that half of families were known to struggle with low confidence prior to the holidays.

Post-travel data reveals that 86% of families feel more confident as a result of taking the holiday; 90% of referrers also observed that their families were now more confident. Almost all families also now said they would be more comfortable and confident and taking a holiday with their family in the future (93%) which is extremely positive given that the interviews revealed that, despite looking forward to the holidays, most families had reservations and concerns about some aspects, be this the travel, suitability of sites, how they would manage or how the children would cope. Families have been able to face fears, live through challenges and come through the other side, and predominantly, were able to reflect on very positive experiences for their families.

The wellbeing benefits of the holidays are also clearly evidenced. Almost all families completing a post-travel survey agreed that the holiday had a positive impact on the mental health and wellbeing of their family (92%). Significant majorities also felt holidays had reduced their feelings of stress and worry (85%); 82% felt more optimistic about the future. Given that families were often likely to be returning home to ongoing challenges it is positive to note that 87% of families felt more able to deal with challenges that they may face as a result of the holiday - family resilience has been supported by the holidays. Also, given the trauma families have often experienced, holidays have enabled positive and safe memories for children – 96% of families agreed holidays had helped them to have fun and create happy memories, changing the narrative of childhood experiences to date and breaking negative cycles.

Some of the impacts can be life-changing. For example, one referrer specifically said it was the holiday itself which made one mother realise she needed to leave her abusive partner, which she did with support on her return. Thus, the impact of holidays can in some cases be life-changing, enabling time for reflection and a vision of a better future.

The research also suggests families become more appreciative of spending time together and learn to value this quality time together in a way they did not before, when life can easily get overwhelming.

The research identified numerous instances of family intentions to continue to have protected quality time, to build on new interests stirred by the holidays, and engage more with one another.

The research suggests the holidays will result in an increase in participation in sport, outdoor activities and tourism in the future, families appear to value these more as a result of the holidays. Almost seven in ten families (67%) said they were more likely to take part in the kinds of activities they enjoyed on holiday in the future. Whilst this won't be easy for everyone, barriers, particular financial, will often remain but families often return from holidays with a more positive and forward-thinking mindset, appreciation for and aspiration for holidays and wider tourism and getting out and exploring beyond local areas is set – 77% of families said they wanted to experience more and get outside of their local area with their family now.

In terms of social value, calculations and evidence suggest that the project's potential net benefit to the public purse in the future is £4.10 per £1 spent on the project. This figure is positive considering the holidays are quite a brief 'intervention' for families, often coming at the tail-end of intense support from referral organisations. The holidays are one tool that is being used to support people with complex needs.

It is clear that families that would otherwise not participate in tourism are more likely to have confidence and aspirations to engage in tourism, sport and outdoor activities going forward.

The research suggests that it could be worth considering the following within future social tourism projects. These are suggested in order of priority.

1. Most families have aspirations to take future holidays, but this won't be easy for many. To sustain momentum, could Family Holiday Charity consider a regular e-bulletin/newsletter for families and referrers which could potentially contain information on further discounted packages/grants available to support with transport or even information on day trips that may be affordable. We learnt that many families can be shocked and put off by the prices they see online, particularly for school holiday periods, therefore any additional information/partnerships with deals for families would be beneficial.
2. Consider increasing and widening the contribution towards travel for families to reflect increased public transport (and taxi) costs and the volume of families needing to use such transport, including local travel upon arrival. Families that had never had a holiday before were more likely to be travelling by public transport, hence the impact of this additional cost may be more acute. Although, generally, families were more likely to have spent more of their own money on food, from the qualitative interviews there appears to be more of an element of choice in this decision, compared with families that needed to spend more on public transport.
3. It could be beneficial for any future funded projects to have a longer timescale; to allow families to plan where they would like to go and where may be most suitable for their needs. In some cases, families had to go with what was available within the time-frame.
4. In terms of the food vouchers issued to families could there be greater flexibility in choice over where these can be spent? It would be more practical for some families to be able to buy items from a shop on/very near to the site, particularly for those using public transport.
5. Families need to be assured that sites are suitable for their family needs. Whilst most had positive experiences a small number of cases suggest there could be greater awareness and understanding amongst staff (at the various stages of the booking process and on site) of the needs and concerns some families may have and be able to confidently talk about such needs with families, e.g., families of children with autism.
6. Websites where families can take virtual tours of sites (or even links to existing YouTube

videos) may also be useful to share with families, particularly those whose children struggle with change.

7. Some families had been joined by other family members or friends on the holidays that didn't live with them to provide practical and emotional support. This has been positive, and the ability to be able to be joined by another adult could perhaps be discussed more pro-actively. On the flip side, parents/carers that have travelled alone with their children when they may normally be accompanied by another adult, could be seen as developing more confidence as a result of facing the challenges independently for the first time, therefore every case is different and needs to be considered with the referrers.

9. Appendices – Social Value Engine

9.1 Social Value Engine Report

Output title	Outcome	Proxy	Quantity	Stakeholder	Years	Unit	Value	Attribution %	Deadweight %	Drop-off %	Impact	Year 1	Source	Positive/Negative
Improvement of confidence of adults and children taking part	Improved mental health	Improved emotional wellbeing as a result of self-esteem and confidence	2426	Health services	1	Number of people	£1,552	66	24	33	£973,046	£973,046	1	positive
Increased participation in sport, outdoor activities and culture	Improved wellbeing through arts, culture and sport	Contribution of sport to wellbeing	2726	Education	1	Number of people per year	£50.89	66	24	33	£35,846	£35,846	3	positive
Provision of a holiday to families most in need	Improved and supported visitor economy (tourism)	Average tourism day visit spend by destination (England)	654	Tourism services	1	Number of people	£40.38	66	24	33	£6,824	£6,824	4	positive
Therapeutic effects of arts and culture	Improved wellbeing through arts, culture and sport	Life satisfaction increase from visiting heritage (including marine or maritime environments)	564	Education	1	Number of people	£2,167.50	66	24	33	£315,882	£315,882	5	positive
Having a subsequent impact on the public purse but better partnership working	Working collaboratively and through partnerships	Cost of inefficient collaboration	436	Children's services	1	Number of organisations per year	£9,180	75	24	0	760,471.20	£760,471	2	positive

Source

1. <https://www.wildlifetrusts.org/sites/default/files/2019-09/SROI%20Report%20FINAL%20-%20DIGITAL.pdf>
2. <https://www.talk-business.co.uk/2017/06/20/inefficient-communications-and-collaboration-costs-uk-companies-8000-per-employee-per-year/>
3. https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/446273/Health_and_educational_benefits_of_sport_and_culture.pdf
4. https://www.visitbritain.org/sites/default/files/vb-corporate/260139488_-_kantar_tns_-_gbdvs_2017_annual_report_v8.pdf
5. <https://historicengland.org.uk/whats-new/news/heritage-makes-you-happy/>

IMPACT AREA	
17. Partnerships for the Goals	£760,471.20
9. Industry, Innovation and Infrastructure	£6,823.96
3. Good Health and Well-Being	£1,324,775.63
INPUTS	
Money	£493,000
Total Present Value	£2,021,324.43
Net Present Value	£1,528,324.43
Social Return on Investment	£4.10
Net Social Return on Investment	£3.10

Notes on Figures

- The figure of £2,021,324.43 is the present value, i.e., the social value still being created after a year. The nature of social value is that it has a habit of decreasing over time.
- The figure of £4.10 is the total present value divided by the total inputs (i.e., the funding) while the figure of £3.10 is the net present value divided by the inputs.
- The net present value is the total present value adjusted by the three deflators. These prevent the inflation of the social value figure beyond what can reasonably be expected.
- The net social return is the net present value divided by the total inputs.

Insights

The figures and interviews evidence the high number of families who have not had a holiday for some years if ever with 47% never having had one which proves that the fund is reaching people who would not otherwise participate in tourism. The initiative is clearly one part of a package of support that families are receiving as they have to be referred by an agency. Interviews with referrers describe the complexity of issues that families are facing. The figure for the social return on investment is therefore a realistic figure given that the short break is one tool, albeit a valuable one, that is being used to support people with clearly complex needs.

The deflators that are being used are deadweight which refers to what might have happened anyway if the holiday had not been offered and there was a very small number of families who might have organised a holiday anyway. The figure for attribution is quite high because the level of

support that most families and their referrers reported as having received needs to be seen as one part of a whole package.

Drop off refers to the effect diminishing over time and is often expected after such a short intervention as a holiday. While many reported lasting effects of the break, it was more apparent this year that some were reporting no lasting impact. Follow up surveys from last year do show some evidence of lasting impact which will be reflected in the report of the qualitative research. What is clear is that the families involved do return to some challenging and complex situations.

The indicators used relate to improved emotional wellbeing as a result of increased self-esteem and confidence, the contribution of sport and outdoor activity to wellbeing, improved wellbeing through arts, culture and sport, the increase in families participating in tourism who do not normally do so and the benefits of efficient collaboration. Most of the activity reported was outdoor activity with a positive impact on the confidence of family members (especially swimming) much of which had a lasting impact on return home as family members had developed the confidence to relate to others and to continue this activity, thus contributing to a reduction in social isolation.

A post hoc survey was recommended last year which has been undertaken with both referrers and families and has provided some insight into the extent of impact a year later. It would be helpful to build this into further research proposals, particularly the interviews with families which have provided some interesting stories.