



IMPACT 2023

Headlines and Insights



FAMILY HOLIDAY CHARITY THEORY OF CHANGE

THE DIFFERENCE WE WANT TO MAKE

Families:

- Have hope for the future
- Feel able to tackle challenges
- Are more active in their community

Including families in tourism is widely supported

Families feel supported and are planning more holidays

5
6 MONTHS LATER

Every family feels able to spend quality time away together

Tourism is available for all families

Government policy includes all families in tourism



6
A YEAR LATER

Barriers to taking part in tourism are reduced

Families:

- Wellbeing is improved
- Have positive relationships with referrers and in their communities

Including families creates savings for public services



Families:

- Are now trying new things
- Have more confidence
- Are getting on better
- Enjoy looking back
- Have a new outlook and are using new skills
- Have a stronger relationship with their referrer

Families feel part of a new community

Benefits and opportunities of including families is better understood

4
JUST AFTER THE HOLIDAY

Families:

- Try new things
- Get a much needed break
- Feel closer to each other
- Mental health improves
- Feel rested and have fun
- Create happy memories

Key relationships are strengthened

- New customers are introduced to tourism
- Families want to do it all again

3
DURING THE HOLIDAY

1
WHAT WE DO

- Provide holidays for families facing tough times
- Help families make the most of a holiday
- Support families to share their stories
- Show why including families in tourism is important
- Build partnerships with those who can help

2
BEFORE THE HOLIDAY

Families look forward to going away and the stress of getting ready is reduced

- Key relationships are strengthened
- Tourism meets new customers



Our Theory of Change is the heart of everything we do – articulating why we're here, and how what we're doing matters now and in the future.

Demand for a moment away from it all has never been higher. The impact of that time in bringing hope and confidence to face the future has never been stronger.

This year, I'm pleased that we've made progress against the goals our Theory of Change sets out for us to achieve.

Not only are we able to demonstrate immediate benefit for families, but are also able to show progress towards our longer term goals of making tourism more truly inclusive for families.

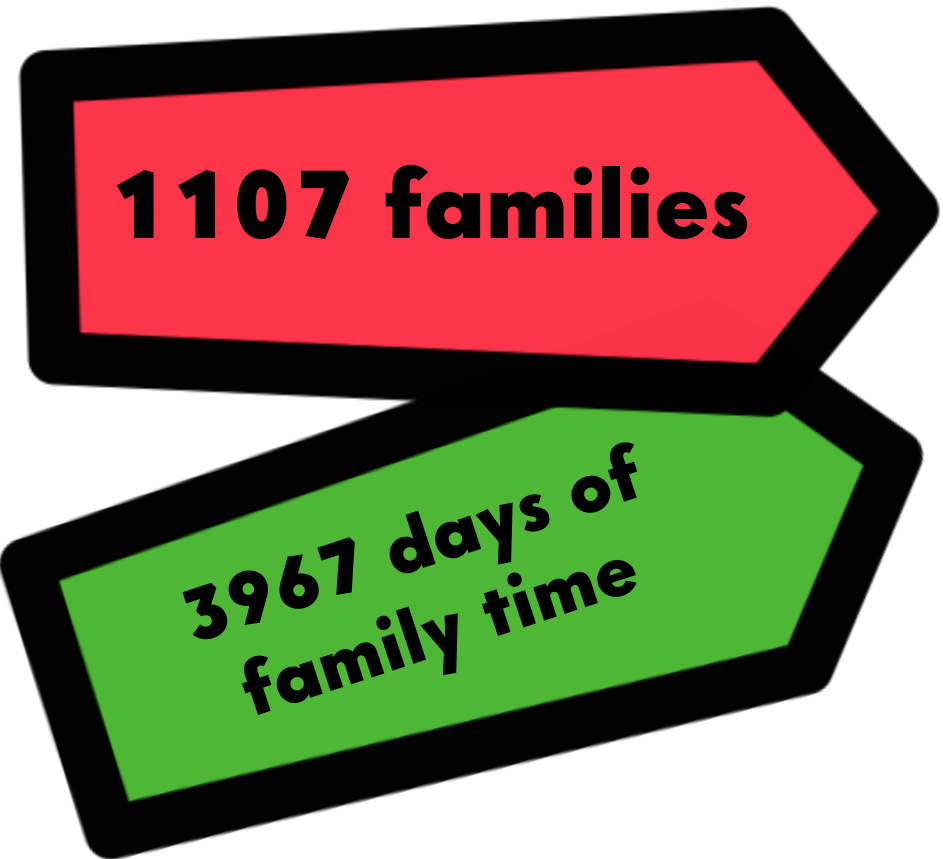
Kat Lee

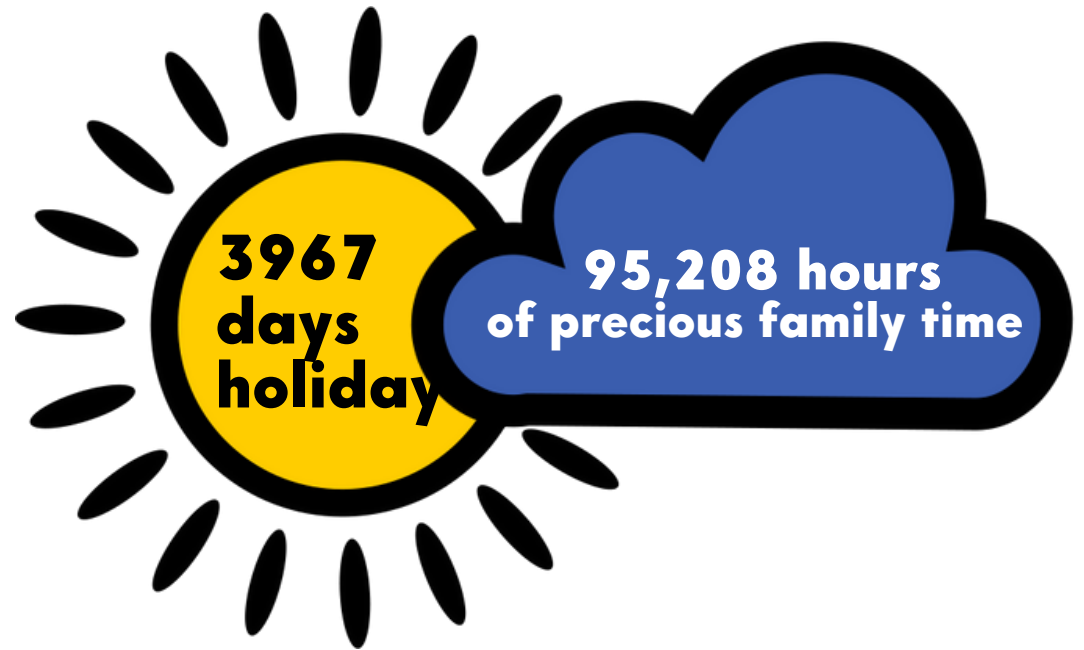
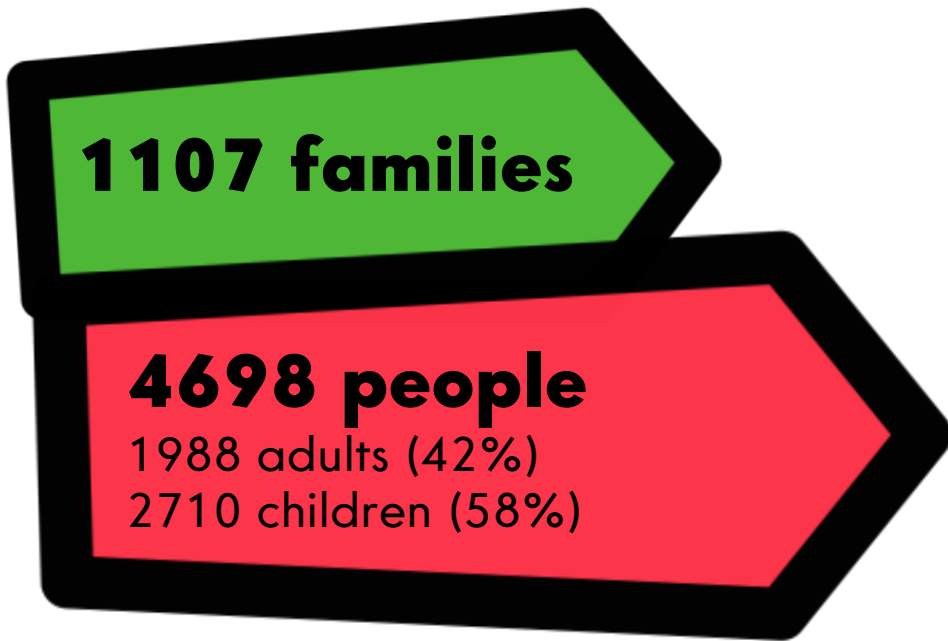
Where and how we gather data

Our impact data is gathered from multiple sources. Primary sources are from families and referrers as part of our referral and holiday delivery process. We ask for feedback on the booking process, holiday experience and find out more about when and where families would like to go on holiday as well as special situations or considerations (such as accessibility needs) and how they'll be travelling.

Independently in 2023, we launched our Theory of Change, the model which demonstrates what we're here to deliver. We also commissioned some primary research into the barriers that families face when taking part in tourism. This focused on specific insight from families and referrers who have had a holiday and will really help shape how we build our services to support families facing tough times to access tourism opportunities.

We also commissioned impact reports for large projects. In 2023 VisitEngland funded Phase 2 of England for Everyone, which supported 667 families from England to enjoy a holiday in England. The report provides rich context and insight into how holidays benefit families as well as reporting on the objectives that were core to the funding. As this is the second year we have delivered England for Everyone, we also revisited some families who took part in Phase 1 and found out more about their thoughts "one year on". Our report on VisitScotland project that spanned 2021-2023 was also published this year.





In 2023, 309 families applied for a holiday but we were not able to offer them one.



The average cost per head for a family holiday was £145



46% families had never had a holiday before - tourism met 2140 new customers!

Family Size



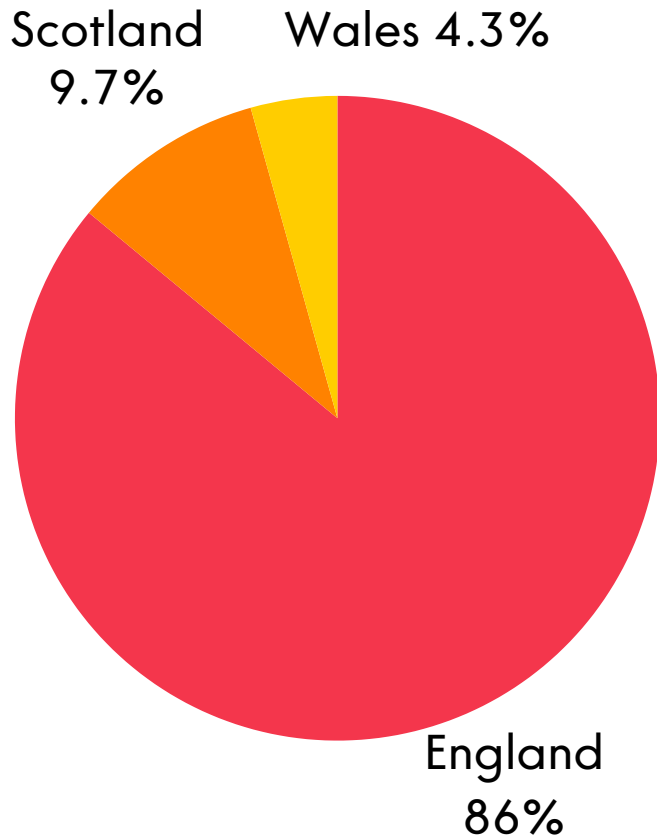
37% of families had 5 or more members but the average family size was 4 members.



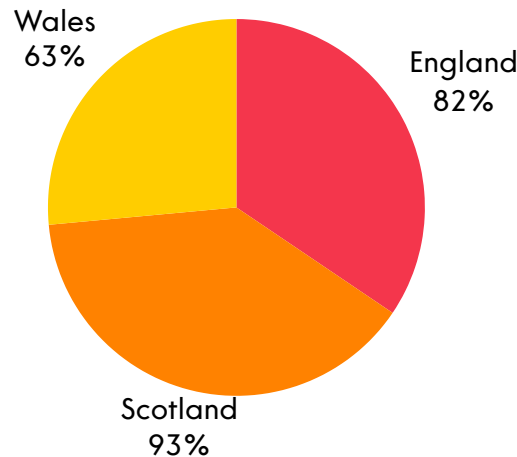
What we do - headlines

Families travelled from all over the UK

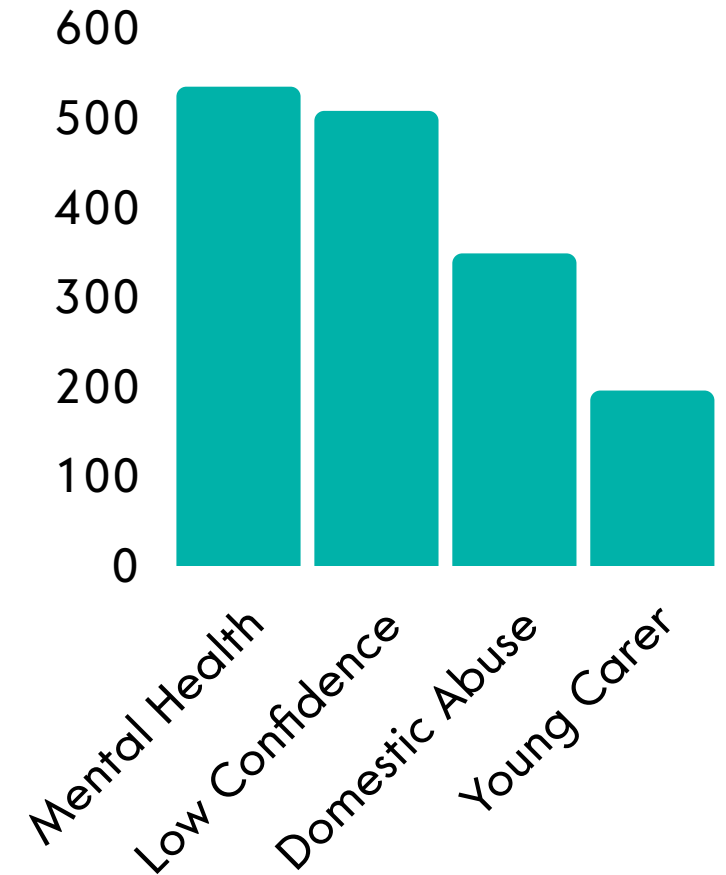
Some of our funding is restricted to key areas. The high proportion of families travelling from England is influenced by VisitEngland funding, for example.



We had referrals from a majority of UK Local Authority Areas



On average, families who are referred are experiencing three or more challenges in their lives. The top four challenges facing families in 2023 were:





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



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



"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."



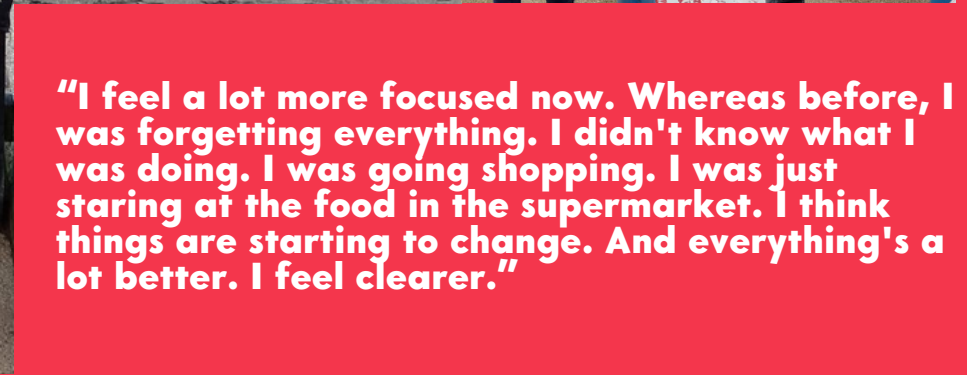
"We tried to plan our holiday so that we all knew what to expect. I suffer with anxiety and the boys do not travel well so it did test our ability to control these aspects and gave us confidence that we can work through them together."



"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."



"My daughter learned to ride a bike!"



"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."



Inclusion & Social Value Headlines

We believe every family has the right to enjoy time away from home together - regardless of race, age, gender, orientation, faith, belief, ability or current circumstance.

We're expanding our understanding of our social reach and impact, and our understanding of barriers to engagement in tourism, which may vary for different family groups.

18 (1.64%)

of lead family members who were travelling did not speak English

119 (10%)

number of families who needed to bring a pet with them on holiday - causing extra challenges in finding and booking accommodation

65 (5.94%)

number of families who needed wheelchair accessible accommodation

463 (42%)

number of families who were dependent on public transport to be able to go on holiday

Family Size

Poverty rates are highest amongst those with children - financial burden is a key factor in accessing tourism.

Just as in 2022, the families we supported had more dependent children than the national average.

No of dependent children	UK population	Families we supported
1	24%	25%
2	48%	35%
3+	28%	40%

"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"



Inclusion & Social Value Headlines

Ethnicity and Population

We monitor ethnicity of the lead family member who is travelling. In 2023, we have shown some small changes in our reach into different communities. This is largely as a result of work to increase our referral partnerships.

2022 figures are shown in brackets for comparison.

Social Value



Social value is the quantification of the relative importance that people place on the changes they experience in their lives. The measure is used in considering public value of some government funded projects and brings together more than 360 different values from different research areas. This means you can measure social return on investment from different activities and the changes that they bring about.

Independent research shows that for every £1 invested in a VisitEngland funded holiday in 2023, a social value of £4.10 was returned



Lead family member ethnicity	UK population	Families we supported
White (1)	81.62%	72.54% (78.69)
Mixed/Multiple ethnic groups (2)	1.08%	4.07% (2.77)
Asian/Asian British (3)	8.52%	5.51% (4.45)
Black/African Caribbean/Black British (4)	4.15%	13.19% (10.79)
Other ethnic group (5)	2.14%	2.53% (1.84)
Missing info	2.50%	2.17% (1.46)

We use standard definitions of ethnicity - please ask if you'd like to know more. Figures in (brackets) indicate prior year.



What families did on holiday

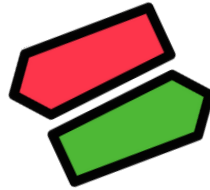
Where families chose to go

Families are given the choice of where and when to take their holiday.

Often the choice is made based on means of transport, where families are from and where we have funding to support families.

In 2023, the top 10 most popular locations were:

1. Skegness
2. Clacton on Sea
3. Bognor Regis
4. Camber Sands
5. Morecambe
6. Minehead
7. Great Yarmouth
8. Scarborough
9. New Romney
10. Driffield



What families did on their break

Many families opted for traditional beach holidays - and all the activities they involves. But lots of people tried new things as well as returning to some familiar favourites ...



95% families took part in outdoor activities



59% families visited nearby towns and villages



56% families took part in sport (including swimming)



70% of families said that having tried these activities on holiday, they were more likely to continue to take part once they were home.

"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."

"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."



How people felt about their experiences

Holiday Feedback Highlights

We ask families for feedback when they come back from a holiday and use this in a number of ways.

Of most importance is understanding the immediate benefit and impact of a holiday on a family.

92%

The majority of families reported a positive impact on their mental health and wellbeing, only a small minority reported little or no impact on their mental health.

93%

After having this holiday I would feel more comfortable and confident in taking a holiday with my family in the future.

83%

The holiday has helped our family to feel more optimistic about the future.

87%

The holiday had a positive impact on our family's ability to deal with the challenges we face.

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



"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."



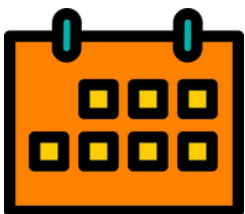
One year on study

We've worked with VisitEngland for two years on the England for Everyone project, which has seen 1440 families be able to enjoy a short holiday in England. Evaluation reports have been produced for both years of the project, and this year we were also able to commission a 'one year on' study. This saw our research partners re-interview families and referrers involved in phase 1 of the project. The aim was to explore more of the long term impacts of a holiday. Of the sample of families we reconnected with we learned:

- Families awarded holidays are often facing multiple and complex challenges and often these are long-term and ongoing challenges which have an impact on mental health and wellbeing. This often makes it hard to consider getting away as day-to-day energy is spent just managing.
- In some cases, families' eyes have been opened to the kinds of breaks available in England – not everyone had experienced these kinds of holidays before; not everyone knew how their children would cope, or how inclusive sites would be, but now they know what is possible, if the finances are there.
- This is reflected in the finding that most families would like to replicate the holidays they had in 2022, and hoped to have similar breaks, if not at the same venues, in the future.
- Aspirations to engage in tourism remain, even if day-to-day challenges get in the way.

"I'm planning to do something in the summer holiday, something very similar. I probably will go through pretty much the exact same thing again, find a trailer somewhere down by the coast."

"... but we've picked different choices. So, like, we've managed to budget to go to the gym because we both decided that we actually would rather have once a week time together than just one week per year together"



"It's just the cost. That's that'd be it. Just I mean, nothing else is stopping me from doing it or going or anything like that, it's just the money side of it. That's all and gotten over the barrier stuff to me. I know I'm on my own and I can go anywhere do anything I want, you know?"



Barriers to Tourism

In 2023 we commissioned an independent piece of research to help us further our understanding of the barriers that families face to taking part.

The research confirmed that life can be complex, and that each family's needs are different from the next. It also uncovered that there are many re-occurring and connecting themes which by addressing would make tourism more accessible and inclusive for all.



Key highlights include:

- Families want to take part in tourism, but often don't have access to the right support and information to know where to start. If you have never been away on holiday before, as many of the families we support have not, then doing it for the first time is daunting.
- Families feel discouraged from taking part if they have additional physical, emotional, or practical needs. Lack of information about how they will be catered for can be off putting and the way that they are sometimes received by staff and other holiday makers can also have a negative impact on families.
- Suitable accommodation, in the right location and at the right price can be hard to find.
- If facilities available are not equipped for families with physical and/or neurodivergence needs, its'a deal breaker for some families when choosing to travel or not.
- Logistics of travel, time off work and being restricted to travelling in school holidays when prices are at their highest is a common theme.

Given the right support and with the right changes, more families can be included in tourism. The full report and will be available on our website in the coming months.

"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."



The difference we want to make

Starting to deliver our vision

We've made real strides and will continue with positive progress to deliver our longer term vision for the future of tourism being accessible for all families.

As you might expect, we're at different stages of development with different areas of our Theory of Change. We are furthest along in support of our goal for every family to feel able to spend quality time away together and as this report shows have made further progress in understanding and evidencing our impact here during this year.

But in 2023 we have also made some progress towards our goals to influence the tourism industry and government.



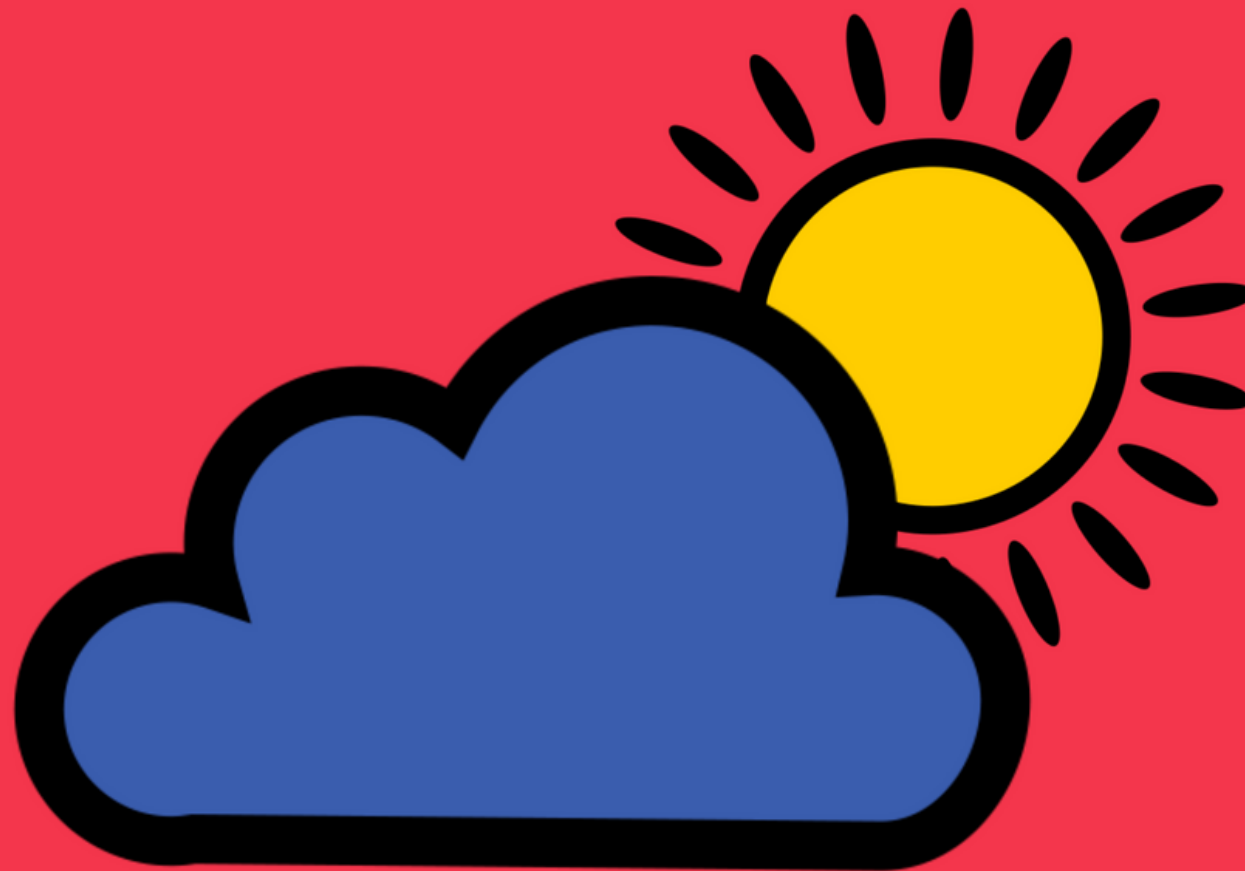
Influencing the tourism industry

- In March, we hosted leaders and influencers from across the sector to share our learnings from the England for Everyone project and galvanise support for inclusion in tourism
- In June, we presented at the Institute of Travel and Tourism annual conference to encourage 100s of industry leaders to consider the opportunities for their businesses in taking an inclusive approach
- In November, we shared insights from our research into the barriers families face in accessing tourism in a session for delegates at World Travel Market in London, one of the industry's leading events.
- Throughout the year, we received coverage for key campaigns in travel press, such as TTG and Travel Weekly.



Influencing government

- After years of support, our current VisitScotland project wrapped up in 2023,
- After two years of support from VisitEngland on the England for Everyone project and have built a strong relationship and connection to DCMS. VisitEngland's AGM mentioned social tourism and inclusion, as well as highlighting our partnership.
- Our focus on assessing the social value of the project highlighted a gap in measurement tools which effectively capture the social value of tourism which our partners are keen to address



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