



# ENGLAND FOR EVERYONE

## ONE YEAR ON

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 talk to us about their holidays and how life is for them one year on, thank you for sharing your experiences so openly. We would also like to thank the referrers that have also supported the project and the evaluation.

England for Everyone One Year on study has been possible thanks to support and funding provided by VisitEngland.



Publication date: October 2023

## 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 Scotland

---

# CONTENTS

1.	Introduction	4
2.	Aims & Objectives	5
3.	Methodology	5
4.	Key findings	6
5.	Case Studies	15
6.	Conclusions & Considerations	30

# 1. Introduction

In March 2023 Family Holiday Charity commissioned Qa Research to undertake research with families that had taken holidays in 2022 as part of the first phase of the **England for Everyone** project with VisitEngland in order to explore **longer-term impact** that holidays have on families.

## **Aims and objectives of phase one were to:**

- Provide 830 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 was to draw out lessons from the project which could indicate how social tourism initiatives could be improved in the future.

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.

## **Families taking part in phase one had to be referred for a holiday and meet specific eligibility criteria, namely:**

- That are defined as adults with primary caring responsibility for at least one child under the age of 18 and their siblings.
- That are referred by a professional working with them in a supporting role as a representative of a statutory agency or registered charity.
- Families that have a household income of less than £24,000 per annum.
- Families should not have been on a holiday together for 4 years.

All holidays took place before **5th June 2022**.

A range of methods were used as part of the phase one 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. These include:

- 266 post-holiday questionnaires were evaluated.
- In depth telephone interviews were conducted with 22 families.
- 15 telephone interviews were conducted with referrers that supported families that took part.

**The full findings of phase one of the project can be found on the Family Holiday Charity website: <https://familyholidaycharity.org.uk/our-story/our-impact>**

---

## 2. Aims & Objectives One Year On

Qa Research was asked to explore the situation for a sample of the families that took part in phase one of England for Everyone, **one year on** from their holidays, to help gather insight into longer-term impact for families and engagement with tourism.

## 3. Methodology

Qa Research spoke to ten families and five referrers as part of this research. Qa Research re-interviewed eight families that they had spoken to in detail as part of the 2022 evaluation. Family Holiday Charity made initial contact with the families to capture consent to be called.

In 2022 these families had all expressed interest in taking further holidays therefore it was an opportunity to explore whether aspirations to take further holidays have been realised or not, and what barriers may still stand in the way of this.

Qa Research also interviewed a further two families that had taken a holiday in 2022 as part of England for Everyone but did not take part in a detailed interview previously. Family Holiday Charity staff sought consent for Qa Research to contact them.

Some of these families were still being supported by their original referrers, and where possible these were also interviewed, five referrer interviews were completed.

All interviews were audio-recorded with consent, and families were provided with a £30 e-voucher to thank them for their time.

A range of supporting quotes are presented in the report. These are all from the families or referrers that took part in the one year on research and come from the in-depth interviews. The case studies provide further details of individual stories.

## 4. Key findings

### 4.1 Introduction

As outlined in the methodology section Qa Research interviewed ten families that had holidays in 2022 under Phase One of England for Everyone, as well as five associated referrers. Eight of these families had been interviewed in 2022, whilst Qa Research spoke to two for the first time.

This was an opportunity to explore situations for families a year later, whether aspirations to take further holidays have been realised or not and what barriers still stand in the way of this.

A small selection of case studies is presented in Section 5 which go into greater detail on individual situations.

### 4.2 Engagement with Tourism

Whilst none of the ten families had taken any further holidays as yet, two families had upcoming bookings for the summer holidays (2023).

In one of these cases family members were paying for the holiday for the parent's 40<sup>th</sup> birthday whilst the family were saving for spending money.

In the other case the family will be going back to same place they travelled to in 2022, they booked this straight away upon their return and have been paying the holiday off in instalments. They've thus had a year to pay for their break, they've opted for budget accommodation in term-time to keep costs down and whenever a family member has offered to buy a gift/night out etc. the parent has asked if the money could be put towards the holiday instead. Whilst this family still face challenges, and go without a lot, they see the holiday as a "light at the end of the tunnel".

*"Going gave me the incentive because when we left, I booked straightaway. Because I was like, I can't believe how amazing I didn't even think I was capable of being able to navigate all of the children on a holiday on my own. I was quite afraid of what that would be like, a big task. And, and it was brilliant, honestly, the staff in that place, the actual layout of the park. Hence the reason why as soon as we left, we came back and we booked so obviously I've been able to pay it off over a year, you know."*

One further family hoped to take their child away during the summer holidays, and whilst they had started saving towards this (thanks to becoming employed after a period of not working), they were yet to book this.

Further families had aspirations to take a further holiday in 2024 and felt this was a more realistic time-frame for them; these were families where someone was working, or they had a family member that could potentially fund the break.

There were some positive instances of families becoming more engaged in tourism and leisure, even if not overnight breaks.

One single parent had taken their child on multiple coach trips for a day out to seaside resorts since their holiday, this was an affordable means of tourism for them and something they did not have the confidence to do prior to the holiday. This is one example of how a family has remained engaged with tourism since their holiday.

Another single parent takes their child on day trips to attractions most weekends now, in this case this is down to a positive financial change in circumstances enabling them to do this.

In other cases, families have pursued activities they'd enjoyed on holiday such as taking children to outdoor skate parks.

One family has invested in a gym/leisure membership for their family, a consequence of economic changes for the family, and valuing regular quality time together as a family since their holiday. This family opted for this membership over a further holiday, but they have aspirations for another holiday and hope to take a holiday as a family next year.

One family planned to stay away from home to visit relatives in the summer and whilst they didn't necessarily deem this a 'holiday' they had plans to engage in tourism and leisure activities in nearby areas whilst away, building on interests and pursuits enjoyed during their 2022 holiday (e.g., fossil hunting) which will undoubtedly help create further positive memories for the family after a challenging year.

However, in a small number of cases families are no more engaged in tourism and leisure than they were prior to their holidays.

Whilst families still would welcome a further holiday, this is often beyond their reach financially and so financial circumstances remain the main barriers for these particular families in taking part in tourism.

### 4.3 Barriers to Tourism Now

Finances remain the primary barrier to engaging with tourism for families. A majority of the families interviewed have not changed their economic status since 2022, most were not currently working and relied on other means of support to provide for their families.

The cost-of-living crisis has exacerbated the financial struggles families face. This means families are having to prioritise paying for the essentials in life. Even the two families interviewed whose economic status has changed still struggle financially, even if generally they are better off working (mentally as well as financially).

*“With me, so my mood goes up and down quite a lot. So it's more to do with like my mood and how I am and if I haven't got the money, and then I do spend money on going it's like that could have went on something else. And then I get really, really down about it. So I tend to not, not do it.”*

*“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?”*

*“They're quite expensive they range all the way up to like 800 pounds from like, five. So, I'll start saving and then something will come up or whatever. And then I need to use the money on that or whatever. So, it's, the saving part is difficult. Obviously, I haven't got it in like a lump sum. But then I'll be that right? Okay. We're going to like to try and go away or something, even if it's like, a weekend, and then you save and then you need it on something else. And then before you know it, that money's gone again. Guess what? Yeah. And that's what I find quite difficult. And then you feel bad, because then you have to say you're not going so I just kind of just don't go.”*

*“I think some of it is finance because it when I looked at it because of having to go in school holiday time. That was I was trying to balance it. So, we go in the holiday time. And I just couldn't, I just couldn't do it. And then was trying to get X's EHCP in place and looking at trying to deal with the anxiety. I just wanted to get that sorted first. I think yeah, just with the mortgages at the moment, it's just been a bit too much of a. So yeah, it's unknown. Is it because you don't know from one month to the next what's coming? So, it's been a bit of a barrier”*



Families awarded holidays are often facing multiple and complex challenges and often these are long-term and ongoing challenges.

Poor health, both mental and physical, can often remain a barrier for families, particularly when issues are severe to begin with.

In one case a Mum who already struggled with poor physical and mental health prior to their 2022 holiday was diagnosed with a tumour a few months ago requiring surgery. The stress of this period has had a negative impact on the behaviour of one of her children that already could be difficult to manage. This has had a serious impact on family relationships and the Mum's mental health which she already struggled with.

*"I've been stressed. I'm on like, different medications. My health got worse and with my health getting worse my mental health has got worse"*

This is an example of a family which is simply trying to get through day-to-day challenges. A holiday is not financially possible nor on their radar at this time, given that their child's behaviour is very unpredictable. The family have been on a waiting list for three years to get their son assessed, which does not help the situation.

As some referrers explained, whilst the holidays are great for the families, they often return to the same challenges/further challenges that can be unpredictable and impact negatively on wider health and well-being.

*"They need to understand is that it's a pause button. It's not a stop button. It's the pause button. Yes, you come back to all the same trouble but press the pause button, reset and come back and it's getting that over to them and not them thinking a holiday that's the last thing on my lists, that's a luxury! Yes, they are luxuries don't get me wrong but also there's a real need sometimes." Referrer*

*"It's a difficult one, I have to be completely honest, the sort of families that I work with. Yeah, I mean, probably for, like one woman said it recharged my batteries for a couple of weeks and then they were flat again, because that's basically it. That's their life, you know, it can't be helped. Yeah, but they're still very, very grateful to have the opportunity to even have that sort of chance of feeling themselves again, just even if it's for a short time and having a bit of space and time spent with their families without all the added pressures of school appointments and having to drag their kids into school, literally, in some cases as well." Referrer*

Some interviews highlight that whilst families may not always be more engaged/able to be engaged in tourism now, there are nevertheless positives to draw on.

A key positive is that families have now had successful and rewarding experiences of tourism. Families haven't had to take the financial risk of funding a holiday that may or may not have worked for them. They've been able to 'test the water' and often now have a better understanding of breaks that will suit their families.

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.

*“Until we had the holiday, I never understood the value of it, because I always thought it was going to be too difficult.”*

Families often experience low confidence prior to holidays, and we've learnt that by almost facing their fears (be this of navigating public transport or managing children's behaviour, or health conditions, in unfamiliar surroundings) they are now confident in their abilities to manage and be independent.

Even if seemingly small steps are being taken by the family in terms of getting out of their house more, this is in fact a huge step for some families and undoubtedly benefits well-being overall.

Families were also able to be more mindful of the benefits and need to spend quality time together as a unit, even if that is an activity at home such as movie nights.

*“We've done a lot more ...obviously, on a weekend, we've, we've done a lot more like movie nights where we've all like, basically, we all have that time together. And it has to be over a weekend. And we all have that one day where we're all actually them few hours, we're all actually together. But that is since the holiday.”*

*“It really gave us all a big lift made us feel worth it again, we are part of society that we do fit in because we started to feel like misfits, you know, where you're like, we can never afford to go anywhere. We can never do anything.”*

*“It's taking that first step? Isn't it? Really, you know, just just, just not being not being worried about what people think often as well?” Referrer*

#### 4.4 Enabling sustained engagement with tourism

Within the interviews with the ten families as well as interviews with referrers (of those travelling last year as well as this) people were asked for suggestions of changes which could be made to help more families facing challenges in engaging with tourism.

The cost of holidays within school holidays is seen as prohibitive to families although not something people are hopeful will change.

*“Just better offers.”*

Whilst referrers are mostly confident in their abilities to liaise with schools to ensure authorised absences can be agreed given the wider benefits of breaks, some families just feel unable to consider holidays within term-time due to poor attendance records already and the risk of fines.

Some families would welcome more communication and signposting from Family Holiday Charity regarding future opportunities for potentially discounted breaks similar to what they had previously.

*“It would be quite nice to have information and to be kept in the loop of maybe when they have offers on and when you know, when there are maybe opportunities that make it a bit cheaper. So yeah, just information really?”*

E-newsletters for families (and referrers) were suggested as a possibility which could present information for any discounted deals available through holiday partners.

It was also suggested this could include information on discounted or free day trips in their local area which could potentially be brokered by Family Holiday Charity. Referrers would be happy to share wider information with their families online.

*“When you go online, you don’t know what is true and what’s not. So, I get a little bit flighty with that, like, you know, putting in your details and whatever. But I know if it came from someone, you know, with reputable, then I know, I can trust it. So yeah, so maybe like discounts and things like that like information where we could find it. Yeah, that would be really, really helpful.”*

*“I’ll say theme parks, but it could be anything could they be you could like liaise with them and try and get a scheme where they offer maybe some free tickets or discounted prices. I mean, our organization we, every year we manage to negotiate some discount tickets for like a Country Park, that kind of thing. And I think I think big businesses would be willing to do that if, you know, if a case is made yesterday, and it doesn’t cost too much money just to throw a few freebie tickets, but for our special guardians, it was it would be a real treat, especially if it could be a group thing, because then they could go with other special guardians in the same position and become more of a support network.” Referrer*

Whilst referrers understand the need to offer holidays to as many families as possible, some did, however, wonder if there could be room to reduce the eligibility period surrounding when they could next put the same family forward for a holiday.

As an example, a referrer within Special Guardianship explained that things can change at a fast speed for their families, with sometimes on and off contact from birth parents to navigate as well as behavioural challenges meaning time away can be very valuable in reaffirming relations between kinship carer and child.

*"I completely understand why it has to be every three years. But in on the flip side, if there was consistency and something to focus on. I think that would be really helpful for both of them, the caregiver and the child. It's just not going to happen. And then the shame is that it was really not just a break, it really did give them two quality time to kind of strengthen their relationship. Yeah, so that's why the holiday was so important to them, because it wasn't just that they hadn't had a holiday for so long it gave them a chance to have some one-on-one time without any outside distractions."*  
Referrer

One referrer also wondered if more families in need could be reached somehow that are potentially not being supported by referrers but may be known as in need by more universal services, schools for example. Although it should be noted that schools can currently refer, and that this particular referrer just was not aware or had not seen the information available on the website.

There were also some general comments around flexing the eligibility criteria to include more struggling working families. Again, it should be noted that working families on low income are able to be referred.

Referrers also wondered if there is more opportunity for Family Holiday Charity to have different options available to families. As an example, whilst a three/four-night stay may suit some families, it could be just as beneficial for a family to have a B&B funded for a night in a seaside town even if it's off-peak at lower cost to the charity.

They wondered if more families could be reached by a wider offer, and some also wondered if shorter breaks (and not necessarily with the accompanying vouchers) could be offered to families in need that had already been awarded a break but wouldn't be eligible for several more years.

One referrer also questioned whether there are opportunities to build on cancelled breaks within the tourist industry more to offer last-minute breaks for families.

*“So even if you could do it. You know some people need everything, you know, the petrol the food time everything. Some of them need, the break might not be, you know, on the poverty line. So perhaps somewhere out there in the travel industry that could be like, I don't know if I had to put it up, so I booked myself a holiday to Bournemouth and then I suddenly cancelled it. Why is that chalet empty? Empty? Surely they could have like ring you up and say we've got a caravan empty? I know. short notice. Have you got some people that can go tomorrow? Yeah, you know, I'm saying you might say, Okay, well, if you just pay for getting there, so many more would go wouldn't they.” Referrer*

*“Obviously the people I'm supporting the majority, you know, it's very rare we get workers, it's usually people who are on benefits. And this is all down to affordability. The people we're supporting are literally just surviving month by month so having a holiday to look forward to having some. I mean, I don't know if the family has, I know, I know you're there for people who haven't had a holiday for a very long time. But even if it could, you know, they could have a yearly or every two years kind of thing. Just something to look forward to get them off and out of the momentum of just surviving.” Referrer*

It was also suggested by one referrer that there could be greater advertising/clarity over whether attractions offer certain discounts for families including for accompanying carers.

This wasn't always felt to be transparent and not necessarily something all families would feel comfortable asking about. This could reduce barriers to access for some families, particularly those that need other adults to support them to make trips feasible.

*“I think a lot of places don't really highly advertise that they might do like a discounted disabled price, or discounted carer admission. And, I mean, I know people who've been going to places paying full price, and actually, they didn't need to they could have got a discount. But nobody puts a discount on the door, saying, yeah, if you're getting DLA will reduce your admission. And it's not something I think people because it's about disability, it's not something people want to really go up and ask about unless they're quite confident, or sometimes there's a bit of a stigma about it they don't feel, they don't feel like they should be going in and asking for help with that sort of thing. I think if I actually I think more places should do discounts like that as well and do carers go free” Referrer*

Some families and referrers also wondered if there could be some kind of grant system in place to support families with travel costs, particularly train travel and taxi costs, to allow them to visit different places as the cost of travel is increasingly prohibitive.

Some of the locations offered were not easily accessible by public transport and for families living in less well-connected locations themselves meant that some families incurred expensive taxi costs to travel from their home to the public transport links, directly to the resort or for the final mile or two at the end of the journey. Others perhaps would have preferred to travel by train, but the cost was prohibitive.

Referral organisations themselves often lay on day trips for families, and transport is something they are increasingly struggling with, in terms of the cost of hiring minibuses and families being unable to afford petrol/transport to get to events that are laid on.

*"We've noticed that there are some people that aren't coming on as many activities because actually getting the kids to it is something that they can't necessarily afford. We do our best we we've got volunteers, and we try and provide transport where we can, but obviously, we have to prioritize the kids who've got absolutely no transport at all." Referrer*

As fears about meeting the specific needs of children can be a concern for many families some referrers also mentioned there could be greater understanding of specific needs families may have when booking a holiday. Families should be confident when booking a break that a provider truly understands the needs a family may have.

*"I think maybe having members of staff that understand about children with additional needs, as well, and what they need, you know, maybe having that comprehension, understanding about what sort of possible behaviors and so that the parents feel that they're being listened to, and understood, if they're trying to book a holiday and say that I might need a slightly larger room because my child basically bounces off and doesn't like closed spaces, or you know, that type of thing. Having somebody within that organization that they can speak to, will be listened to when they when they talk about what their needs are for their child, I think it will be really, really useful." Referrer*



## 5. Case Studies

This section contains four case studies to provide greater insight into the situations for families a year on. When possible, a referrer viewpoint is also included. All names have been changed.

### Case Study 1: Penny 2022:

#### Family Perspective

Penny lives with her husband and their three-year-old daughter Rachel in Oxfordshire. The pandemic has hit the family hard, with Dean who had previously run his own business becoming unemployed as a result of having to fold his business. He has been unable to source employment since. This has left Penny as being the sole wage earner within the household which has brought with it added stress, both financially (with the family accruing debts) and emotionally within the relationship. Dean's mental health has also suffered as a result of his change in circumstances, and this was felt to have a knock-on effect on parenting their daughter.

The family have been supported by Teresa, a Children's Practitioner within the Family Solutions Service in Oxfordshire. The support has predominantly revolved around finances and parenting strategies, with a view to the parents working together as a team and increasing Dean's confidence. This support initially stemmed from signposting via Rachel's health visitor when the family were experiencing some delays with Rachel's speech and language development.

Prior to the holiday offered by Family Holiday Charity the couple had not been on a holiday for around five years, Rachel had never had a holiday. Speaking about the family situation just prior to their recent holiday Penny described it as:

*"Quite sort of maybe tense, routiney, I felt like we just needed like a bit of a refresh if I'm honest".*

Penny added that the family could not afford to do much with their daughter and Dean's low mood also meant he was becoming increasingly isolated and not wanting to go out, meaning any trips to the local park often involved just Penny and Rachel rather than the whole family.

The idea of a holiday was presented as a kind of reward for working hard on the family goals with Teresa and the family were pleasantly surprised to hear this could be an option for them. It gave them something further to work towards and look forward to. It was seen as a chance to be away from normal worries and stresses and have fun.

Whilst the family were excited about the pending holiday there were anxieties about spend.

*"I guess I was like, quite excited to have the chance to go away. But yeah, it was just more the normal concern I think most people would have about going holiday when you haven't got a lot to spend."*

Anxieties were heightened (particularly for Dean) due to concerns about activities not being included in the holiday they were taking as they might be at some sites. It appears this relates to availability and there being a quick turnaround in time between being offered, and taking the holiday, which was around three weeks for this family. At one point the family considered not taking the holiday due to financial worries although in the end were lent some money from a family member which enabled them to go.

*“So we were given another option of where we went. But got told that everything was included. When that booking confirmation come across, nothing's included. So then we kind of were thinking about not going that week. So we ended up speaking to my mum who ended up lending us money. Because, yeah, we had the fuel and food voucher, but we wouldn't be able to do anything on site.”*

The grocery and fuel vouchers were considered to be extremely valuable therefore to this family, and were a key factor in enabling the family to take the holiday:

*“Very very [important] because then I only had to worry about what we were spending on... at least I know, fuel and food was covered. So we had the basics of it. Because when you're there like you still got to buy even washing up liquid. You have no basics just to be there”*

The family spent time walking; swimming (although only once as this cost them £25); going on the beach and enjoying rides and activities such as bingo. Penny felt the key benefit for her daughter was that she got focussed time with both her parents without the usual stresses and tasks of being at home.

*“if we was at home, I would have got distracted or just, you know, the basic washing and cleaning things and wouldn't have given her that time. Whereas when we're away, we give her all of our attention together, not a bit of me and a bit of Dean. And just like the normal stresses we actually just had fun to be honest. So it was definitely worth going. And she still keeps talking about it now”.*

Penny also discussed how the holiday allowed her to feel 'normal', by being able to see her daughter have fun and enjoy herself with her family.

*“I just felt a bit normal if I'm honest not, not thinking that I'm not good enough, because she had that I felt like I was able to give her something good. It was really nice. She just kept saying like, thank you like, she was so grateful. And it was just nice to be able to do that for her”*

It was also apparent the holiday has prompted the family to try and do more together going forward and be healthier. The family have been playing more board games together as a family since the holiday and due to how much Rachel enjoyed swimming whilst away they are currently exploring swimming lessons for her and also would like to take her swimming more as a family.

*“we've been playing more board games since we've been home because I did take some with us. So normally, I don't really have a lot of time and Dean's, just a bit low in his mood to think to do them. So we have actually been doing that on a weekend since”.*

*“I think that's what the holiday made us realise is that we do things a lot individually and not together”*



Whilst on the holiday Rachel was able to use her scooter freely whereas she rarely used this at home. This has given Penny the confidence and push to go out for more walks where Rachel will be able to scoot as she's seen that she can now scoot safely.

Penny also reflected that the holiday has had a positive impact on Dean. She outlined how it seems to have given him further motivation to keep applying for jobs, adding that the incentive of being able to have a holiday like this in the future is a key motivator.

*"I think it's mainly really impacted Dean more than anything it's given him more of an incentive made him even feel a little bit more confident in himself. Even though it's like his volume of job applications and stuff like that has really improved".*

### **Referrer Perspective**

Teresa has been supporting the family for over a year, supporting them with finances and parenting in the main. Teresa has been pleased with how hard the family have worked at their goals and discussed the idea of a holiday as being almost like a reward to come once the work was drawing to a close:

*"Because they've been so good at working with us, it was nice to give them sort of like an end target, like an achievement a reward for an achievement"*

Teresa wanted to refer the family for a holiday to:

*"give them a bit of enjoyment together, because dad was quite sort of quite negative about lots of things".*

Teresa strongly feels that family dynamics have improved since the holiday. She feels Dean's motivation to seek employment and his confidence levels have both been bolstered by the holiday which she's really pleased to see. A key benefit of the holiday is considered to be that Dean, as someone struggling with his mental health is increasingly looking forward to and planning for the future which is having a positive knock-on effect for the wider family.

*"Dad's feeling a lot better about himself. So it's surprising how a holiday can whip that around, you know....straight away, he's talking more positively about everything. So it's not all sort of mundane, because it was it's quite hard to get somebody motivated. When you're not, I mean, to get them to take anything in if they're not feeling good about themselves. So massive impact... I genuinely believe that the holiday was exactly what he needed."*

Teresa worked with the family to overcome some barriers and anxieties surrounding the trip, particularly helping the family to explore free activities they may be able to do whilst on the holiday such as identifying a nearby beach they could enjoy. She feels the fact that everything wasn't included (even if some of this appears to be related to mixed messages about what was/wasn't included and the need to book activities before arrival) is a good thing as it can motivate families to save and inspire to save for future trips by being aware of the cost of activities.

From a referrer perspective the holiday has provided the family with what she hoped it would and has supported and enhanced the work she is doing with the family. Dean was just about to have his first interview since becoming unemployed which was considered a really positive step.

*"I'm very appreciative of having this support, to be honest, because it makes my job a lot easier, you know, sort of, you know, and the fact that this little girl's feeling more confident in nursery"*

## 2023:

This family are in a better position than they were this time last year both emotionally and financially and are no longer in receipt of benefits. As planned the family were signed off by their referrer shortly following the holiday.

Dean successfully secured a job within a few months of the holiday, and he now works full-time. Penny has also managed to increase her hours to fulltime. The situation has been helped by the family being able to move their daughter from an expensive private nursery setting to a new pre-school (with wrap-around care) linked to the school they will eventually use. Penny estimates the family's childcare costs have since decreased from around £850 a month to £400.

Penny feels the family are generally a lot more positive and happier than they had been previously. Working has helped to lift Dean's mood and this in turn has had a positive impact on family relationships.

Looking back on the holiday in 2023 Penny feels the space and time away from home, the 'rut' helped the couple to communicate with one another in a way which they hadn't done for a long time. In part Penny feels this was facilitated by the nature of the holiday, in that it was 'fun', they took part in activities, they had to work as a team, they weren't for example sitting sunbathing reading a book, they had to engage with one another.

*"I think, to be honest, the holiday helped us like communicate a bit more in a better environment. Rather, you know, when you're in the same routine, same, rut, it's just the same depressive chat as such. Whereas when you go away you're positive, you have family time together. Like you just communicate a bit more, work more as a team. So I could say that my frustrations and he could say his I think that actually paid a big part of him setting himself up to get a job because he realized that I needed him to do that"*

Enjoying family time together and communicating more has shifted outlooks and priorities for this family. A year ago, the family were starting to explore swimming lessons for Rachel and hoped to go swimming more as a family and this is something the family have been able to do. Rachel now has weekly swimming lessons and all three of them have a family swim once a week.

Whilst the cost-of-living crisis has meant that the family are not hugely better off than they were previously, money is still tight, but the family carefully considered how they would use any spare money they had. They opted for a family leisure club membership, and this is where they swim each week. Whilst they could have been saving this money towards a holiday, they ultimately decided this would have greater impact on the wellbeing and connectedness of the family.

*"Obviously, like, now we don't receive benefits and things like that. So as much as... we're probably not that much more financially better off, 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"*

The family are still hoping to take a further holiday in 2024 and would like to have a similar break to last year. For Penny the holiday has transformed life for the family and indeed she feels she would now be a single parent had it not been for the holiday due to how things were going in the relationship and that is the most important thing for her as she explained in her own words:

*“Our plan is next year; we just know it's just not affordable this year. But it helped with general day to day aspects and that's what I think a charity is for. It's not to give someone a holiday every year, it helps us get out of that, and actually improve our lifestyle and motivate someone to get a job and enjoy being a family together. And like, that's what I feel it it's for, and that's exactly what it did for us”.*

## Case Study 2: Jim 2022:

### Family Perspective

Jim is in his early thirties and is a single parent to an eight-year-old son. He has had sole custody of his son for four years following a court battle after his son spent time in foster care. This resulted in Jim giving up work and has meant that money is tight for the family. They have limited wider family connections and have had to move area in recent months which has been stressful for the family. Jim's son is about to start a new school.

Jim and his son had never been on a family holiday together before and Jim hadn't had any kind of holiday since he was a teenager. Whilst they are close and do a lot together on a weekend this is limited to low-cost activities but does include sports and gaming.

*"as a single parent cost is everything"*

The family has been receiving support from a Family Support Worker for almost a year. Support has included ensuring the family are accessing support and grants they can and being signposted to any support required.

Jim was delighted at the prospect of being able to have a family holiday, something he wouldn't be able to afford otherwise. The holiday came at a good point for the family after a really stressful period in their lives having just moved to a new home which is essentially an 'empty shell':

*"it's been a difficult six months, my relationship broke down with my partner, my landlord decided to sell the house so we had to move and all this I have not had much support through all of it really so to have that short break was really, it came at a really good time and we'd just moved, a very stressful couple of weeks and then we had this break away. So it was almost like right, we've moved now we can go away forget about everything go away, have a nice time and then come back to reality".*

The family enjoyed a break away in Bognor Regis and spent their time swimming, on the beach, playing crazy golf and spending time in the arcades. The food vouchers were deemed "crucial" to enabling this family to being able to enjoy the holiday.

Quality time together, away from the stress of situations at home was the key benefit for Jim whereas getting to discover new surroundings was considered the best thing for his son.

*"sometimes it gets the sort of same stuff, different days. So to be able to go somewhere different, do something different was really good"*

*"I mean he's never been to the arcade before. So that was sort of like his highlight, you know, get to spend loads of money in the arcade, all these flashing lights and games. He was so happy".*

Whilst there hasn't been any particular change in terms of confidence for this family or activities undertaken since returning home, it was clear that the holiday has stirred interest in having future holidays of a similar nature.

*"I wouldn't say new interests, but it's definitely I'm definitely sort of thinking we'd definitely like to do that again. That's something that we've not done before and we will definitely do again purely because we've sort of tried it out and done it".*

Jim hoped that he would soon be able to start work again and hoped to save up for a future holiday as soon as possible.

*"If it's something that I can save up for in time for the summer holidays, then we'll definitely be going back".*

Prior to the holiday Jim wouldn't have appreciated the benefits of such a holiday for the amount it would cost, since having the holiday this has clearly changed as he outlines below:

*"I would have looked at the price and just thought, oh, my goodness, can't afford that. Don't know what it's gonna be like, but it was it was a real eye opener that okay, it might have been, you know, 400 pounds, but that's money well spent. We had a really good time".*

By way of a closing comment Jim thanked Family Holiday Charity and added:

*"I wouldn't say you've changed our lives but definitely you know, created a weekend of memories that we wouldn't have had without that, you know?"*

## 2023:

Whilst Jim says overall the last year has been *"up and down"* things have improved over the last three months or so since Jim has been able to go back to work on a full-time basis. Jim's son is now settled into his new school and one of his school-friend's mums is able to care for his son before and after school as they live on the same street, it has been this help with childcare which has been fundamental in Jim being able to get back to work.

Whilst their house still lacks some furnishings like carpets and flooring due to finances Jim considers they have the essentials of what they need, and are slowly getting there:

*"We're still in the same place still haven't managed to get around to the flooring and carpets and things because it's, as you can imagine, that's not going to be cheap. But we've got furniture. We've got beds, we've got a table. We've got all furniture. So yeah. Rome wasn't built in a day, but we're getting there".*

Jim feels in a better place both mentally as well as financially since returning to work. Whilst Jim and his son were already close and would spend lots of time together having an income has enabled them to visit attractions such as theme parks on a regular basis which they simply wouldn't have been able to do if this income wasn't there.

*"I spent probably best part the best part of just over a year sort of not working because I had no you know, had no childcare. I just had to do school runs and it's made such a big difference. It's not just financially but mentally and you know, we're able to go out and do nice things on the weekends. And it's changed everything really?"*

Whilst Jim is no longer receiving support from his original referrer, someone else from the same organization does spend regular time taking his son out for meals and some activities to help him out and provide his son with some stable female company.

Jim's son still talks about the holiday they enjoyed together on a regular basis, showing it's very much engrained in his memory. Whilst this father and son haven't been on a further holiday as yet now they're in a better position financially Jim hopes they can take a very similar holiday during the upcoming school holidays, although he hasn't looked into this as yet he has started to put some money aside for this. Jim is confident he will be able to research, book and pay for such a holiday and has no hesitations about doing so.

*"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."*

Finances and unstable housing were the main barriers to taking part in tourism for this family. The family are now in a much-improved situation in terms of finances and housing. They regularly go on days out and visit attractions now on weekends and are likely to be taking a holiday in the next few months.

### Case Study 3: Amy 2022:

#### Family Perspective

Amy is a single parent to a ten-month-old baby and is in her late 20s. Amy has spent over half her life living in an abusive relationship which became progressively worse when she fell pregnant. After leaving this relationship whilst pregnant Amy has mostly been living in temporary accommodation, including hostels and a mother and baby unit before recently securing a more permanent home in a new area. Her mother also passed away last year, and she now has no real family other than her child.

At the moment Amy doesn't work, she has struggled with her mental health with what she has been through, particularly over the past year. Amy has received substantial support from the P3 Charity since being referred to them whilst living in a hostel. Her child has a social worker at the moment as her child has some limited supervised contact with their father. The support has been both practical (helping her to bid for flats; help in sorting out bills) as well as emotional. This support has recently come to an end.

Amy is slowly getting used to her new area but doesn't really know anyone. She takes her child to the park and to a weekly group, which social services encouraged her to do.

*"I've been here since October, and I still haven't met no one so it's literally just me and [child] at the minute"*

Amy hadn't had a holiday for over a decade. Describing the situation prior to the holiday she explained:

*"Erm everything was just on top of me, obviously last year was bad. Well, the last few years have been bad but last year everything just changed for me losing my you know, being with someone since I was 17. Then getting pregnant, thinking that pregnancy was going to be good, which it was but obviously I was in a hostel so it wasn't the environment and then having to go into the mother and baby unit had to go to [area] so literally I just went didn't have nothing with me. So I've just basically just started all again".*

Amy welcomed the idea of a holiday when it was mentioned to her, she felt it would benefit her to be somewhere different for a few days and particularly was pleased that it would allow her to provide her child with an experience that she might not otherwise be able to provide them with. With no transport however Amy did have some concerns about how it would be travelling by public transport on her own with a baby. She had never been on a train with her child prior to this holiday.

In the end the travel went smoothly, and Amy managed two train changes smoothly on each journey, seeking support from fellow passengers as needed. Her referrer also helped her to plan the travel which helped ease anxiety.

The family spent three nights away in a caravan in a seaside resort. The main activities they undertook whilst away were swimming and going to the beach. This was the first time Amy had taken her baby swimming and she now hopes to do this more often



*"he doesn't like the bath so I weren't expecting him to like the swimming pool but he did he loved it"*

Due to not having transport Amy didn't travel far off site due to needing taxis. She paid for a Build a Bear activity for her child although somewhat regrets that now as this was quite expensive.

Amy particularly enjoyed seeing her child have fun on the holiday and it was clear she benefitted from the experience and that the holiday has helped increase her confidence, which had already been growing slowly since ending her relationship and the staff supporting her in boosting her self-esteem. This increased confidence in travel with her child, and the enjoyment of the holiday are likely to see the family enjoy more trips out and travel in the future.

*"It's made me realize I can go on holiday with him now and get to places with him and stuff 'cos that's what I was scared of, especially being on my own it's going places is he gonna cry is he gonna scream Is he gonna? What's going to happen? But yeah, just that basically and I just feel a bit better since I've been I don't know if it's the sea air or not. I don't know. It's just picked my mood up a little bit".*

*"I think [I'll] probably just go on more breaks. Because it's, it's, it's inspired me to do more things. And now I know, I can travel and stuff. And I mean, I've always been able to travel, but on my own, but now I know, I can do it with [child]. It'll be a lot more holidays, I think".*

Amy was interested in going on coach trips for the day going forward and is feeling more confident about planning trips.

*"And I think I can you know, organise it myself as well, whereas I never used to organise things, but now I think I know what I can do. But yeah, definitely. I'll be going away. However many times I can possibly".*

Without the holiday Amy felt she may still be struggling mentally, and still feeling very isolated whereas the holiday appears to have opened up possibilities to Amy.

*"I was getting a bit more depressed. It's only because I don't know anyone up... you know, just don't go out. So I was sort of like getting a bit more depressed as I was going. But now but now, it's made me feel better now I've been away and cleared my head a little bit and realised I can do stuff on my own. I am you know; I can do everything by myself now".*

## **Referrer Perspective**

Angela works as a Housing Support Worker for a charity. She started supporting Amy when she moved to temporary accommodation after fleeing domestic abuse with the goal being to secure permanent accommodation, which Amy now has.

Angela outlined how Amy had been through significant challenges, leaving a long-term abusive relationship and resettling and coming to terms with this whilst being pregnant and in insecure accommodation. Once she had secured her new accommodation it seemed a good time to refer this family for a holiday, particularly given how much they'd been through and how isolated they continued to be in a new area:

*"She felt quite isolated and lonely. So we just thought it would be I don't know, almost like a breath of fresh air for Amy and help her feel a bit more centred".*



*“She is now talking about wanting to do an education course she's talking about when [child] is a bit older going into some kind of supportive role herself. So I think it's helped just to have a bit of a break her and her son and away from where she's been feeling isolated and re-evaluate things maybe herself”*

Angela feels holidays like this can boost self-esteem, which has a positive knock-on effect on the work she does with families. Whilst somewhat early to say, she also feels the holiday may have a positive impact in how confident Amy feels in going out and trying different groups with her child.

## 2023:

Amy has had a mixed year. Due to her ex-partner finding out where she was living and being abusive towards her social services (who had only recently withdrawn from the family) are now back in their lives for another year. Angela, who still supports the family helped Amy to get a non-molestation order in place to protect the family.

On a positive note, Amy and her son are due to move to a house with a garden which Amy is very much looking forward to and focused on. Whilst they remain fairly isolated where they live, she hopes the move will help her to build connections with other families in the area. Her longer-term goal is to secure a house nearer family and friends which Angela is supporting her with.

It is also now suspected that her son may have autism as he has started to display more traits as he is getting older, and as such will benefit from having greater outdoor space in a secure environment. Amy is receiving support to pursue an assessment from her health visitor and attends groups to help with her son's speech development.

Amy is also due to start some counselling to help her come to terms with the domestic abuse she has experienced, and her son will slowly start to attend a nursery over the coming months.

Prior to the 2022 holiday Amy had low financial means; had experienced insecure housing and through her controlling relationship also had low self-esteem and confidence. The opportunity of the holiday has helped Amy to overcome her fears and low confidence regarding taking her son out, particularly navigating public transport on her own. As outlined the travel went well, Amy coped with any challenges this brought and the mother and son enjoyed their holiday.

Since taking the holiday in 2022 Amy has taken her son on two coach trips some significant distances from where she lives, to both Cornwall and Wales. Amy enjoys getting to the coast and has embraced these day trips with her son. The trips have been affordable to Amy, whereas an overnight trip is not affordable at the moment:

*“it's affordable for me like a day trip i mean I am hoping to like go on a week or like a weekend holiday or a week's holiday. I would like to do that again. But at the minute like when you when you look at the prices, it's like a bit out of my pocket at the minute so I've got to save up a little bit. But hopefully next summer, or next one definitely next year. Get the house out the way and then definitely next year, go on a week's holiday with him.”*

As these coach trips were both some months ago now Amy does once again wonder how she may manage with her son on public transport now he's a toddler and more active and there are some concerns about how she will manage his behaviour although importantly it does not seem that this will prevent her from travelling.

Amy feels that many of the barriers she had been experiencing to travel and tourism have been overcome collectively via the healing of time; support from the referral organisation as well as embracing the holiday and facing some of her fears. Cost is the key barrier which remains in this family's way.

*"I think well, 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?"*

Angela confirmed that the holiday seems to have broadened Amy's horizons, she has dreams and goals, she has become more determined to give both herself and her son a better life although in terms of becoming economically active to take steps to address financial barriers to tourism, this remains some way off.

## Case Study 4: Miranda (\*interviewed 2023 only)

### Family Perspective

Miranda is a single-parent to two children aged 12 and 14 following an acrimonious split with her husband two years ago. Following the split Miranda's Mum disowned her and she's been left with no family support. Miranda also lost her dad around the same time. Miranda had to give up work as a consequence. The children's father now has minimal contact with the children.

*"I ended up losing literally everybody all in the space of six months. It's just me and the kids against the world."*

Both children have complex disabilities (including anxiety; sight loss and severe anaphylaxis) and whilst they both attend mainstream school, their attendance sits below 50% due to ill health and medical appointments. Miranda also lives with PTSD related to her former career and due to her mental health struggles her children are classed as young carers.

The family last had a holiday around seven years ago, a few years prior to the relationship breakdown. The family went to the Balearics and despite serious allergies the family had a great time and the all-inclusive hotel met their needs very well. The main reasons for not having a holiday since then relate to finances and her former husband being unable to secure time off work during school holidays. Miranda did not feel confident taking the children away on her own.

Miranda and her children tend to spend most of their free time at home as it's just easier this way, even low-cost activities are a challenge for the family. Whilst the children can access activities on offer for young carers in theory, this generally doesn't work out well due to anxiety issues. This means Miranda doesn't get any respite.

*"Like just eating out somewhere? I can't just take them out and go, oh we'll eat so and so. And if take picnic, the eldest then have an anxiety attack that she doesn't want to what's in there because she doesn't know what's going on around her. And she just is a nightmare. She won't eat in front of people either is the latest thing, which is a bit of a nightmare. So, it's just been lots of stumbling blocks. But I've been i can't do this, it's too hard. So, we generally don't do anything. They just have friends come to the house. So my house turns into a drop in center... and I just feel trapped in four walls."*

Tamar works within the Young Carers team and raised the idea of a holiday to Miranda. Whilst she felt nervous about the prospect of a holiday in terms of going somewhere different on her own with the children, she was also excited about the idea.

*"To be honest, I was nervous. But the idea of just getting away someone sort of saying, right, don't worry about the financial side of it. We will do that bit, but you just need to get yourself there and have a break was a huge weight off my mind."*

Miranda felt the idea of a holiday was simply "too far out of reach" and admitted she'd never really considered a British holiday prior to being awarded this break.

*"I've just never done a British holiday. I suppose I'd always been abroad. So, it hadn't even crossed my mind. Because we're not like a camping family or anything because of all the girl's needs. Yeah. And to me, it was like, if you stay in this country, you camp if you have a caravan, you camp."*

Miranda and her children went to the Isle of Wight for their holiday and stayed in a static caravan. Miranda allayed her own fears, and concerns of her children by researching how and where they would access medical support on the island if they needed it.

*"They were excited. And they were a little apprehensive. But I was like, Look, we know that the air ambulance can get you from here to our normal hospital. If need be. So don't worry about that. Don't worry about the medication side of things because I know there's a good hospital."*

Miranda researched what they could do whilst away and enjoyed a hot air balloon festival and visited Isle of Wight Zoo. Whilst they were never far from her Miranda feels the children enjoyed greater freedom and a chance to explore whilst away and enjoyed a break from the same old routine and nagging she feels they're probably tired of at home. Miranda enjoyed simply seeing her children happy.

The holiday helped give Miranda confidence that she can face a challenge like taking the children away on her own, that she can take the children outside of home, something she had previously been apprehensive about.

*"It definitely helped me go do you know what I can do this. Like, mentally, I can go to somewhere new and face that challenge on my own. So that's made a huge difference. Just silly things like going to a friend's house is now more possible because I'm not as frightened. Yeah, it was almost like the kick up the bum I needed."*

Whilst Miranda would love a holiday again in future and has researched options in Cornwall this is currently beyond her financial means after being out of work for several years now. The cost-of-living crisis makes the situation worse for the family. Miranda doesn't feel there would be an option to take the children away during term-time due to their already low attendance which makes the financial barrier more acute.

Nevertheless, the holiday helped overcome Miranda's concerns about going somewhere her children can be safe given their medical conditions and anxieties and assured her there are suitable options out there. She will now consider UK breaks.

*"the accommodation was phenomenal, it blew me away. I was expecting some manky caravan. And it was just lovely. I really didn't expect us to get something that"*

It's also given the children confidence to leave their house more, and this is a major step forward for the family.

*"I've found that the girls feel a little bit braver going places. They will go to my friend's house and not panic about reacting to things, because we've left the house and done other things."*

### Referrer Perspective

Tamar supports the family via her link with Young Carers. She mentioned the children struggle to access activities and events, they can often be self-conscious and reluctant to engage and are perhaps getting to the age where they simply don't wish to be as engaged. There have also been some challenges with one of the children wanting to move schools in the past year which has caused some additional challenges for Miranda. In this sense Tamar feels the challenges facing the family have become more profound over the past year since the holiday.

Tamar outlined how Miranda's mental health has taken a dip in the last year, and this was something she already struggled with. Anniversaries can be triggering for Miranda. Whilst Tamar made it clear the family benefitted from the holiday and enjoyed it, challenges remain ongoing for the family and lack of finances in-part contribute to Miranda's low mental health so it's a continuous cycle.

*"I think maybe it was good for [Miranda] to know that they could go away and she you know, because obviously we put the application in and everything but she sorted the booking out and unlike some of our families, she was quite happy to do that. So I think that was quite good for her confidence. And to know that, you know, that she could do that. And everything. But like I say I think it's just partly finances and partly X's issues with school and causing tension at home and I think X the younger girl's had some more health issues as well and it's all combined a little bit to make it a bit more complicated to even think about going away at the moment"*

Tamar believes finances will remain the primary barrier to any future holidays.

## 6. Conclusions & Considerations

The **One Year On** interviews have been a valuable opportunity to explore situations for families a year later. Whilst the research is based on a smaller sample it nevertheless provides evidence that the families that took holidays in 2022 are now both more engaged and aspire to be more engaged with tourism and leisure.

As highlighted in the report, whilst no one had experienced a further holiday yet, two holidays were already booked for this summer and some others intend to have holidays later this year or next year. Some families were now also actively taking part in day trips instead, which is all extremely positive in terms of engagement with tourism.

All of the families involved in the research would welcome another holiday and still aspire to replicate experiences which is testament to the positive experiences' families had during their 2022 holidays.

Financial situations remain a challenge for all families even if some economic situations have improved in the last year, the cost-of-living crisis is an issue for all which exacerbates financial barriers to tourism.

Through the 'One Year On' interviews we saw examples of families having the confidence to take day trips to the seaside; to navigate public transport independently; or simply feeling more comfortable going to a friend's house instead of staying at home.

These are extremely positive steps for the families concerned who were often very isolated and low in confidence prior to their 2022 holidays. Whilst some families clearly faced multiple barriers to tourism prior to their 2022 holidays, this follow-up research has identified that the barriers can be reduced to predominantly financial ones.

Every journey is different for these families however and whilst some are able to engage in leisure and tourism more than they did in the past, some are simply not able to and have other priorities and concerns that are harder to overcome, e.g. long-term and unstable physical and mental health conditions.

Barriers to tourism are clearly more easily overcome when families are in better situations than they were previously (be this housing; relationships; income) but some barriers are simply ongoing for families and of course sometimes unexpected challenges can arise.

The research highlights that once families have had a holiday, the aspiration to take future holidays becomes embedded. However, taking a further holiday is not and won't be easy for many.

To sustain momentum for families that travel or to reach more families, Family Holiday Charity could consider offering support through activities such as regular e-bulletins, newsletters or expanding the information on the website for families and referrers. This could potentially contain information on further discounted packages, other grants available or support with transport or even information on day trips that may be affordable to families.

We learnt that many families can be shocked and put off by the prices they see online, in particular for school holiday periods, therefore any additional information or partnerships with deals or helpful information for families would be beneficial to keep up the momentum of families engaging with tourism which may include day trips as well as overnight breaks.