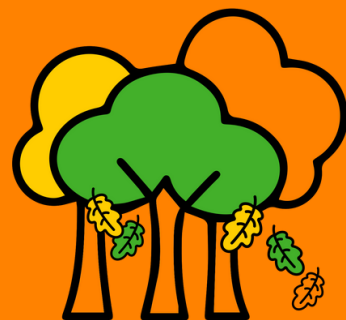


2024 Impact Report



Introduction

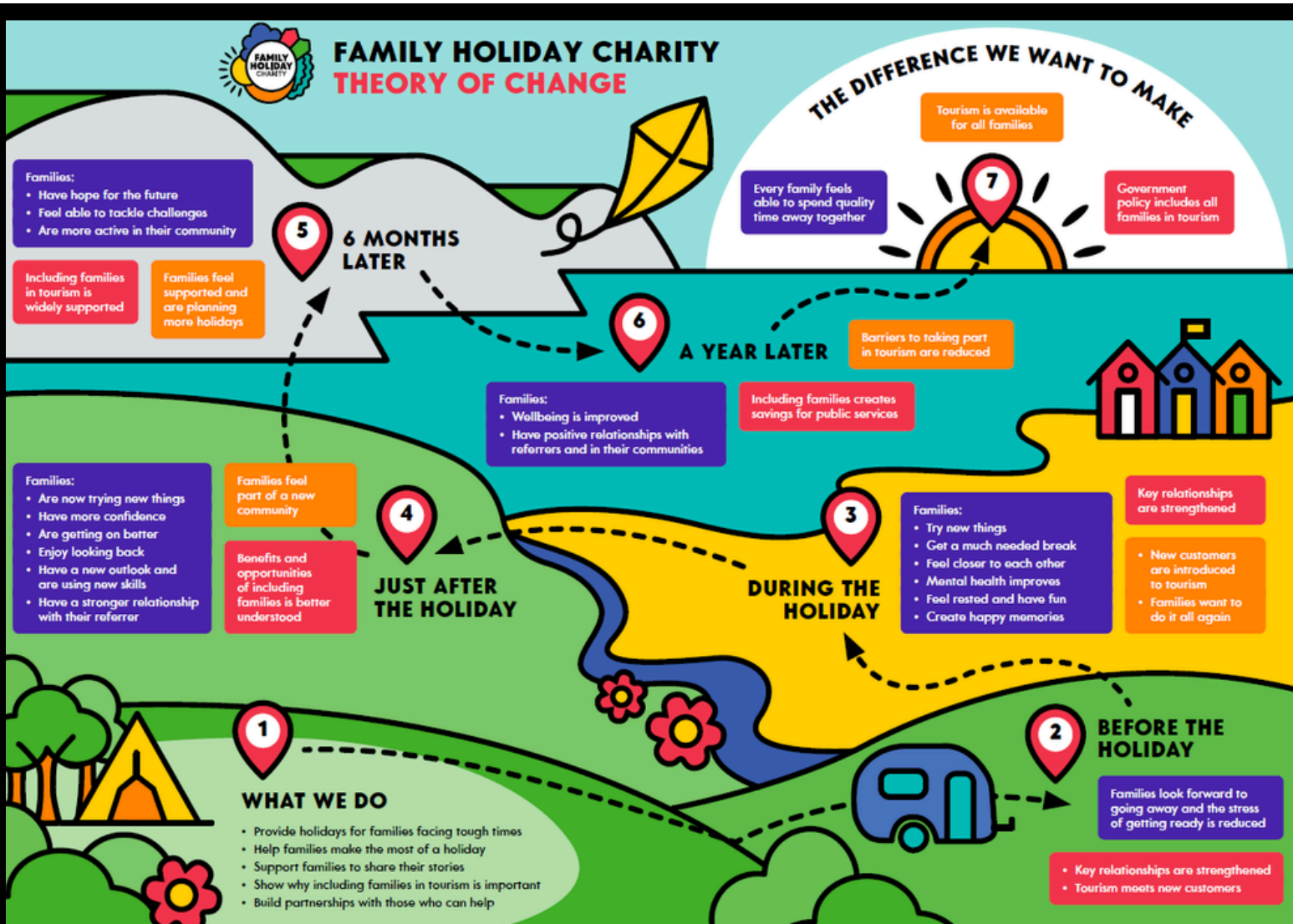
We've made some changes in how we report our impact in 2024.

We changed how we collect feedback from families and referrers as a result of a new impact measurement framework. This framework aligns our Theory of Change with some of the work we are doing to reduce barriers to tourism based on the report we produced in 2023.

One of the biggest changes you may see is that fewer families were able to travel this year. This is a result of a change in some of our funding, particularly the end of the England for Everyone project.

We're focusing our work in different ways to help families access tourism, so we can reach more people. The 'barriers to tourism' report we produced highlighted key areas where we can make an impact for families. We are focusing on these, while also looking at how we can increase capacity in other ways – like holidays donated to us.

As a result, you'll see some different things in this year's impact report.



Key Headlines

In 2024, we delivered 374 holidays. That's 1600 days of holiday - or 38,400 hours of sunshine, smiles and delight.



**38,400
hours**



**1600
days**



**374
holidays**

This total includes

- 16 families travelling on group holidays as part of a pilot project.
- 47 families who were offered a holiday thanks to the generosity of Bluestone Wales.

It does not include:

- 63 families who are booked and have not yet been able to travel (but will do so in 2025)

At the time of this report, referrers have applied for holidays for 709 families. We are unable to accept these referrals until we have funding.



In 2024:

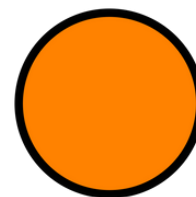
- 61% of families had never had a holiday before
- 76% of families have a new outlook because of the holiday
- 80% of families have improved relationships within their family because of the holiday



80% of families had improved wellbeing after the holiday*



The most common family size was 4 persons

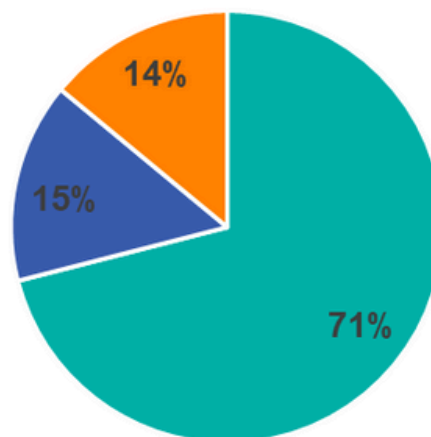


99% families said they would like to go on holiday again in the future

Where families travelled from

Some of the funding we receive is restricted to geographic locations, and this means that families from some areas may benefit more than others.

In 2024, the majority of families were from England (71%) with 15% from Scotland and 14% from Wales.



■ England ■ Scotland ■ Wales

Where families went on holiday

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.

This year, holidays donated by Bluestone Wales meant that holidays had to be taken in specific locations, which explains why the beautiful county of Pembrokeshire features so highly. In Scotland there are fewer choices of resorts for families, and so we see the same locations being chosen.

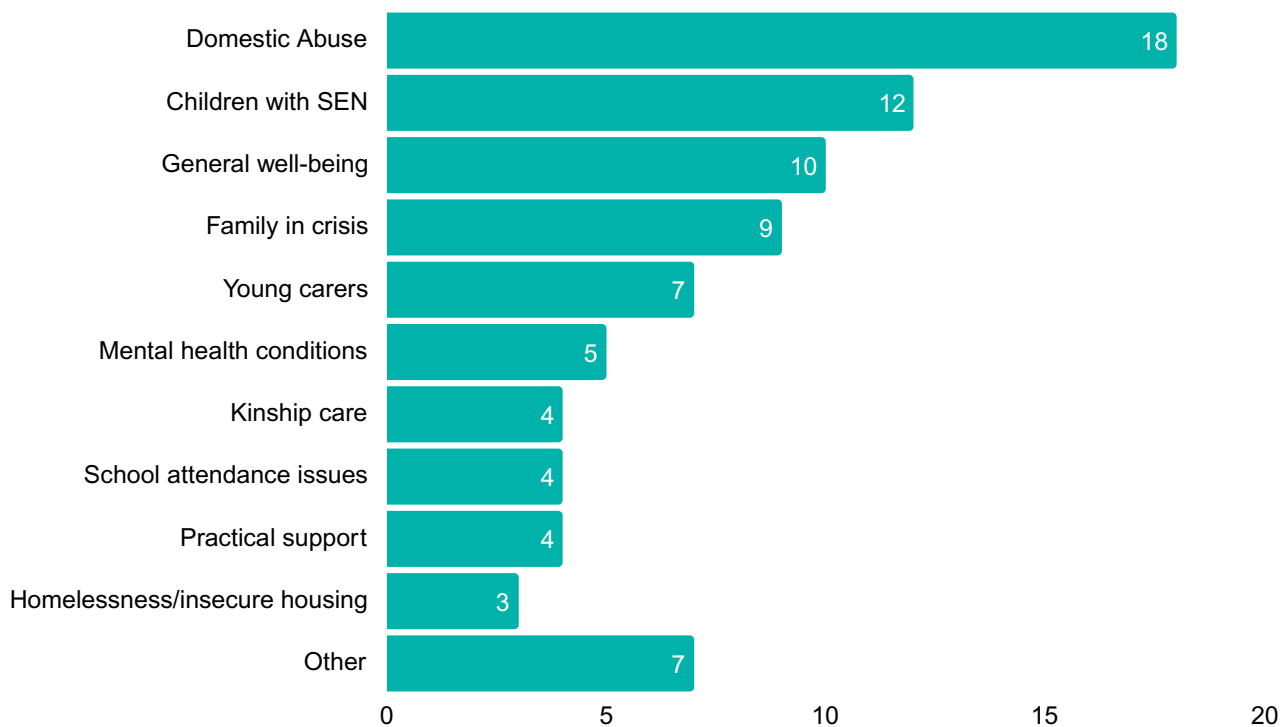
- 1 Pembrokeshire (Wales)
- 2 Skegness (England)
- 3 Clacton-on-Sea (England)
- 4 Sundrum (Scotland)
- 5 Rhyl (Wales)
- 6 Scarborough (England)
- 7 Wemyss Bay (Scotland)
- 8 Cleethorpes (England)
- 9 Great Yarmouth (England)
- 10 West Bay (England)



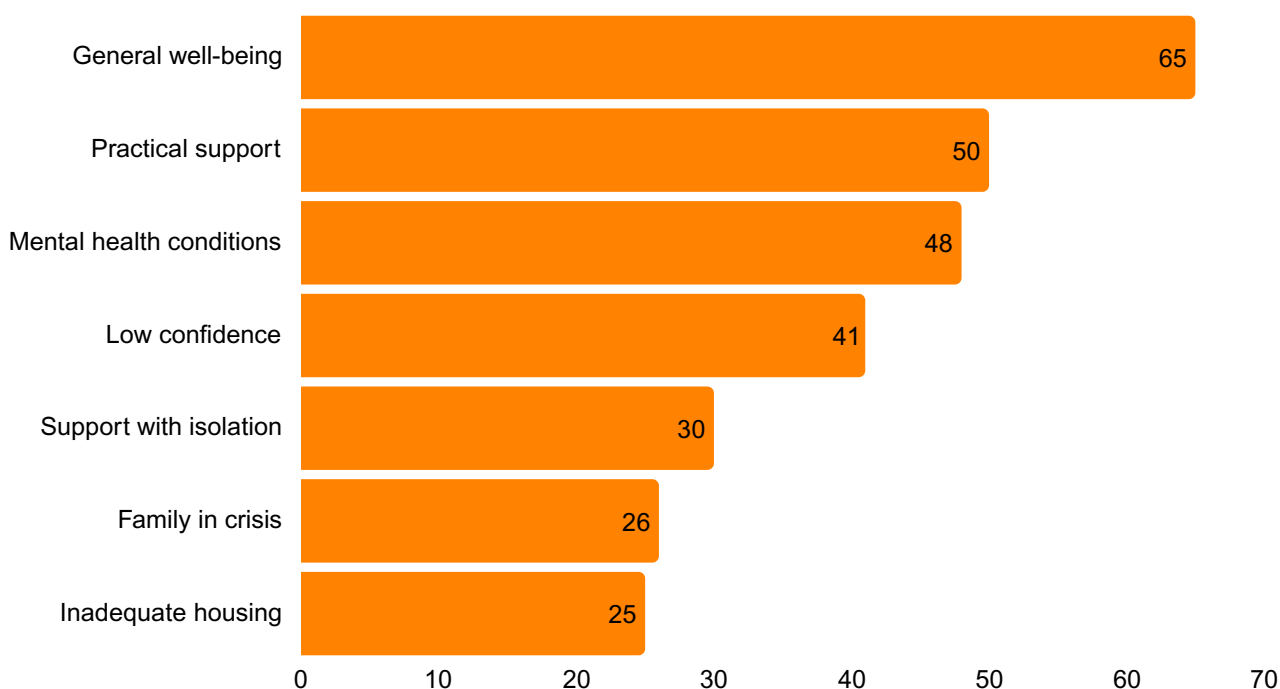
Why families are referred

There are multiple reasons families are referred for a holiday. The top reasons are shown below, but it's worth noting that many families may be struggling with more than one of these issues.

Numbers shown are percentages (%) and the categories are identified by referrers as the primary reasons for referral.



We also ask for information about additional reasons for referrals. Numbers shown are percentages (%) and are identified by referrers as additional reasons for referring.



Jenny's Story



With a toddler, ten-year-old twins and a teenage daughter, Jenny doesn't get much time in life to just sit and enjoy the moment. A few years ago, she separated from the father of her older children who was abusive.

"When I left the family home, I had nothing. I had to start again from fresh. We've had a rotten time of it, it was very draining for all of us. So to have a holiday, to get a break away was really lovely. It was such a nice thing to just go on the beach with the kids and forget everything and have fun.

"The kids went for a paddle. We built sandcastles. We got some chips and ate them on the beach and had ice cream. It was the first time my youngest daughter had been on the beach and she absolutely loved it with her bucket and spade. We were all comfortable, all relaxed, just taking in the scenery and appreciating it."

Bringing up four children on her own means that money is often quite tight which is why the family hadn't been away anywhere since before the pandemic.

"The kids had asked me 'Mum, are we going on holiday this year, are we doing anything?' And I'd said, 'well I don't think so, we can't afford it'."

"Times are hard for everyone at the minute, a lot of people are struggling and I really appreciate and feel blessed with what I've got.

"But I would like to do things better for my children, that's why I've done a dog grooming course. And I would also like to do a chiropody course because I'm a nail technician already.

"So that's my hope, to make us financially stable so that I can do more things with the children. The holiday really helped me to believe that that's possible."



Inclusion - access to holidays

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.



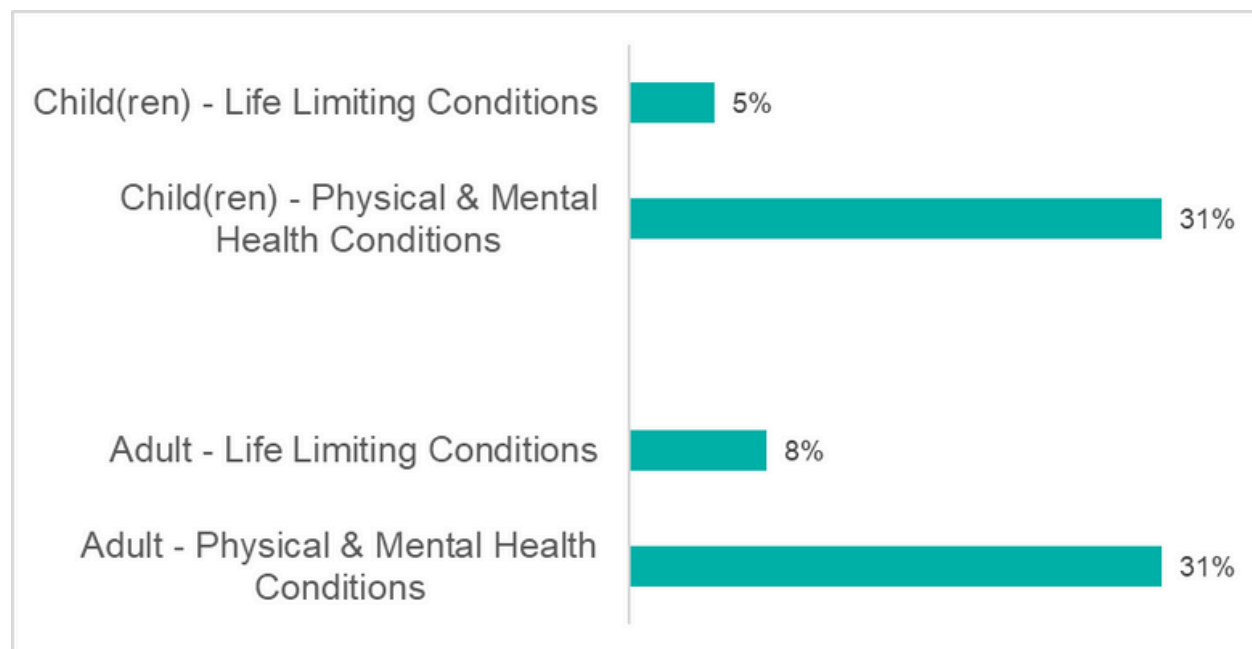
48% families were dependent on public transport to access their holiday

Not all families who travelled by car owned their own vehicle - some are supported by family or friends to travel by car. We don't have detailed statistics on this.



25% families stated they had additional needs that would need to be considered when booking their holiday

8% of adults had a life-limiting condition, with 31% saying they had a physical or mental health condition that would need to be considered. 5% of child(ren) had a life limiting condition and 31% had physical or mental health conditions to consider.



23% of adults who travelled said they were unable to work because of their caring responsibilities - for children and other adults in their lives.

Inclusion - family size & ethnicity.

Poverty rates are highest amongst those with children - financial burden is a key factor in accessing tourism. The more children, the less affordable holidays are. We compare national average data with families who travelled.

| Number of Children | UK population % | Families who travelled in 2024 |
|--------------------|-----------------|--------------------------------|
| 1 | 24% | 24% |
| 2 | 48% | 35% |
| 3+ | 28% | 41% |

We monitor ethnicity of the lead family member who is travelling. Once again we have shown some changes in our ability to reach different communities through our referral partnerships.

| Lead Family Member Ethnicity | UK Population % | Families who travelled in 2024 |
|---------------------------------------|-----------------|--------------------------------|
| White | 81.62% | 72.7% |
| Mixed/Multiple Ethnic Groups | 1.08% | 5.6% |
| Asian/Asian British | 8.52% | 5.6% |
| Black/African/Caribbean/Black British | 4.15% | 13.6% |
| Other Ethnic Groups | 2.14% | 1.3% |
| Prefer not to say | 2.5% | 1.1% |

What families did on holiday

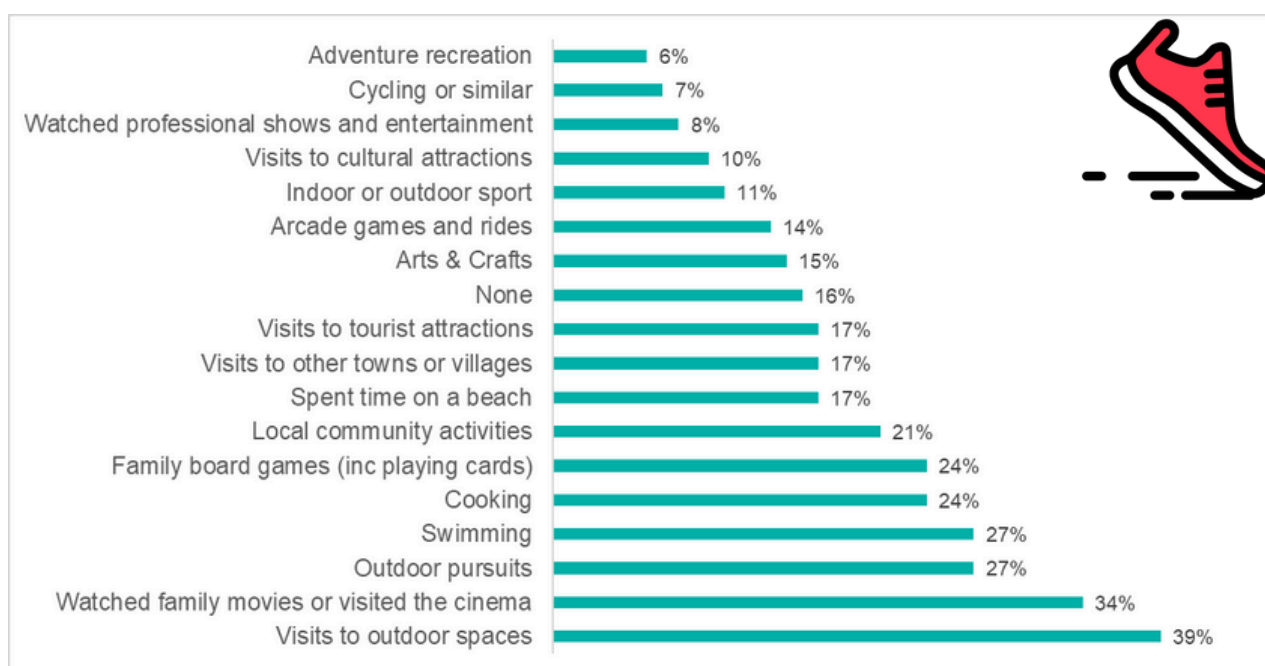
61% of families this year had never had a holiday before.

We asked all families what new activities they experienced on holiday - things they had never done before. Of the families who responded to our survey, 94% said they did a new activity while away - many more than one!



| Activity | No of families |
|----------------------------|----------------|
| Swimming | 67% |
| Arcade Games & Rides | 64% |
| Spending time on the beach | 58% |
| Outdoor pursuits | 49% |
| Visits to outdoor spaces | 49% |

We also asked families what activities they'd done or were planning to do since their holiday. While 16% said they had no activities planned and hadn't done anything different since their holiday, 71% of families said yes "because of the holiday has your family been on or are you planning any activities or outings". Here's what they've been up to!



Fathima's Story



"Being on holiday had the greatest impact on my teenage son Lanny and my little three-year-old, Ubi. Their brother Tobi is 12 and very unwell, which is hard on them. Our lives revolve around hospital trips and we can rarely go anywhere or take a break.

"Tobi has Takayasu arteritis, **which is treatable but not curable**. He's had two major heart surgeries this past year and life has been so hectic. If Tobi has to go to the hospital, we all have to go. We could be there for months at a time, with Lanny commuting from the hospital to his school.

"Tobi uses a wheelchair and can't run around or walk long distances and there's always the fear his heart could fail at any time. So to ease my mind, **I checked how far Clacton-on-Sea was from London's Great Ormond Street Hospital by train, just to be sure we could get there quickly if we had to.**

"When we arrived at the holiday park, it felt surreal. Our routine had suddenly changed and we were at peace. That first night, we all slept deeply, the best sleep we'd had in ages. It meant everything to me to see the children so happy and relaxed. **It felt like we had left our troubles behind.**



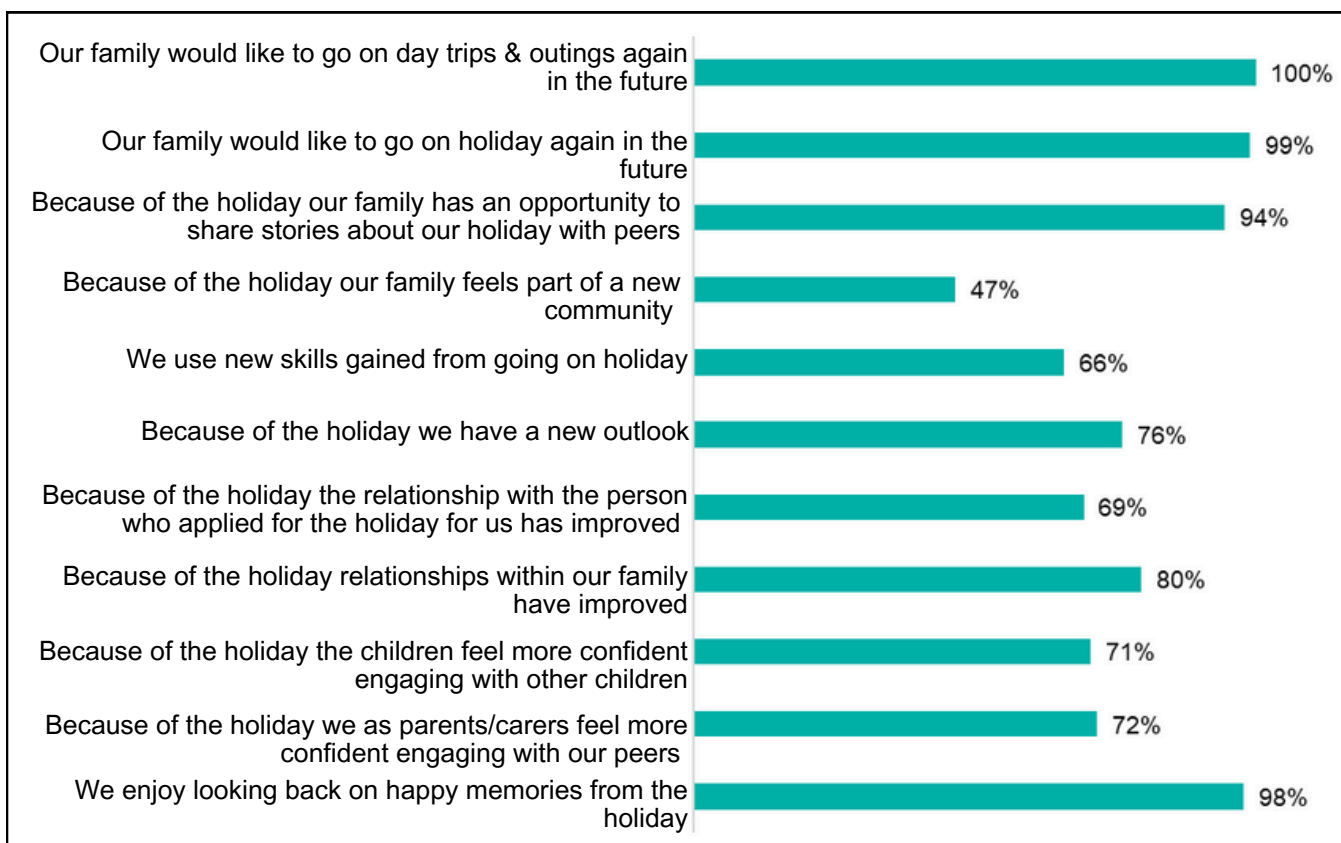
"I saw a different Lanny. His confidence blossomed; he became bold. I hadn't seen him like that in a long time. For Ubi, it was like stepping into a whole new world.

"We spent a magical day at the beach, walking barefoot on the sand. **I felt like I could breathe again.** Lanny turned to me and said: 'Mamma, this is one of my best days ever.' Ubi, looked up with a big smile, adding: 'Mamma, this is the best day ever.'

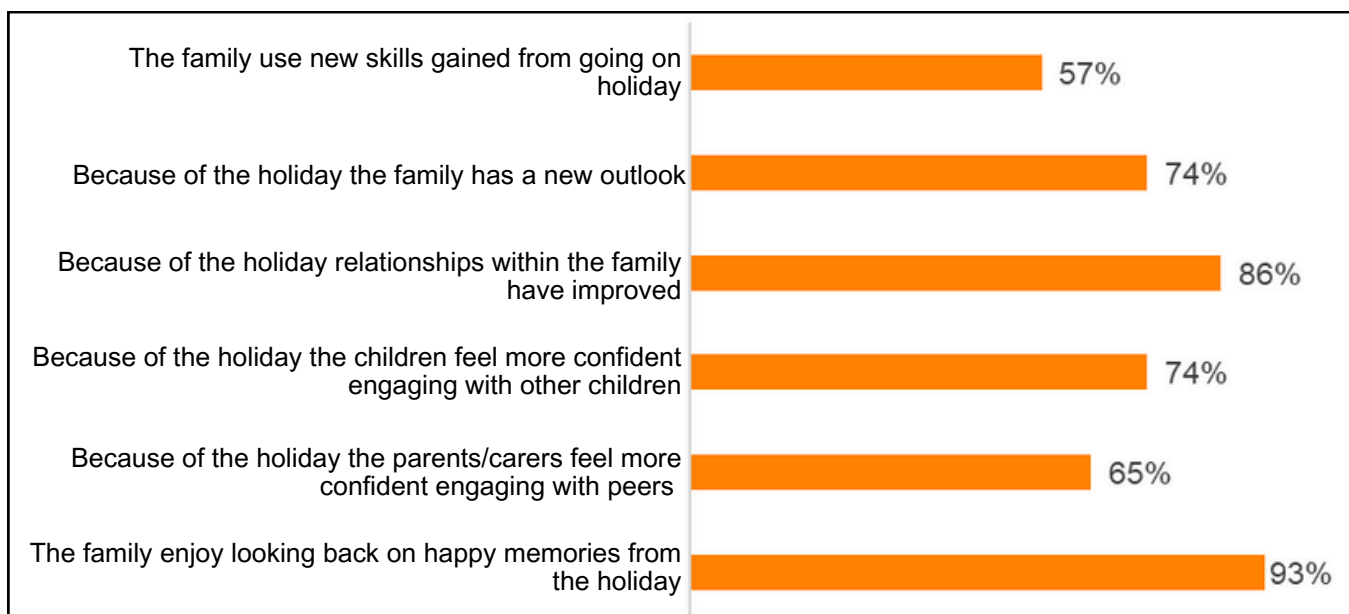
"**For a few days, I forgot my worries and my anxiety and insomnia disappeared.** I slept like a baby for four nights. I can only express my deepest gratitude to Family Holiday Charity for this precious time together, making memories that we'll cherish forever."

How people felt about their holiday

Every year we ask families about their holiday experience. This year, we also asked referrers to comment too - so we can see the difference from their perspective too. First, families:



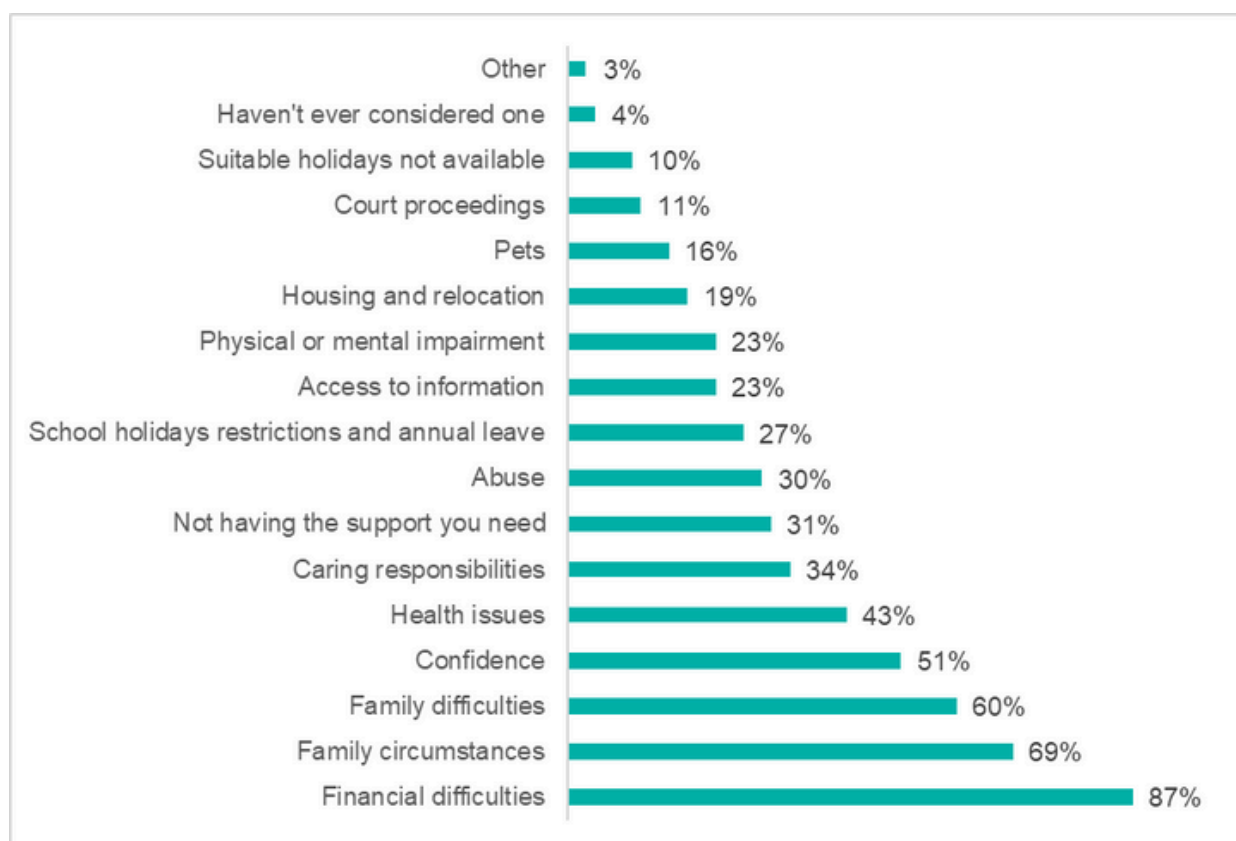
We asked referrers some of the same questions - its great to see that the referrers are observing changes in the family as a result of the holidays too!



Barriers to tourism

This year we introduced new questions about what has prevented families from taking a holiday at all, or in the last four years (one of the criteria that is set for qualifying for a break).

It's not surprising the top reason is financial difficulties. But there are few nuggets of information in here that indicate confidence and access to information are big factors.

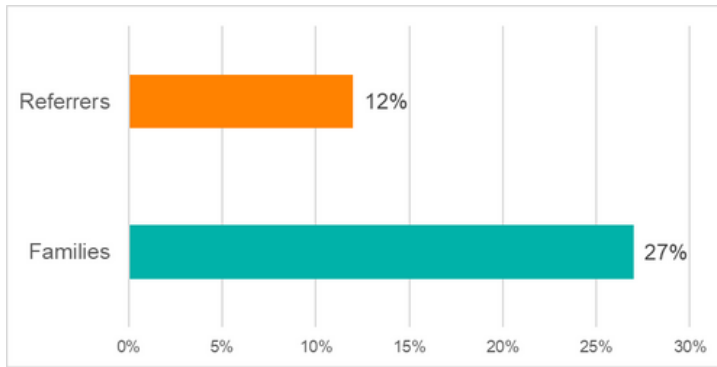


For the first time we also asked referrers to tell us what they thought were the barriers to families having had a holiday before. There are some interesting differences between responses, with referrers reporting differently against all areas except consideration of a holiday.

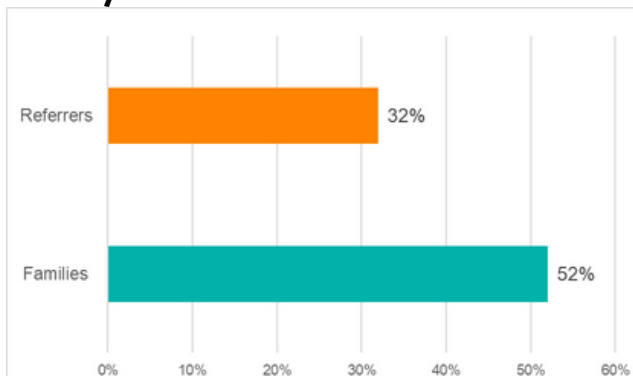
What each of these areas help us understand is where we can make a difference. Providing information that is clear and easy for families to understand will help reduce some of the barriers to families accessing tourism.



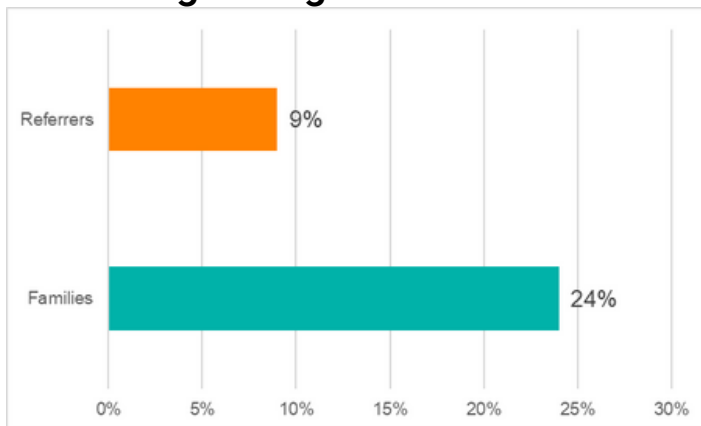
Annual Leave and School Restrictions



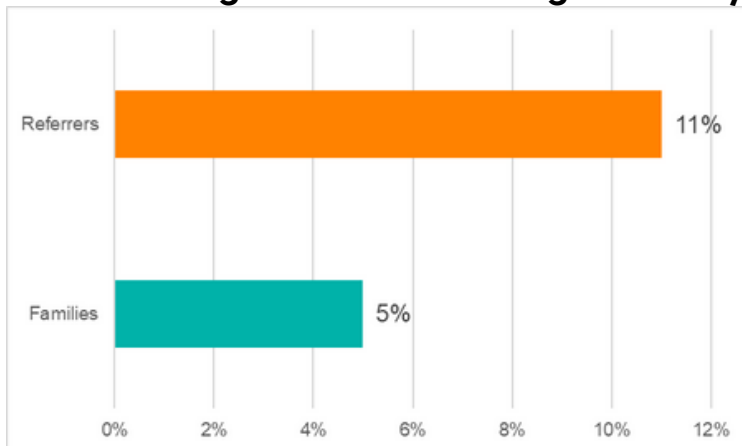
Family confidence



Not having the right information



Never having considered taking a holiday



Rob's Story



"At the moment we feel very suffocated. We're still in the same house that Charlie lived in, the kids are still at the same school he went to.

"Everywhere we go reminds us that Charlie should be here; Charlie should be with us."

Last year, Rob and his partner Jordan tragically lost their beloved six-year-old son Charlie who was born with Down's syndrome and a life-limiting heart condition.

"Jordan, his mum, was his full-time carer for the past six years so it's been very tough for her to carry on. My youngest has just started at the same school in the same classroom, so it brings back memories, good and bad, which is very hard."



Because of Charlie's health, it's been several years since the family had been away somewhere. The last time they were on holiday all together, Charlie had to be rushed into hospital and, after that, his parents decided it was just too risky to attempt again.

So when they were referred to Family Holiday Charity by Heart Heroes, Rob and Jordan wanted to offer their other children a change of environment after the trauma of losing Charlie.



"We just wanted to make sure that the kids had a good time and focus on them really."

"They wanted to go to a party which they haven't been able to do for a long long time. We loved watching them have a good time and not have to worry about anything, just letting them be free and run around and be themselves.

"Being away from home in a different area takes the stress away from life. Even just three or four days to reset our batteries helped us to try and reform the family as much as we can."

The difference a holiday makes to wellbeing

Wellbeing is a key quality of life indicator. The Office of National Statistics (ONS) produce national data sets for wellbeing around a number of key areas as part of their Annual Population Survey.

We have started asking families questions around wellbeing based on these same ONS questions both before and after a holiday, so we can look at the links between tourism and wellbeing more closely.



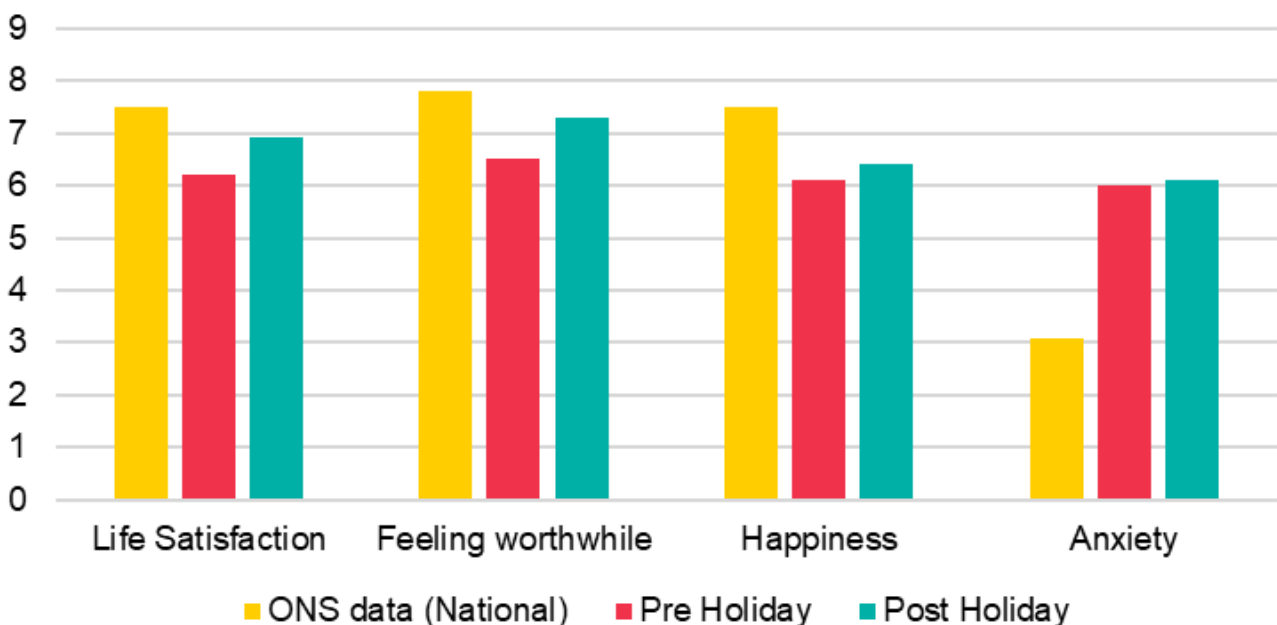
The questions ask families to rate themselves on a scale for how they feel about their life satisfaction, that the things they do in life are worthwhile, overall happiness, and their anxiety.

***After the holiday, 80% of families improved in at least one of the ONS wellbeing measures.**

The results are startling - a holiday drastically transforms a family's feeling of life satisfaction, feeling worthwhile and being happy.

The graph below shows how families feel before and after a holiday, compared with national data sets.

You'll notice that anxiety has increased by a very small percentage. The majority of families we support to have a holiday do experience anxiety deeply, and this is an area we will continue to monitor.



Wellbeing and anticipation

We are keen that there's a sense of anticipation and excitement about holidays - particularly when we know that other parts of family life are stressful.

Our data shows that there's a strong sense of anticipation for both adults and children, and the feeling doesn't end when the holiday does.

Sense of excitement:

| | |
|---|-----|
| The parents, guardians and carers going on holiday are excited about going on the holiday | 96% |
| The children going on holiday are excited about going on holiday | 99% |



Sense of anticipation:

| | |
|---|------|
| The parents, guardians and carers going on holiday are looking forward to the holiday | 100% |
| The children going on holiday are looking forward to the holiday | 99% |



Given the high pre-holiday levels of anxiety among families, its also important to check in and find out if the holiday anticipation itself is a source of stress. The support provided seems to mitigate this.

| | |
|---|-----|
| The help and support you have been provided in relation to the holiday has helped reduce the stress of going away | 94% |
|---|-----|



Improvement in mental health:

We also ask questions about self-reported improvements in mental health as a result of the holiday.

| | |
|---|-----|
| While on holiday, we as parents/carers felt our mental health improved. | 78% |
| While on holiday, our children's mental health improved | 88% |



Tammy's Story



"As a single, working mum to two boys with additional needs and my own health issues, life can feel overwhelming. Most days, it's a challenge just to hold everything together, let alone plan something like a holiday. Knowing my mum and dad could join us was such a relief.

"In the lead-up, Matthew, who is awaiting an autism diagnosis and relies on routine, struggled with the change. Elliot is autistic and has ADHD had the opposite reaction and was so excited he risked being overwhelmed.



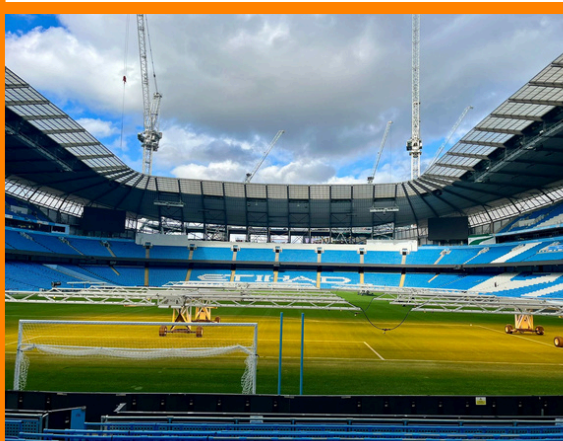
"The holiday wasn't just transformative for the boys - it was a much-needed break for all of us."

"Something wonderful happened on holiday - Elliot was like a new person. He's usually my wee shadow, but he felt comfortable enough to spend time with his grandparents and even slept through the night, something he rarely does. And for me that meant precious one-on-one time with Matthew.

"With three adults around, Matthew didn't need to take on a caring role for his younger brother - he could just enjoy being a little boy."

"My favourite memory was standing under a café canopy, sharing doughnuts in the rain. We were all so happy - just to be outside, in the fresh air, enjoying each other's company. Something we'd never do in our daily lives.

"This holiday didn't just give us memories - it deepened our family connections."



"Football has become a shared passion for us, and it's something that's brought us even closer together.

"My mum now sees my struggles clearly and offers empathy where it's most needed. Understanding can make all the difference when you are facing challenging times."



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