Logo

Description automatically generatedA logo with a cartoon apple

Description automatically generated**A black background with white text

Description automatically generated**

**Provider Toolkit**

**March 2024**

**For more information contact:**

bethany.higgins@activeessex.org

holly.adams@activeessex.org

**Welcome to Essex ActivAte!**

As a trusted and valued partner of Essex ActivAte, we wanted to share important information around the Holiday Activity and Food programme, which will support children and young people, through physical activity, enrichment, food education and a nutritious meal, helping to get children active and reduce holiday hunger.

We hope that you will agree this is an important time for our county and our system, and we know you will help play a vital role in helping us disseminate the messaging and status of the programme out to families, groups and organisations.

**Background**

Essex ActivAte is the name for the government/council funded holiday programmes run by Active Essex. During school half term breaks and main holidays, we work closely with you, across the county, to deliver free activity clubs to eligible children and young people.

The name Essex ActivAte sums up the key elements and main message of the programme – provision of activities and nutritious food for children and young people in Essex and Thurrock, aiming to support their physical, mental and social wellbeing through engagement in a wide variety of free activities.

Read more [here.](https://www.activeessex.org/children-young-people/essex-activate/explained/)

**Target Audiences**

Essex ActivAte is aimed at two main target audiences:

* Parents of children and young people who are eligible or receive benefit based free school meals
* Parents of children and young people from ‘income-related’ benefits households/families

Furthermore, we offer support to families across the county who may not be eligible or qualify for activity clubs, but require further signposting to other activities, resources and guidance.

We also encourage positive behaviours in families to lead a healthy, active lifestyle, aligning with the messaging of the Find Your Active campaign, led by Active Essex, which you can read about [here.](https://www.activeessex.org/find-your-active)

**Holiday Activity and Food programme vs. Half Term programme**

Essex ActivAte offer two main programmes to help support young people and families outside of term time.

HAF Main Holidays

The Department for Education’s HAF programme runs during the Easter, Summer and Winter holidays, and is primarily aimed at school-aged children who receive benefits based free school meals during term time (85% of club spaces).

Limited spaces are offered to young people who’re from ‘low-income’ working households or families on ‘income-related’ benefits. (15% of club spaces).

Essex ActivAte Half Term Breaks

Half term programmes run during smaller school breaks in February, May and October and are primarily funded by Essex County Council. As the Essex ActivAte half term programme is solely funded by Essex County Council, unfortunately there will be no clubs run in Thurrock.

Half term club spaces are split 50/50 between young people who are eligible for benefit based free school meals and children who are from ‘low-income’ households.

Find out more on booking processes, HAF guidance and your delivery [here.](https://www.activeessex.org/wp-content/uploads/2023/10/Essex-ActivAte-Webinar-Presentation-2024-2025-compressed.pdf)

**Communications**

Marketing Materials

We will provide digital marketing materials for you to use and share such as logos, posters, flyers and social assets, ahead of each half term and holiday programme, to help you advertise your clubs. You will be able to access these on the [Partner Hub here.](https://www.activeessex.org/children-young-people/essex-activate/communications-hub/)

You can use your own posters and visuals to promote your offer, although as a minimum requirement, we ask you to add the Essex ActivAte logo to each of your marketing materials, to show parents that you are part of the Essex ActivAte HAF programme.

We recommend you amplify your HAF provision locally, by attending community events and speaking to families, building relationships with local schools, and building an online presence, to show what you can offer eligible families.

Social Content

We ask you to follow our social media channels and share our posts as much as possible, to reach new and existing target audiences.

Tag **@EssexActivAte** on Facebook, Twitter and Instagram so we can re-share your posts to show our target audiences what activities your clubs offer young people.

We encourage you to use the hashtag **#HAF2024** during the HAF Easter, summer and winter school holidays, as the Department of Education will be monitoring these posts and it will also help market your provision.

We encourage you to use the hashtag **#EssexActivAte** during the half term breaks in February, May and October, as the team will be able to see your club offer and we can re-share your posts to help market your provision as well.

Social media copy for HAF holidays

**Before bookings go live**

*Bookings for our funded, @EssexActivAte holiday clubs go live on [X]!* *🤸 #HAF2024*

*If your child is eligible for benefit based free school meals, you will book using your HolidayActivities voucher code from the [X], or alternatively, you can contact us to book your child a space at our activity club!*

*Find out more:* [*https://www.activeessex.org/children-young-people/essex-activate/*](https://www.activeessex.org/children-young-people/essex-activate/)

**When bookings go live**

*We are offering funded holiday club spaces with @EssexActivAte that are now live to book! 🤸 #HAF2024*

*Eligible children can be booked a space at our activity clubs using your HolidayActivities voucher code, which you will be emailed from your school. If you have not received a voucher code and feel you require support from one of our clubs, head over to the @EssexActivAte website where you can book onto a local club.*

*Find out more:* [*https://www.activeessex.org/children-young-people/essex-activate/holiday-club/*](https://www.activeessex.org/children-young-people/essex-activate/holiday-club/)

Social media copy for Essex ActivAte half term breaks

**Before bookings go live**

*Our half term activity clubs with @EssexActivAte go live to book on [X] at 12pm midday! 🤸 You will not need a HolidayActivities voucher to book on, eligible children and young people can be booked on directly over on the #EssexActivAte website*

*Find out more:* [*https://www.activeessex.org/children-young-people/essex-activate/*](https://www.activeessex.org/children-young-people/essex-activate/)

**When bookings go live**

*Our half term activity clubs are now live to book with @EssexActivAte! 🤸*

*You will not receive or need a HolidayActivities voucher code to book onto our clubs, simply head over to the #EssexActivAte website to find a local club near you and book a space!*

*Book here:* [*https://www.activeessex.org/children-young-people/essex-activate/halfterm-club/*](https://www.activeessex.org/children-young-people/essex-activate/halfterm-club/)

**Timeless social media copy**

To be posted in between half term and holidays if applicable. Please adjust accordingly.

* *Come and join our activity clubs! We are offering exciting activities such as [X], [X], and [X], supporting eligible young peoples physical, mental and social wellbeing with @EssexActivAte!  
    
  Find out more:* [*https://www.activeessex.org/children-young-people/essex-activate/explained/*](https://www.activeessex.org/children-young-people/essex-activate/explained/)
* *We are an @EssexActivAte provider that [insert a bit about you], helping to support families and children’s physical and mental wellbeing through activities such as [X], [X] and [X]!  
    
  Find out more: [link to your website or Essex ActivAte website].*

**We will be updating this toolkit throughout the next year with new content and new prepared social media posts. So, please do keep looking back.**