



Helping children and young people  
**GET ACTIVE | GET CREATIVE | GET COOKING**

### Thank you for choosing to endorse the Essex ActivAte programme!

Essex ActivAte is the name for the Holiday Activity and Food programme across Essex and Thurrock, run by Active Essex, Essex County Council and Thurrock Council, on behalf of the Department for Education. During school holidays, locally trusted organisations offer free, engaging activities, food education and nutritious meals to support children and young people's physical and mental wellbeing, as well as reduce holiday hunger. School aged children can be booked onto primary, secondary, specialist SEND, youth and mental wellbeing clubs.

Children and young people who are eligible or receive pupil premium, benefit based free school meals or income-related benefits can book a free place at activity clubs, although, clubs may offer discretionary paid places and paid for places, so there is something for everyone at an Essex ActivAte club!

We would welcome your support in sharing social content around this initiative (pre-written copy and images have been produced for you to utilise), as well as sample newsletter and website copy, helping to promote this opportunity to wider audiences. Alternatively, if you are able to download and share our poster across your facilities, together we can support parents, carers and families who need it the most.

Click the button below to find out more about Essex Activate.

READ MORE >>

Read more about the Department for Education's, Holiday Activity and Food (HAF) programme below.

READ MORE >>

If you have any questions about the marketing and communication resources/toolkits, or would like to be removed from our database, please contact Beth Higgins on [bethany.higgins@activeessex.org](mailto:bethany.higgins@activeessex.org)

[www.activeessex.org](http://www.activeessex.org)



EssexActivAte

SCAN ME





## NEWSLETTER AND WEBSITE COPY

Funded by Department for Education and Essex County Council, Essex ActivAte is the name for the Holiday Activity and Food programme (HAF) that offers engaging holiday clubs and free activities run by local club providers across Essex and Thurrock.

Parents/carers of school aged children are invited to book onto primary, secondary, specialist SEND, mental wellbeing and youth clubs that offer different activities such as sports, arts and crafts, outdoor adventures, cooking and more, to support young people's wellbeing. Nutritious meals, snacks and food education are also offered, helping to reduce holiday hunger.

As well as activity clubs, Essex ActivAte offer free resources, tips, guidance and support on their family support hub, to help make term times a little easier!

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

## SOCIAL MEDIA EXAMPLE COPY

### Ahead of clubs going live

@EssexActivAte is the name for the government funded holiday programmes run by @ActiveEssex. During school holidays, they work with local organisations to deliver free, holiday clubs and activities, helping to support the wellbeing of eligible children and young people across #Essex and #Thurrock! 🏹 As well as activity clubs, Essex ActivAte offer free resources, tips, guidance and support on their family support hub, to help make term times a little easier!

Discover more here: [www.activeessex.org/children-young-people/essex-activate/](http://www.activeessex.org/children-young-people/essex-activate/)

or

Do you need support during the school holidays? Then look no further! @EssexActivAte work with local organisations to offer funded holiday clubs and free activities, as well as online resources to help support young children. Eligible children can be booked onto free activity clubs, although, clubs may offer discretionary paid places and paid for places, so there is something for everyone at an Essex ActivAte club! 🏹

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

### When clubs bookings are live

Holiday clubs are now live to book with @EssexActivAte! 🏹 Local club providers are offering free activities and a nutritious meal for eligible children and young people, helping to support families' and young people's physical, mental and social wellbeing, during the school holidays.

Head over to their website to find out how to book on: [www.activeessex.org/children-young-people/essex-activate/](http://www.activeessex.org/children-young-people/essex-activate/)

Our [Partner Hub](#) has plenty of social media assets, images, flyers and posters for you to utilise and print if needed. If you wish to request any further resources or materials, please contact Beth Higgins on [bethany.higgins@activeessex.org](mailto:bethany.higgins@activeessex.org)

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