



Provider Half Term Toolkit

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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 **half term programmes**, 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 to half term programmes

Half term programmes are not funded by the Department for Education, and are funded mainly by Essex County Council, and run in February, May and October.

Due to half terms only running for a week, delivery partners will offer an average of three club sessions, therefore spaces are limited for young people and provided for those most in need.

As the Essex ActivAte half term programme is funded by Essex County Council, there will be no clubs in Thurrock.

50% of funded spaces must be allocated to children on income related free school meals, and 50% for children who are from low-income households.

Target Audiences

Essex ActivAte is aimed at two main target audiences:

- Parents of children and young people who are eligible or receive income related 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](#).

Booking System

The HolidayActivities booking system will **NOT** be used during half term programmes and you will be expected to set up your own booking processes.

Families will contact you directly to book children free spaces at your half term clubs by self-certifying, and will NOT receive a voucher code to book spaces.

Your booking links will be advertised and promoted through the Essex ActivAte Played Activity Finder, as well as through your own online channels.

You are in charge of monitoring and promoting your club sessions.

Played Activity Finder – Active Essex Website

The Active Essex Activity Finder, also known as ‘Played’, will showcase your half term club sessions as well as contact information and booking links, so eligible families can book children free spaces.

You will be sent support and guidance in uploading your club information ahead of your delivery.

Take a look at the Activity Finder support pages [here](#).

Failure to participate in using the programme systems may result in a lack of spaces filled and future funding may be refused.

Communications

Marketing Materials

We will provide marketing materials for you to use and share such as logos and social assets, to help you advertise your clubs. You will be able to access these on the [Partner Hub here](#).

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 half term logo to each of your marketing materials, to show families that you are part of the Essex ActivAte programme, which you can also download on our Partner Hub.

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** and/or **@ActiveEssex** on Facebook 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 **#EssexActivAte** so we can share your posts, and it will also help market your provision.

Timeless social media copy

Before bookings go live

Bookings for free, @EssexActivAte half term clubs go live on [X]! 🏹 #EssexActivAte

If your child is eligible for income related free school meals, and you'd like to know more about how we can support you, get in touch today!

Find out more: <https://www.activeessex.org/children-young-people/essex-activate/>

When bookings go live

We are offering free half term club spaces with @EssexActivAte that are now live to book! 🏹 #EssexActivAte

Eligible children can be booked a space at our activity clubs over on the Essex ActivAte website here: <https://www.activeessex.org/children-young-people/essex-activate/>

Timeless social media copy

To be posted in between 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/>

- *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.