

Summer HAF Comms Information – Delivery Partners

Marketing and Communications

To reach and engage as many eligible children and young people as possible, we highly recommend you promote your holiday club provisions all year round. You can find all marketing materials for you to use and share such as logos, posters, flyers and social assets, as well as programme toolkits, to help advertise your clubs.

You will be able to access these on the [Partner Hub here](#).

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

Follow us on Facebook and Instagram [@EssexActivAte](#)

HolidayActivities Booking System

The same as Easter, we now ask you to set up your summer club provision on the HolidayActivities booking platform, ready for bookings to go live to families on Friday 20th June at 12pm lunchtime.

All eligible families whose children qualify for income related free school meals, will be emailed a HolidayActivities voucher code to the parent/guardians' email address, which they will use to book free spaces at holiday clubs. Please encourage families to look out for their voucher codes which will be emailed from hello@holidayactivities.

Active Essex 'Played' Activity Finder

Also the same as Easter, we ask you to upload your holiday club sessions onto the 'Played' system, to show your provisions to **ALL** Essex and Thurrock residents. We recommend you using the same information you have put on your HolidayActivities platform, so it is consistent.

Please note, when uploading your activity sessions to the 'Played' Activity Finder, we strongly recommend the following:

- **Use your own** club logo as the profile image, or images of children at your clubs to show your unique club offer and who you are.
- Make sure the title of your club is the name of **your** business or club e.g. 'Changing Lives' or 'ATF'
- Add as much detail to your profile about you and your club sessions as possible
- Remember to add in times and days into the 'Schedule', so your sessions show on the activity finder
- Also please remember to select 'Essex Activate Summer HAF Programme' when uploading
- Failure to upload your club sessions onto 'Played' will result in your club not being promoted by Essex ActivAte on their website and social media channels

Please find the support guide to help you upload your sessions here: <https://atlas-kb.com/played/categories/562717-essex-activate>

There is also a 'Support' chat box to help you, if you require any further help.

Please note, this is not a booking system platform, but primarily an information page that Essex ActivAte will share on their website and social media channels, for families to view.