

# SUMMER COMMUNITY EVENTS

#HAF2025

This summer, Essex ActivAte partnered with organisations across Greater Essex to deliver fun and engaging community events, inviting local families and friends along to parks, town centres and venues to celebrate the six weeks holidays.

Activities included summer fete stalls, bouncy castles, DJs, dancing, circus skills, face painting, magic shows, smoothie bikes, skate park fun, basketball, cooking, garden games, teddy bear picnics, and more, to entertain all ages.



12,218

Children and families attended community events aimed at those receiving income-related free school meals



8,145

Were eligible children for the Essex ActivAte programme



38

Community events across Greater Essex

## Breakdown of community event locations across Greater Essex

- 7 in Basildon
- 2 in Braintree
- 4 in Brentwood
- 3 in Castlepoint
- 1 in Chelmsford
- 2 in Colchester
- 3 in Epping
- 1 in Harlow
- 4 in Rochford
- 1 in Tendring
- 1 in Uttlesford
- 1 in Maldon
- 7 in Thurrock



## Survey highlights



Children tried new activities, engaged in sports, and made new friendships



The events offered free food, allowing families to stay longer and enjoy quality time together



The events encouraged social interaction and continued participation in Essex ActivAte clubs



It increased awareness of Essex ActivAte clubs among families who were not previously informed or missed communications



## Key Learnings

- **Venue challenges:** Some parks had issues with litter and dog mess, and parking was difficult at certain locations. Volunteers were **needed** to help manage this.
- **Weather impact:** A few events were **affected** by rain, with only one needing to be cancelled due to a weather warning

“ The event offered a screen-free opportunity for kids to be active and creative with family and friends, encouraging fun memories. Parents appreciated the safe environment, and the event also helped strengthen local ties by bringing together families who might not usually interact.

- PROVIDER