



Thank you for choosing to endorse the Essex ActivAte programme!

Essex ActivAte is the name for the Holiday Activity and Food (HAF) programme delivered across Essex and Thurrock by Active Essex, Essex County Council and Thurrock Council on behalf of the Department for Education. During the main school holidays, children and young people can access free enriching activities, food education and nutritious meals through a network of trusted local providers, helping to support physical wellbeing, mental wellbeing and social connection. Activities are available across primary, secondary, specialist SEND, youth and wellbeing provision.

From September 2026, changes to Free School Meal eligibility mean that only children eligible for Targeted Free School Meals (FSM) will be able to access funded Essex ActivAte places. Children in receipt of Expanded FSM will continue to receive Free School Meals but will not be eligible for Essex ActivAte through the HAF programme. Read more [here](#).

We would welcome your support in helping raise awareness of these changes and the support available to eligible families. A range of ready-made communications resources are available, including social media content, graphics, newsletter copy and website text, to help you share consistent messages with your audiences. You can also download and display our promotional materials across your settings and networks to help ensure families understand the changes and can check their eligibility.

Click the button below to find out more about Essex ActivAte and access support resources.

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
or
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www.activeessex.org 🔍



EssexActivAte





NEWSLETTER AND WEBSITE COPY

Funded by the Department for Education, Essex ActivAte is the Holiday Activity and Food (HAF) programme offering free holiday clubs and activities for eligible children and young people across Essex and Thurrock. Activities include sports, arts and crafts, outdoor adventures, cooking, wellbeing activities and more, alongside free nutritious meals, snacks and food education.

From September 2026, Free School Meal eligibility is changing. While more families will qualify for Free School Meals, funded Essex ActivAte places will be available to children eligible for Targeted Free School Meals (FSM). Families are encouraged to check their eligibility and understand what support their child can access.

Alongside holiday clubs, Essex ActivAte also provides free resources, tips, guidance and support through its Family Support Hub to help families throughout the year.

Find out more: 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/

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/

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/

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 or Hannah from the Active Essex marketing team.

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