



# ESSEX ACTIVATE SUMMER ONBOARDING

Thurrock #HAF2024



# MORNING AGENDA

- » 9:30 - 10am: Networking
- » 10am - 10:15am: Welcome/Introductions
- » 10:15 - 11am: Workshop 1 - Sporting People
- » 11.00 - 11.15am: Q&A with Beth and Jane
- » 11.15 - 11.45am: Workshop 2 - Safeguarding with Cheryl
- » 11.45 - 12pm: Reflection and local insights
- » 12pm - Resource collection



Across an average of 8 days, we delivered and supported...



231

fun and engaging holiday clubs across Essex and Thurrock, offering activities such as multi-sports, arts and crafts, Easter egg hunts, baking and more

131

primary clubs for children aged 4-10 years

47

secondary clubs for young people aged 11-16 years

11

mixed clubs of primary and secondary children

24

specialist SEND clubs offering sensory sessions in smaller groups

18

mental wellbeing clubs for children to try new activities at their own pace

28,067

total attendances across Essex and Thurrock Easter HAF clubs

77%

club fill across Essex and Thurrock Easter HAF clubs

6,509

unique children engaged with an Easter HAF club

29% increase compared to Easter 2023

7% increase compared to Easter 2023



My children tried golfing for the first time, which I wouldn't otherwise be able to afford and I am extremely grateful they felt included and learnt new skills! The club were very kind and supportive and my children's self-esteem improved immensely. The activity also helped their communicational and adaptive skills.

— Parent from Basildon

I actually have no idea what I would do without the holiday clubs! The staff are so friendly and caring and my three children love going which makes my life even easier and supports my mental health. The fact that they get to try new activities is great!

— Parent from Chelmsford

Funded by  
Department for Education



Essex County Council  
ActiveEssex

# ESSEX & THURROCK EASTER HAF PROGRAMME 2024

We also provided and positively impacted...

8,000  
Oral Health Packs

Continuing to partner with Community Dental Services, children received oral health packs including a toothbrush, toothpaste and teeth cleaning chart to support families during the cost of living crisis and educate them about the importance of oral hygiene

74%

of parents explained that as a result of their children attending an Easter HAF club, they gained respite or worked more hours

62%

of parents explained that if their child was not attending an Easter HAF Club, they would be stuck at home

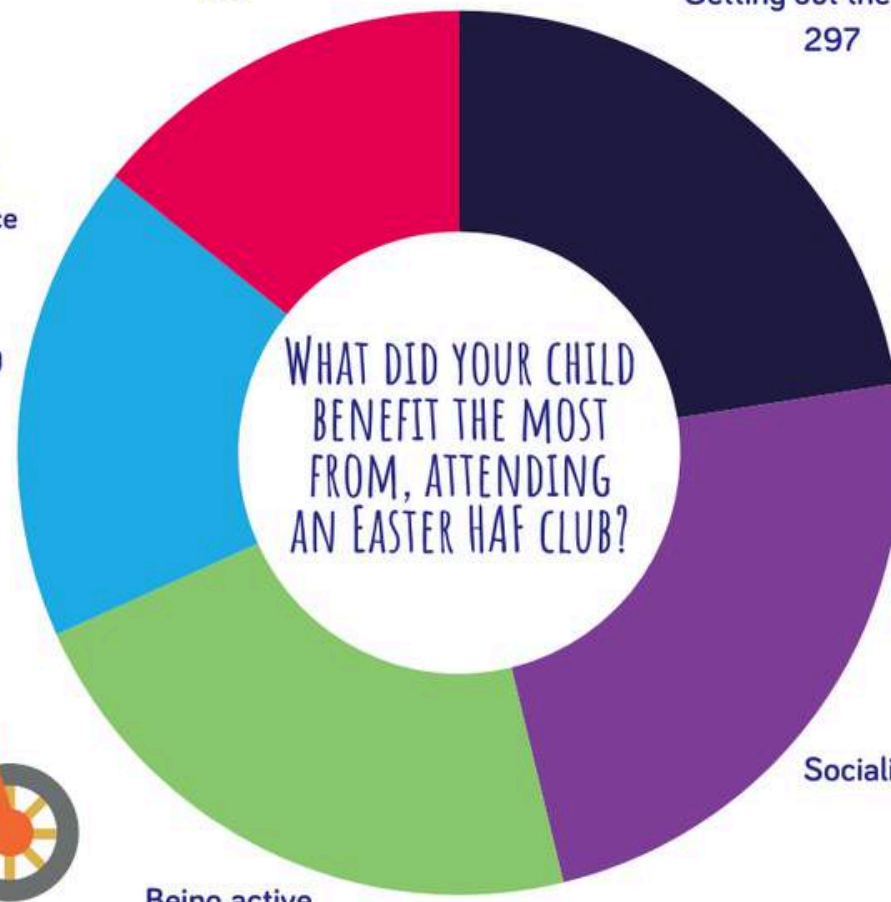
It was lovely to see my children meet new friends as they lack confidence around new people! Their ability to take part in the sports has improved which will help them with PE at school. We wouldn't be able to attend activities like these due to cost limitations. Having a club like this means I can spend time with my other children and make happy memories!

— Parent from Castle Point

Essex ActivAte offers my disabled son a place to be happy and be himself. He has found a club that he is excited to go to and enjoys being there! Having people that understand his disabilities has made everything easier! It also meant that his little sister, who's classed as a young carer could get some respite and 1:1 time with me, and I could also get things done at home!

— Parent from Uttlesford

Positive role model in coaches 188  
Getting out the house 297



WHAT DID YOUR CHILD BENEFIT THE MOST FROM, ATTENDING AN EASTER HAF CLUB?



Being active 291

\*334 parent survey responses collected

593 schools engaged to release HolidayActivities codes to families who receive benefit based free school meals

63% of HolidayActivities voucher codes were redeemed and used to book a child a space at an Easter HAF club

83% average attendance from child who were booked onto an Easter HAF club using their HolidayActivities voucher code

Highest across all local authorities delivering the HAF programme

99% of parents who completed the survey felt their child was safe at an Easter HAF club

88% of parents explained how Easter HAF clubs positively impacted them and their child's wellbeing

72% of parents who completed the Easter survey said that their child thoroughly enjoyed the physical activities on offer

42% of parents who completed the survey said their child was new to a HAF club this Easter





**SPORTING**  
P E O P L E

# SAFEGUARDING WORKSHOP

By Cheryl



# SAFEGUARDING

Some questions to consider as we discuss a real Essex ActivAte club safeguarding example...

How often do you and your staff carry out safeguarding training ?

What is your safeguarding experience ?

Do you know how to report a safeguarding concern ?

How often do you review and update your safeguarding policy ?



# ESSEX ACTIVATE CLUB SAFEGUARDING SCENARIO

It's a busy day at camp with over 40 children present, it's also one of the hottest days of the year and everyone is feeling a bit exhausted in the heat. You receive a call from one of your camp leaders to advise you that one of the children has told you, that another child has a knife on them and has made threats to another child.

**What would you do?**

# ESSEX ACTIVATE CLUB SAFEGUARDING SCENARIO

The club leaders identified the child with the knife and separated them from the other children to ensure the other children were safe, in doing this they discovered this child also had considerable amounts of money on them, £400-£500. The police have already been called and are on their way.

Is there anything else you would do upon finding the money?



## THE OUTCOME

- ✓ No knife was found on the child
- ✓ The money was a concern so the club reported the incident to the children and families hub (this is where incidents are recorded and referrals may be made to social care or family solutions if deemed necessary)
- ✓ The child in question was suspended from attending the club whilst the club and police investigated the incident
- ✓ The club spoke with the parents of all the other children in attendance to assure them the incident was dealt with accordingly and their children were not at risk
- ✓ Staff all undertook safeguarding refresher training
- ✓ Risk assessments revisited and safeguarding policy reviewed



High speed training offer training designed for anyone who works, or has contact with children & young people in a sporting or physical activity context, from grassroots to professional levels as well as parents/carers. A certificate is available on completion.

SCAN ME



<https://www.highspeedtraining.co.uk/courses/safeguarding/safeguarding-in-sport/>



# LOCAL INSIGHT



Giving valuable insight of local communities using data and exploring how it can be used to reach the right people

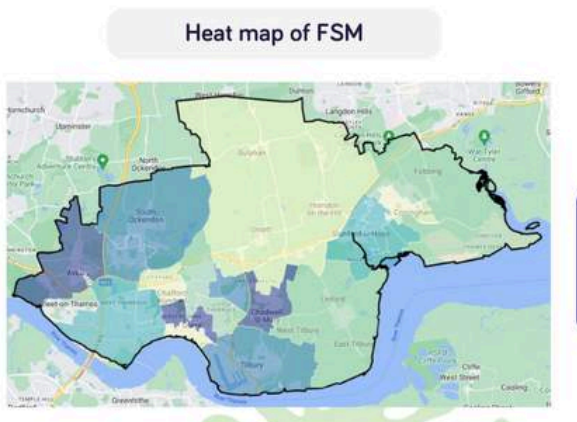
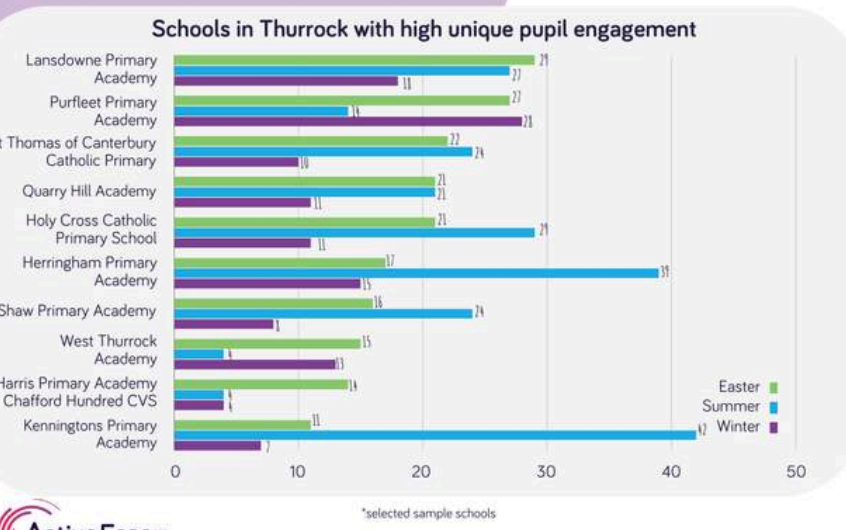
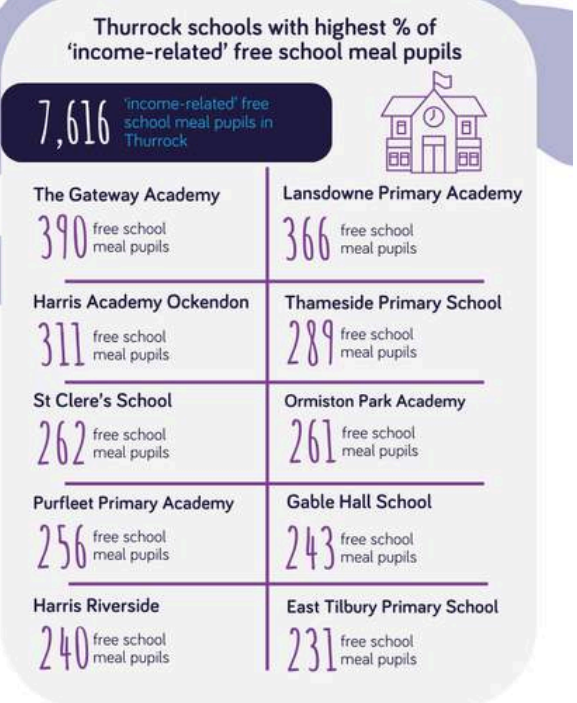
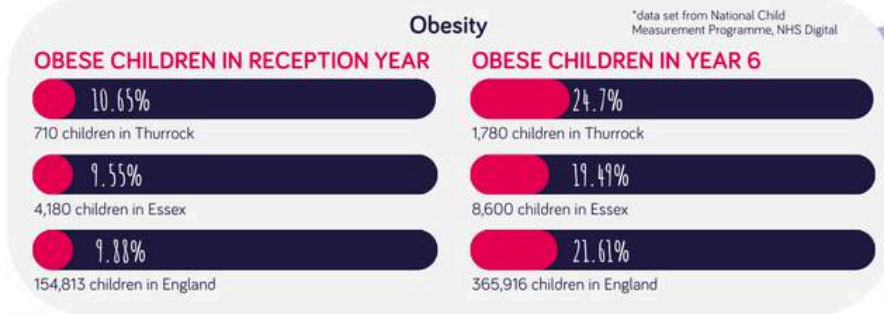
By Sarah

# LEARNING INTO ACTION - INSIGHT

A digital resource giving an overview of our places, that provides information to support prioritisation and utilisation of resources and shows the impact of the programme.



Thurrock



## Thurrock FSM School Stats

### 'Income-Related' Free School Meal Schools

School	FSM Number
The Gateway Academy	390
Lansdowne Primary Academy	366
Harris Academy Ockendon	311
Thameside Primary School	289
St Clare's School	262
Ormiston Park Academy	261
Purfleet Primary Academy	256
Gable Hall School	243
Harris Riverside	240
East Tilbury Primary School	231
The Hathaway Academy	214
ORTU Hassenbrook Academy	212
Tilbury Pioneer Academy	211
William Edwards School	202
Herringham Primary Academy	184
The Gateway Primary Free School	162
Harris Primary Academy Mayflower	160
Stifford Clays Primary School	159
Belmont Castle Academy	156
Harris Academy Chafford Hundred	152
Shaw Primary Academy	150
Woodside Academy	144
Somers Heath Primary	138
Quarry Hill Academy	134
West Thurrock Academy	132
Treetops School	122
Aveley Primary	121

### 'Income-Related' Free School Meal Schools

School	FSM Number
Grays Convent High School	120
Corringham Primary School	111
Tudor Court Primary	103
Benyon Primary School	100
Bonnygate Primary School	100
Dikes Academy	100
St Thomas of Canterbury Catholic Primary	100
Thames Park Secondary School	100
Giffards Primary	98
Deneholm Primary	95
Stanford Le Hope Primary Academy	95
Harris Primary Academy Chafford Hundred	89
Chadwell St Mary Primary School	87
Kenningtons Primary Academy	85
Abbots Hall Primary Academy	82
Graham James Primary Academy	81
Orsett Heath Academy	71
Arthur Bugler Primary School	59
St Mary's Catholic Primary School	52
Holy Cross Catholic Primary School	51
Treetops Free School	49
The Olive AP Academy Thurrock	41
St Joseph's Catholic Primary School	33
Warren Primary School	32
Horndon-On-The-Hill CofE Primary	27
Orsett C of E Primary	19
Beacon Hill Academy	18
Bulphan CofE Primary	16



## Thurrock School Stats

### Unique Pupil Engagement In Schools

School	Easter Release	Summer Release	Winter Release
Gable Hall School	#N/A	28	#N/A
Grays Convent High School	#N/A	6	#N/A
Harris Academy Chafford Hundred	#N/A	4	#N/A
Harris Academy Ockendon	#N/A	4	#N/A
Harris Riverside	#N/A	20	#N/A
Ormiston Park Academy	#N/A	20	#N/A
Orsett Heath Academy	#N/A	40	#N/A
ORTU Hassenbrook Academy	#N/A	16	#N/A
Thames Park Secondary School	#N/A	11	#N/A
The Hathaway Academy	#N/A	7	#N/A
The Olive AP Academy Thurrock	#N/A	#N/A	#N/A
William Edwards School	#N/A	1	#N/A
Somers Heath Primary School	#N/A	19	10
Harris Primary Academy Mayflower	#N/A	4	14
Stanford-Le-Hope Primary School	#N/A	20	5
Giffards Primary School	#N/A	26	3
Horndon-On-the-Hill CofE Primary School	#N/A	48	#N/A
The Gateway Primary Free School	#N/A	15	6
St Joseph's Catholic Primary School	#N/A	21	2
Belmont Castle Academy	35	#N/A	9
Dikes Academy	30	#N/A	6
Lansdowne Primary Academy	29	27	18
Purfleet Primary Academy	27	14	28
Thameside Primary School	26	#N/A	33
Tilbury Pioneer Academy	26	#N/A	10
Tudor Court Primary School	23	#N/A	10
St Thomas of Canterbury Catholic Primary School	22	24	10

### Unique Pupil Engagement In Schools

School	Easter Release	Summer Release	Winter Release
Quarry Hill Academy	21	21	11
Holy Cross Catholic Primary School	21	29	11
Chadwell St Mary Primary School	21	#N/A	15
Herringham Primary Academy	17	39	15
Shaw Primary Academy	16	24	8
East Tilbury Primary School and Nursery	16	#N/A	6
West Thurrock Academy	15	4	13
Stifford Clays Primary School	15	#N/A	16
Corringham Primary School	15	#N/A	14
Harris Primary Academy Chafford Hundred CSV	14	4	4
Woodside Academy	14	#N/A	5
Benyon Primary School	14	#N/A	8
Deneholm Primary School	12	#N/A	7
Kenningtons Primary Academy	11	42	7
Graham James Primary Academy	11	21	6
Treetops School	11	#N/A	7
St Mary's Catholic Primary School, Thurrock	11	11	6
Aveley Primary School	10	#N/A	5
Bonnygate Primary School	9	#N/A	10
Warren Primary School	9	12	6
Abbots Hall Primary School	9	#N/A	4
Arthur Bugler Primary School	6	#N/A	4
St Clare's School	4	29	5
Treetops Free School	3	11	3
Orsett Church of England Voluntary Aided Primary School	3	42	#N/A
Bulphan Church of England Academy	2	#N/A	#N/A



# SHARE CONNECT COLLABORATE FEEDBACK

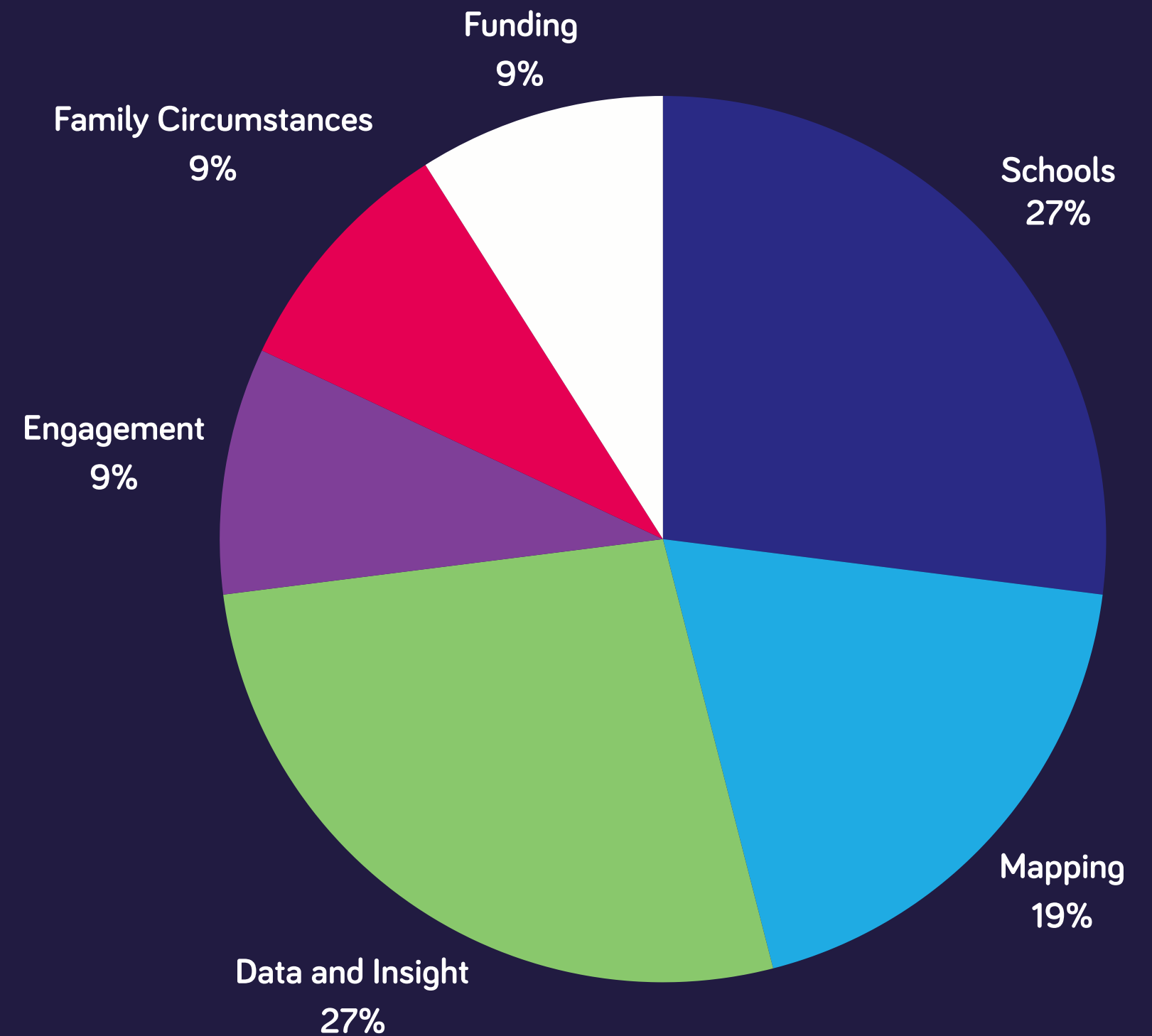
Six themes identified across four questions:

1 How valuable have you found the local insight packs?

2 Is there anything that has surprised you from the information?

3 Is there any other information you feel that could support you in reaching more families?

4 How can these insight packs or this information be used in reaching new families?



109

individual pieces of feedback across the 4 questions to create 6 themes

65

people attended across 60 organisations



# LEARNING INTO ACTION

How valuable have you found the insight packs?

## MAPPING

Where clubs are

Helps us target specific schools

Breaking into locality specific has been useful

Number comparison between localities

Heat map allows us to clearly see where families who can access holiday clubs might be

Living location vs school post codes was very useful

## FUNDING

Help leveraging extra funding

Funding from local authority to help with 15% places

## DATA AND INSIGHT

Seeing unique pupil engagement figures was useful

Easy to look and understand. Clear areas to look. Area breakdowns are a good insight.

Seeing number of eligible families

Interesting figures for how many eligible families

Valuable information and clearly communicated

Really helpful, felt that % of IRFSM more relevant than the number of children as this tells us more about the deprivation in the area & not size of school

Using information to know your community

Living out the county this information is helpful to gain inside knowledge of the community

Great level of detail around school numbers of IRFSM users and no of children engaged

Income related Free School Meal Data was useful

Great cross mix of data that crosses over and back up each element

## SCHOOLS

Good to use when speaking to schools

FSM data to help target schools

Interesting for planning schools' communication and tasters

Helpful to know best schools to contact & can use number to 'sell' clubs

Great so we can go back to the schools and push for the number of FSM to join

To know total student number to see how it compares – is it really a small school

Really useful to see the school engagement data so we know which schools to focus on increasing

# IS THERE ANYTHING THAT HAS SURPRISED YOU FROM THE INFORMATION?

## ENGAGEMENT

Surprised more children/families not engaged in the programme

The number of children booking then not attending

Surprised of the number of codes not redeemed, interested in information of redeemed and engaged

Surprised on engagement of some of the unique children per school with high FSM

## SCHOOLS

Number of children at high level IRFSM schools not accessing the programme

Unique Participants engaged per school

Surprised low engagement of some of the schools and level of FSM in some of the schools

Number or FSM eligible children across Essex

## FAMILY CIRCUMSTANCE

The chaos some of the families live in

Universal credit that are not FSM



# IS THERE ANY OTHER INFORMATION YOU FEEL THAT COULD SUPPORT YOU IN REACHING MORE FAMILIES?



## MAPPING

Where clubs are

Seeing schools on maps

Map of current HAF provision

Promotion of transport links around Essex to get to clubs

Targeted area data – addresses to target directly school clubs

## SYSTEM

Can insight of those unique children redeeming and not help with barriers of the booking system

Better booking system

Support around those that sign up but then don't attend

Parents not knowing how to access their code on the system

## DATA AND INSIGHT

FSM take up by year

Data around choice of activity and opportunities of provision

Obesity rates per school

Occupancy per year

Percentage of returning children

Why so many people sign up then don't show up, how can we get data or is their data available

Show progress from 2021 - 2024

Would like to see case studies

How far people are willing to travel and how they travel

Types of activities families would like

## SCHOOLS

Good to use when speaking to schools

FSM data to help target schools

Interesting for planning schools' communication and tasters

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Great so we can go back to the schools and push for the number of FSM to join

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# HOW CAN THE INSIGHT PACKS OR INFORMATION BE USED IN REACHING NEW FAMILIES?

## COMMUNITY ENGAGEMENT

Fun days in high IMD areas like community days and have the HAF clubs attending to see what is on offer

More posters in the local community such as flyer drops and marketing support

Postal drop, reach those engaging in education

Supermarket/promotion stall near high levels of FSM

Community stall in the high street, facebook community groups, local community centres, halls and local magazines

Using maps to do outreach in areas of IRFSM as in stalls or community days and local supermarkets

Local Magazine ads in high areas of IRFSM

Target drops by FSM address and working with local parish councils

## SCHOOLS

Can help in planning schools' communications and tasters

Advertising in schools/school connections given to HAF providers

HAF team into school's quick chat to staff/parent workshops

Information day for teachers/families to come hear what is on offer

Assembly at schools/quick session of what happens at a HAF club

School fayres and events



# FROM THE FEEDBACK GIVEN WE HAVE DONE THE FOLLOWING...

## Marketing



Targeted Magazine Ads with Vision Magazine, Keep It Local and Look Mag



2 weeks of paid Facebook ads reaching over 23k residents across Essex & Thurrock - retarget for another 2 weeks just before holidays



Printing of multiple flyers for team to use at local events to reach eligible families

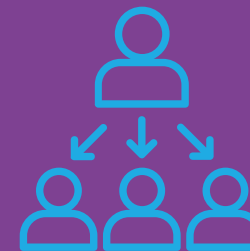


Summer press release to increase brand awareness and promote the HAF offer



Highlighting and focusing on the parent journey to ensure families know how to claim and use their **HolidayActivities voucher code**

## HAF Team



Representation at SEND local offer



Consistent communications with schools through their newsletters

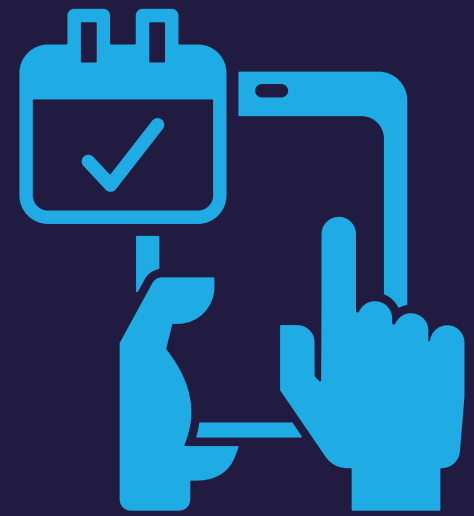


Attending local events and school fetes to promote the HAF offer in local areas



Attendance at PTA meetings

# THURROCK TO DATE



Summer bookings currently (15/07): 6,485

Summer bookings total last year (15/07): 9,872



Summer unique currently (15/07): 558

Summer unique last year: 860

**SCAN ME**



Over the last few months, what marketing or local networking have you done to help increase reach and engagement ahead of your summer offer?

Slido Code: #4140935



# TOP TIPS



## Social Media

Follow our social media channels and share our posts! Tag @EssexActivAte and use the hashtag #HAF2024



## Reach New Audiences

Form new partnerships to extend your reach and benefit all parties involved



## Reciprocal Marketing

Establish marketing arrangements with organisations and services that reach our key audiences



## Network Development

Utilise your professional networks to amplify your voice and identify contacts who can help extend your reach



## Local Assets

Leverage local assets to connect with your target audiences - identify gaps and refine your messaging to maximise impact



## Utilise Resources

Check in with your locality lead to explore new opportunities using the local insight tool



## School Engagement

Establish key contacts within schools to highlight the Essex ActivAte's impact and benefits for local families



## Partner Hub

Use resources, assets and flyers to promote Essex ActivAte and show the parent booking journey through [HolidayActivities](#)



Are you delivering information in a way your audience prefers? Consider using plain English, clear visuals, and offering both digital and non-digital formats

# ESSEX ACTIVATE PARTNER HUB

SCAN ME



## #EssexActivAte and #HAF2024

Be sure to **sign up to our newsletter** and keep in the loop about key HAF information, guidance, training, funding opportunities and more!

Funded by



### HAF Key Information, Guidance & Criteria

Here you will find our key information, guidance and criteria. This will help you to understand what makes up our Essex ActivAte HAF programme along with the Department for Education guidelines. Here you will find information on what you're a part of, how you can achieve it and how to keep updated with all things Essex ActivAte.

[View more](#)



### Marketing and Communications Hub

Take a look at our Essex ActivAte communications hub. This page will help support the promotion of your clubs including details on wording, branding, marketing guidelines, photo permissions and assets ready for you to use.

[View more](#)



### Enrichment and Resources

Find inspiration and resources and external contacts to expand your clubs enrichment offer. From fun videos and online activities, to creative worksheets and group activity ideas, you can combine this with use of our Activity Packs and external visitors, and you'll never run out of activity ideas!

[View more](#)



### SEND & Mental Wellbeing Support

To support all clubs within their delivery of SEND and Mental Wellbeing we've pulled together a range of guidance, resources and support for you to incorporate into your sessions and conversations with families.

[View more](#)



### Training & Support

We are pleased to announce a range of support, learning and development opportunities for all of your organisations to get involved in, in partnership with Sporting People!

[View more](#)



### Share Practices Blog

An opportunity for providers to upload and share plans, activities and opportunities that have worked well within their programme.

[View more](#)

# CONTACT US



[haf@activeessex.org](mailto:haf@activeessex.org)



[@EssexActivAte](https://www.instagram.com/EssexActivAte)



HAF Co-ordinator:

Nicky Smith: [nicola.smith5@activeessex.org](mailto:nicola.smith5@activeessex.org)

Mid Essex - Braintree/Chelmsford/Maldon

Chloe Hinds: [Chloe.Hinds@activeessex.org](mailto:Chloe.Hinds@activeessex.org)

West Essex - Harlow/Uttlesford/Epping

Emma Alderman: [Emma.Alderman@activeessex.org](mailto:Emma.Alderman@activeessex.org)

North Essex - Colchester/Tendring

Cheryl Lomas: [Cheryl.lomas@activeessex.org](mailto:Cheryl.lomas@activeessex.org)

South Essex - Castle Point/Rochford

Bash Mahmood: [Mobashar.mahmood@activeessex.org](mailto:Mobashar.mahmood@activeessex.org)

South West Essex - Basildon/Brentwood

Nina Head: [nina.head2@activeessex.org](mailto:nina.head2@activeessex.org)

South West Essex - Thurrock

Sarah Fry: [sarah.fry@activeessex.org](mailto:sarah.fry@activeessex.org)

HAF Admin

Kelly Brown: [kelly.brown2@activeessex.org](mailto:kelly.brown2@activeessex.org)

Marketing and Communications:

Beth Higgins: [bethany.higgins@activeessex.org](mailto:bethany.higgins@activeessex.org)