

HAF NEWSLETTER

08/11/24



Winter HAF Programme Key Info and Dates

- **Monday 25th November 12pm midday** - club information goes live on the Essex ActivAte website and **HolidayActivities** voucher codes get released and emailed/text to families who receive income-related free school meals
- Referrals can be submitted from **Monday 18th November** and outcomes can take up to seven days from the referral being made
- Our FREE Partner Hub is full of posters, photos, marketing and communications to help support the promotion of your delivery for holiday programmes and more. [Access them here.](#)

WONDE Booking System Support for Winter HAF Programme

- Each voucher sent out to eligible children will have 8 credits attached to it, allowing children to attend the club sessions, as well as any family experiences and hamper collections. The voucher will have text on it saying that children must attend two days at an Essex ActivAte club, to allow them to book a hamper collection slot. We do not expect the delivery partner to check this but please put this on your promotional material.
- Please ensure your club name on WONDE is the same as on your promotional material so that parents can search you easily.
- Make your club session names sound fun and exciting, including lots of descriptions and use photos where you can, to sell these sessions to parents' booking their children a space.
- WONDE now has the facility to allow you to add an extra 5 questions of your choice into the booking form.
- Include key detail about the SEND level of support you can offer. If you are unable to give 1 to 1 support, it's important that you make this clear. Pop a line in to say you are happy to take a higher level of SEND support if the parent or carer can stay with the child.
- Share the food menu and snack options in advance to encourage children to eat or try food that you are providing, rather than bringing a pack lunch. If they are bringing a pack lunch, put a note alongside it to encourage healthier options.
- If you are doing festive hampers, please list this as a separate session (30 Minute Hamper Collection) that the parents need to book with a HolidayActivities code. Please add a note to say 'Only available for children who have booked two or more face to face club sessions.'
- Hampers should contain quality, nutritious food or an activity for the children to do at home. The contents of the hamper should be listed on the WONDE booking platform so that parents know what to expect and prevent food wastage with low quality food hampers.
- If you have discussed a bespoke Family Experience with your Essex ActivAte locality lead, you may be requested to collect your registers manually and then feed back to your locality lead after the holidays. If this is the case, please make sure your register lists all children on FSM, the number of family members and those children from discretionary spaces (15% of your booking numbers) and how many family members.



Read more support
on the next page!



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WONDE Booking System Support for Winter HAF Programme (cont...)

- If you are delivering an offer for children of secondary age, please ask them to contact us at haf@activeessex.org to complete a self referral form for a booking code. We will send the code directly to the family, instead of the provider as many requested remained unused during the summer programme.
- Any secondary aged children who attended summer HAF clubs using their raised code, will automatically get sent a code for the winter HAF programme.
- Please ensure you have made reference to the Privacy Policy, No Show Policy and set your cancellation timings appropriately – Please ask WONDE or your Essex ActivAte lead if you are unsure of this.
- If you are not in a position to check bookings regularly over the winter holidays to accept cancellations, we highly recommend that you use the toggle to accept all cancellation requests automatically. This will prevent parents from constantly contacting you or emailing the Essex ActivAte inbox for a cancellation approval.
- Tick off your registers at the end of each day so we can report correctly on your data.
- Finally – if you have any questions regarding the WONDE booking platform or HolidayActivities codes, or wish to learn more about WONDE, please attend one of the regular drop in sessions ahead of winter delivery by [registering here](#).

HAF Marketing, Communications and Promotion Bitesize for Providers

This short presentation for providers from Childworks, who are the organisation who look after HAF nationally, explores the importance of targeted marketing to communicate and promote HAF to different ages and audiences. The session includes an overview of the purpose and benefits of marketing, with examples of good practice. The recording features a provider who share their approach to promotion and managing attendance, to understand what works well and they use local connections and social media platforms to successfully promote their activities.

[Access the video here.](#)

Further Funding and Opportunities

Interested in further funding, training or learning workshops? Look no further! We want to ensure you, our locally trusted organisations, are kept in the loop with the latest funding opportunities and wider training and development courses available, to help enhance your skills, as well as families and young people across the county.

[Click here to view further funding and opportunities.](#)

