



Provider Toolkit March 2025

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Welcome to Essex ActivAte!

As a trusted and valued partner of Essex ActivAte, we wanted to share important information around the Holiday Activity and Food (HAF) programme, which will support children and young people, through physical activity, enrichment, food education and a nutritious meal, helping to get children active and reduce holiday hunger.

We hope that you will agree this is an important time for our county and our system, and we know you will help play a vital role in helping us disseminate the messaging and status of the programme out to families, groups and organisations.

Background

Essex ActivAte is the name for the Department for Education's funded, Holiday Activity and Food programme run by Active Essex. During school holidays, we work closely with local organisations across the county, to deliver fun and engaging clubs and free activities to eligible children and young people.

The name Essex ActivAte sums up the key elements and main message of the programme – provision of activities and nutritious food for children and young people in Essex and Thurrock, aiming to support their physical, mental and social wellbeing through engagement in a wide variety of free activities.

Read more [here](#).

The HAF programmes run during the Easter, summer and winter holidays, and is primarily aimed at school-aged children (4-16 years) who receive pupil premium, or income related free school meals during term time.

Limited spaces are offered to young people who're from low-income working households or families on 'income-related' benefits.

Find out more on HAF guidance and your delivery [here](#).

Target Audiences

Essex ActivAte is aimed at two main target audiences:

- Parents of children and young people who are eligible or receive income related free school meals
- Parents of children and young people from 'income-related' benefits households/families



Furthermore, we offer support to families across the county who may not be eligible or qualify for activity clubs, but require further signposting to other activities, resources and guidance.

We also encourage positive behaviours in families to lead a healthy, active lifestyle, aligning with the messaging of the Find Your Active campaign, led by Active Essex, which you can read about [here](#).

Booking Systems

HolidayActivities

Essex ActivAte requires all delivery partners to use the FREE HolidayActivities central booking system during the holidays. After applying, partners will get setup guidance.

Vouchers with unique booking codes will be sent to eligible families roughly four weeks before each holiday, providing one voucher per child for free local holiday club spaces. Ongoing support and Q&A sessions will be available, and community drop-in sessions are recommended to help parents with the booking system.

Take a look at the HolidayActivities support pages [here](#).

Played Activity Finder – Active Essex Website

The Active Essex Activity Finder, also known as 'Played', will showcase your club information and highlight your provisions to families who do not receive a HolidayActivities voucher code. This is primarily an information page and **NOT** a booking page. Similar to your HolidayActivities profile, you will be asked to upload all club information.

You will be sent support and guidance in uploading your club information ahead of your delivery.

Take a look at the Played support pages [here](#).

Failure to participate in using the programme systems may result in a lack of spaces filled and future funding may be refused.



Communications

Marketing Materials

We will provide digital marketing materials for you to use and share such as logos, posters, flyers and social assets, ahead of holiday programmes, to help you advertise your clubs. You will be able to access these on the [Partner Hub here](#).

You can use your own posters and visuals to promote your offer, although as a minimum requirement, we ask you to add the Essex ActivAte logo to each of your marketing materials, to show families that you are part of the Essex ActivAte HAF programme.

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

Social Content

We ask you to follow our social media channels and share our posts as much as possible, to reach new and existing target audiences.

Tag **@EssexActivAte and/or @ActiveEssex** on Facebook and Instagram so we can re-share your posts to show our target audiences what activities your clubs offer young people.

We encourage you to use the hashtag **#HAF2025** during the programmes, as the Department for Education will be monitoring these posts, and it will also help market your provision.

Timeless social media copy

Before bookings go live

Bookings for free, @EssexActivAte holiday club spaces go live on [X]! 🏹 #HAF2025

If your child is eligible for income related free school meals, you will book using your emailed HolidayActivities voucher code or contact us to find our more information about activity club!

Find out more: <https://www.activeessex.org/children-young-people/essex-activate/>

When bookings go live

We are offering free holiday club spaces with @EssexActivAte that are now live to book! 🏹 #HAF2025

Eligible children can be booked a space at our activity clubs using your emailed HolidayActivities voucher code from your child's school. If you have not received a voucher code and feel you require support from one of our clubs, get in touch!

Find out more: <https://www.activeessex.org/children-young-people/essex-activate/>



Timeless social media copy

To be posted in between holidays if applicable. Please adjust accordingly.

- *Come and join our activity clubs! We are offering exciting activities such as [X], [X], and [X], supporting eligible young peoples physical, mental and social wellbeing with @EssexActivAte!*

Find out more: <https://www.activeessex.org/children-young-people/essex-activate/explained/>

- *We are an @EssexActivAte provider that [insert a bit about you], helping to support families and children's physical and mental wellbeing through activities such as [X], [X] and [X]!*

Find out more: [link to your website or Essex ActivAte website].

We will be updating this toolkit throughout the next year with new content and new prepared social media posts. So, please do keep looking back.