



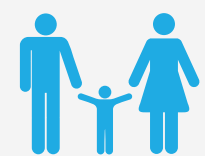
MARKETING AND PROMOTIONS

Essex ActivAte's main aim is to support families and communities through engaging activities, accessible resources, and nutritious meals. Marketing and communications are key to ensuring we reach those who can benefit most from our programme.

KEY FOCUSES

-  The HolidayActivities voucher code parent journey
-  Increasing reach and engagement of the programme

KEY TARGET AUDIENCES



Partners/carers



Communities



Schools



Stakeholders



HOW DO WE REACH AND ENGAGE OUR TARGET AUDIENCES?



HELPING CHILDREN AND YOUNG PEOPLE
GET ACTIVE | GET CREATIVE | GET COOKING

*FREE HOLIDAY CLUBS FOR CHILDREN AND YOUNG PEOPLE ACROSS ESSEX AND THURROCK THIS SUMMER!



Scan the QR code to find out more about free, local clubs near you and how to book on!



*Our clubs are government funded for children on benefits based free school meals or from low income working families

activeessex.org



FEEDBACK FROM FAMILIES

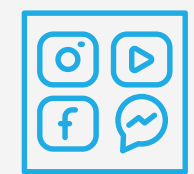
#NAF2024

Our son loves this club and has attended for years! I don't know how we'd get through the holidays without it! JTD is very well run and organised, and the staff always go above and beyond. I cannot thank them enough, as we rely on their activities in the holidays. The activities get more fun and better each year. The care is incredible as it's so hard to find for my SEND child. I value JTD and cannot thank them enough for the help and support they provide!

— Parent from Thurrock

Helping children and young people
GET ACTIVE | GET CREATIVE | GET COOKING

Some of our marketing methods



Social media and paid ads



Sharing feedback and storytelling



Printed materials - flyers/posters



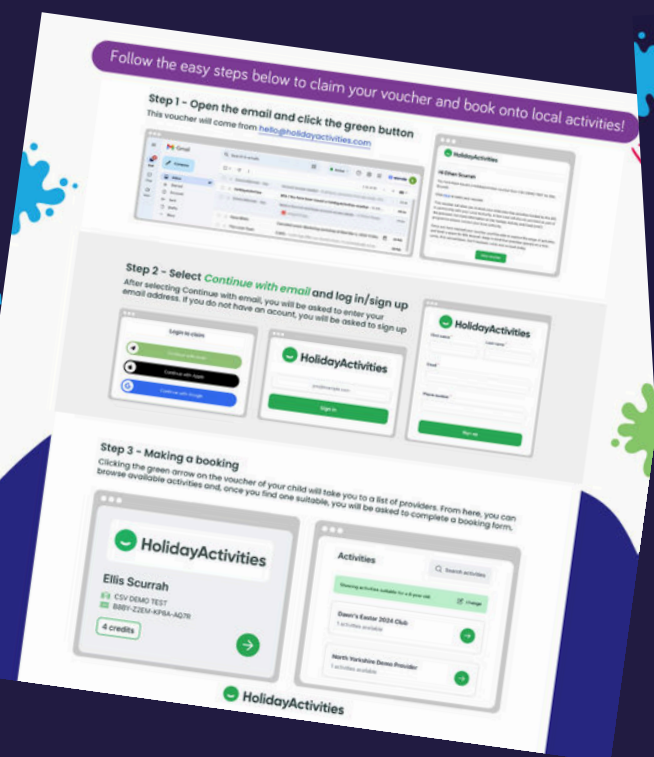
Newsletters, blogs and press releases



Community events and school relationships



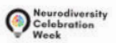
Bus stop and radio adverts



A spooktacular half term with Essex ActivAte!

Nearly 100 activity clubs provided a memorable half term for young people this October! Funded by Essex County Council and through the Essex ActivAte programme, club providers across the county were able to offer free spaces and activities, helping to support families and keep children engaged, active and during the week break.

Over 2,400 young people attended an Essex ActivAte half term club and took part in seasonal activities, helping to improve their physical and mental wellbeing also provided valuable opportunities for social interaction, boosting their confidence, and encouraging teamwork and creativity through pumpkin picking, outdoor play, colouring, crafts, baking and much more.



WHAT CAN YOU DO?

The Essex ActivAte programme provides a fantastic opportunity for eligible families to access enriching activities and healthy meals during the holidays. To maximise participation, here are key ways to help you market and promote your offer:

KEY MESSAGING

- ✓ Highlight your unique provision and the fun and exciting activities that you offer for children and young people to enjoy
- ✓ Emphasise the provision of healthy meals and snacks that can support families during holidays financially
- ✓ Continue to use the HolidayActivities voucher code messaging and not 'WONDE' to ensure families have a smooth booking process

SCAN ME



Don't forget to utilise the Essex ActivAte Partner Hub, which provides resources for delivery partners, including government guidance, training, and marketing tools!

ENGAGE DIGITALLY

- Use social media platforms like Facebook, Instagram and TikTok to share posts, photos, and videos of your activities
- Create eye-catching graphics and use the hashtags #EssexActivAte and #HAF2025
- Utilise targeted social media ads to reach families in your local area
- Create Facebook or Whatsapp parent groups to keep families connected

COLLABORATE LOCALLY

- Partner with schools to distribute flyers and letters to eligible families and build relationships
- Work with community centers, libraries, and food banks to help speak to families
- Attend local community events to directly engage with families and talk about the ActivAte offer

PRINT MATERIALS

- Create your own or use our flyers to do leaflet drops to houses in your local areas
- Contact local magazine agencies or newspapers to add in your own advertisements
- Display posters/flyers on local school, community and supermarket noticeboards, as well as in GP surgeries and other places families may attend

TELL A STORY

- Share feedback and success stories from young people who have attended your clubs to build trust
- Create short videos or reels showcasing children enjoying activities and meals, to help promote your provision
- Use vibrant, eye-catching graphics in all promotional materials, as well as the correct branding