



ESSEX ACTIVATE 2024/2025



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



ESSEX ACTIVATE EXPLAINED

Essex ActivAte is the name for the government/council funded holiday programmes run by Active Essex. During school half term and holidays, we work with a network of locally trusted organisations across the county to deliver free, activity clubs.

Our activity clubs support school aged children (4-16yrs) who are eligible for benefits based free school meals, or from 'low-income' working families, also a small number of other eligible groups.

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

Find out more about our programmes [here](#).



ESSEX ACTIVATE PROGRAMMES

HOLIDAY PROGRAMMES (HAF)

- Department for Education's holiday activity and food (HAF) programme runs during the easter, summer and winter holidays
- The HAF programmes are mainly aimed at children who are eligible for benefit based free school meals and 85% of funded spaces must be allocated to these young people
- 15% of funded spaces are to allocated for children who do not qualify for free school meals, however they would benefit from attending the club. This could be children in care, referrals from secondary services, children at risk of harm

HALF TERM PROGRAMMES

- Funded by Essex County Council, half term programmes run in February, May/June and October
- Due to smaller half terms only running for a week, clubs offer sessions for about 2-3 days on average, therefore spaces are limited and provided for those most in need
- As the Essex ActivAte half term programme is funded by Essex County Council, there will be no clubs run across Thurrock
- 50% of funded spaces must be allocated to children on benefits based free school meals, and 50% for families on 'low incomes'

HAF GUIDANCE

- ➡ Receiving healthy and nutritious meals
- ➡ Maintaining a healthy level of physical activity
- ➡ Being happy, having fun and meeting new friends
- ➡ Developing a greater understanding of food, nutrition and other health-related matters
- ➡ Taking part in fun and engaging activities that support their development
- ➡ Feeling safe and secure and getting access to the right support services
- ➡ Returning to school feeling engaged and ready to learn



HAF MINIMUM OFFER

HOLIDAY PROGRAMMES (HAF)

- ➡ Easter 2024 - 8 days for at least 4 hours a day
- ➡ Summer 2024 - 5 weeks of 4 days for at least 4 hours a day, plus an additional day a week with a food focus
- ➡ Winter 2024 - 4 days for at least 4 hours a day

HALF TERM PROGRAMMES

- ➡ May/June 2024 - 3 days for at least 4 hours a day
- ➡ October 2024 - 3 days for at least 4 hours a day
- ➡ February 2025 - 3 days for at least 4 hours a day



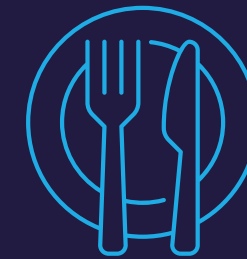
THE DELIVERY



Club's should be inclusive to all children, not just to those who receive a place funded by the HAF programme



Clubs are encouraged to, but is not mandatory, to have a paid offer alongside the HAF programme



Clubs must provide at least one meal a day, ideally a hot meal, unless circumstances of delivery make this difficult i.e. On a day trip or whilst on an outdoor activity



Clubs must deliver fun and enriching activities, including at least 60 minutes of physical activity, creative enrichment, experiences and free play



Clubs should increase the awareness of healthy lifestyles and eating, also positive behaviour



Supporting families through resources, guidance and signposting

FREE SCHOOL MEALS



In 2023, the number of children and young people on free school meals across Essex and Thurrock was

40,618



Increase of...



In 2024, the number of children and young people on free school meals across Essex and Thurrock is now

47,829

+ 7,211

We want our programmes to reach as many children and young people on free school meals around the county as possible, to ensure they receive support through physical activity, enrichment sessions, food education and a nutritious meal!



HOW TO APPLY FOR HAF 2024

1

Read the presentation and make yourself aware of the guidance on the government website prior to applying for funding

2

Attend one of the many Q&A sessions taking place between 6th - 24th November to ask any questions you may have

3

Apply for funding through Essex County Council's procurement website between 12pm noon on Monday 6th Nov until 12pm noon on Friday 24th Nov and guidance/instructions will be shared prior to anyone who has registered an interest

4

You will be applying for the 3 main holidays and the 3 half term breaks – you do not have to apply for all holidays individually

5

Procurement will score your application and then pass over to the Essex ActivAte team for a final review - the team will not have access to applications prior to the closing date

6

Each locality team member will contact you on the outcome of your application from Thursday 14th December



INSURANCES AND POLICIES

In your application, it is mandatory for your organisation to upload the following documents. Please make sure they're up to date and easy to read/access. Procurement will not pass your application without these documents.



Risk assessments

- Risk assessment for each venue



Contingency Plan

- Ensure continuous delivery if face-to-face clubs cannot be delivered E.g Remote sessions and food delivery



Insurances

- Employer and public liability as a minimum



Safeguarding and Operating Procedures

- Safeguarding policy must be submitted and in date
- Make yourself aware of Safe to Play.
- All staff must be DBS checked and DBS numbers must be available if requested



TRAINING AND SUPPORT

Active Essex believes that the people who advocate the importance of an active lifestyle, deliver physical activity, or are leaders in this space, are our most important and precious resource. All of these people, both volunteers and professionals, need to be recognised, supported, and developed so they can meet the changing needs of their audiences and communities.

WHY IS IT IMPORTANT?

We want to work with inclusive, people-centred, resilient and ambitious organisations who promote positive learning cultures, offering the workforce and participants a quality experience, free from harm. We want to hear how you support and develop staff and your ways of working to achieve this.



THE ASK FROM YOU

If you are successful in being an Essex ActivAte deliverer in 2024, we will require all providers to complete a self-assessment survey with your team, as a chance to reflect on the strengths and areas for improvement. Working alongside Sporting People, we will assess the collective learning and development needs, to ensure we can best support you and your colleagues over the year.

BOOKING SYSTEM AND PROCESSES

HOLIDAY PROGRAMMES (HAF)

For Easter, Summer and Winter main holidays (HAF), delivery partners will be expected to use the WONDE central booking system

New partners will be registered on confirmation of a successful application

This booking system is **FREE** to all HAF partners

Schools will release unique voucher codes to all eligible children on benefit based free school meals, which will allow parents to book through this system, onto your clubs

All locality leads will have access to the **WONDE** booking system in order to monitor bookings

HALF TERM PROGRAMMES

During smaller half term breaks, the WONDE booking system will not be used, and you will be expected to set up your own booking process

Your booking links will be advertised and promoted through the Essex ActivAte website

You are in charge of monitoring these bookings and promoting them as much as possible as well



SPECIALIST CLUBS AND SUPPORT



SEND SPECIALIST CLUBS

- SEND specialist clubs are expected to deliver the minimum offer in the guidance, however there is flexibility around this if needed to adapt to your provision
- Essex ActivAte work in partnership with the Short Breaks Team to ensure there isn't a crossover with the funding and families are getting the support that they need
- To support parents further when booking onto a SEND specialist club, we require you to show the SEND levels that your club accommodates



MENTAL WELLBEING CLUBS

- Mental wellbeing specialist clubs are expected to deliver the minimum offer in the guidance, however there is some flexibility around this if needed to adapt to your provision
- Mental wellbeing clubs should be smaller groups and a higher ratio of staff to ensure children get the right level of support and feels comfortable with their surroundings
- The clubs should allow parents or guardians to stay and support the child if needed, also accommodate families if they want to come and go, allowing the child to get used to the club and integrate into the social setting at their own pace

YOUTH SPECIALIST SUPPORT

- The Active Essex Foundation (AEF) is working closely with HAF to engage, increase and support new and existing organisations who're looking to deliver secondary aged intervention holiday projects
- Funding allows you to offer flexible and adaptable sessions to meet the needs of young people in the community who may be at risk and to prevent anti-social behaviour
- Successful applications will be either allocated into the main HAF provision or funded under the Active Essex Foundation



2024/2025 THEMES

Each half term and holiday programme will have one or more focus/theme to educate young people on different topics to further their learning. Resources may be provided and we will inform you of any actions ahead of your delivery. These themes are also subject to change depending on the programmes needs.

EASTER HOLIDAYS 2024

- Oral Health
- RideLondon Essex - Cycling Focus

SUMMER HOLIDAYS 2024

- Stay Well, Be Well (Epilepsy training for partner)
- Pen Pals
- Sun and Water Safety
- Essex Libraries - Summer Reading Challenge

WINTER HOLIDAYS 2024

- Warm spaces
- Festivities
- Family and christmas experiences
- Food hampers

MAY HALF TERM 2024

- Food focus and healthy eating (Diabetes awareness)

OCTOBER HALF TERM 2024

- Halloween and Autumn - seasons change
- Pollution and Climate Change (Asthma awareness)

FEBRUARY HALF TERM 2025

- Healthy Minds - Children's Mental Health Week



Core20PLUS5 is a national NHS England approach to support the reduction of health inequalities at both national and system level. The approach has now been adapted to apply to children and young people, therefore we have based some of our themes around this for 2024, find out more [here](#).

MARKETING AND COMMUNICATIONS



THE PARTNER HUB WILL OFFER YOU

- Guidance, resources and support
- Latest news/updates
- Logos, posters, social media images and wording
- Newsletters
- Recordings and important documents



SOCIAL MEDIA SUPPORT

- Follow us on our social media channels: Facebook, Instagram and X (Twitter) [@EssexActivAte](#)
- Main form of digital communications with parents, organisations and communities
- Share images/videos of your clubs and tag [@EssexActivAte](#) as much as possible!
- Share our posts when bookings are going live/are live to help fill your club spaces
- Use [#EssexActivAte](#) during smaller half terms (ECC funded)
- Use [#HAF2024](#) during easter, summer and winter holidays (DOE funded)



2024 FOCUSES/ACTIONS

- Brand awareness campaign and targeted approach to reach as many children on benefit based free school meals as possible
- Explore new marketing methods
- Storytelling and blogs
- Activity booklets – spring/summer and winter
- [#MoveWithUs](#) campaign
- HAF Celebration Event
- Essex Activity Awards

FOOD EDUCATION

Food is at the forefront of the holiday activity and food programme and the DOE have put even greater importance on every child receiving a nutritious, standard school meal at HAF clubs, helping to support families and reduce hunger poverty in young people.

THE ESSEX ACTIVATE PROGRAMME AIMS TOO...



Engage parents and children in food education at home to cook more healthy, nutritious meals through our recipes



Increase club engagement in food education, by sharing stories, pictures and recipes



Provide seasonal recipes, as well as offer 'Food Fridays' in the summer holidays as a club focus



Ministry Of Food training to be offered to all clubs, helping to support your food education offer



DATA AND EVALUATION



- At the end of each half term and holiday programme, it is a crucial requirement as part of your offer to fill in our parent and partner surveys
- Gives an insight and understanding of childrens and parents' club experiences
- The data provided allows us to report back to the DfE, Essex County Council, local authorities and wider stakeholders
- Visually shown through infographics and case studies, blogs and impact report/tool



- Surveys give us data such as total attendances, unique children engaged, BBFSM eligibility, primary/secondary ages and more
- Impact questions are also asked about wellbeing, how children benefit from our clubs and what they enjoyed most
- Take a look at our summer infographic [here](#).



CONTACT US



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