



Essex ActivAte 2023/2024



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



What is Essex ActivAte?

Essex ActivAte is the name for the Holiday Activity and Food (#HAF2023) programme across Essex and Thurrock, run by Active Essex, Essex County Council and Thurrock Council, on behalf of the Department for Education (DfE). The DfE HAF funding is allocated for three main school holidays Easter, Summer and Winter.

Funding is provided by Essex County Council to extend the Essex ActivAte offer to families who also require support during the shorter half terms such as February, May and October – most clubs deliver for three days during each half term.

The Essex ActivAte programme aims to support the physical, mental and social wellbeing of primary and secondary school children, through engagement in a wide variety of free activities, and provision of a nutritious, hot meal.

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



Who is eligible?



Essex County Council Funding

- * Funding smaller half term programmes in June, October and February
- * 50% of funded spaces must be allocated to children on benefits based free school meals, and 50% for families on low incomes who require support during the cost of living crisis

Holiday Activity and Food Programme Funding

- * Funding larger holiday programmes in Easter, Summer and Winter
- * 85% of funded spaces must be allocated to children on benefits based free school meals (BBFSM)
- * 15% of funded spaces are to be used 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 and low income families



To offer an experience that will result in children...

- * 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

Essex County Council Half Terms

- * May/June 2023 - 3 days for at least 4 hours a day
- * October 2023 - 3 days for at least 4 hours a day
- * February 2024 - 3 days for at least 4 hours a day

HAF Funded Holidays

- * Easter 2023 - 8 days for at least 4 hours a day
- * Summer 2023 - 5 weeks of 4 days for at least 4 hours a day, plus an additional day a week with a food focus
- * Winter 2023 - 7 days for at least 4 hours a day



Free School Meals



In 2022, the number of children and young people on free school meals was

37,649



Increase of...

+2,969



In 2023, the number of children and young people on free school meals is now

40,618

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



The Delivery



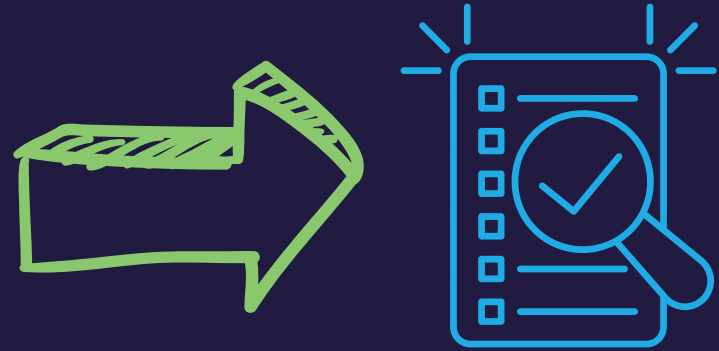
- * Club's should be open to all children, not just to those who receive a place funded by the HAF programme
- * Clubs are encouraged to have a paid offer alongside the HAF programme as well
- * Clubs must provide at least one meal a day, and ideally be a hot meal, unless circumstances of delivery make this difficult i.e. On a day trip or whilst on an outdoor activity
- * Should deliver fun and enriching activities, including at least 60 minutes of physical activity, creative enrichment, experiences and free play
- * Increase the awareness of healthy lifestyles and eating, also positive behaviour
- * Supporting families

The Application

- 1 Watch the webinar and read the guidance on the government website prior to applying for funding
- 2 Attend the drop in Q&A session on Monday 6th February at 12 noon to clarify any points
- 3 Apply for funding through the ECC procurement process between 30th January 2023 and 10th February 2023. Guidance and instructions will be shared prior to anyone who has registered an interest, also through our website and social media channels
- 4 You will be applying for the 3 main holidays and the 3 half terms – you do not have to apply for all holidays individually
- 5 Procurement will score the application and then pass over to the Essex ActivAte team
- 6 Each locality team member will contact you on the outcome of your application by 24th February



Insurances & Policies



Risk assessments

- Risk assessment for each venue
- Contingency plan



Photo Permissions

- Permission for Active Essex, ECC and providers



Insurances

- Employer and public liability as minimum



Safeguarding an Operating Procedures

- Quality Assurance Checklist
- Safe to Play
- DBS checks

Training and Support

What training support will I receive in 2023?

- Training Survey
- Funding opportunity for training for your team
- Mentoring support by your assistant relationship managers
- Series of Bitesize sessions found on our Partner Hub, as well as short sessions available to watch in your own time

Mental Health Training
Inclusion Awareness Training
Safeguarding
MH First Aid
Epilepsy & Seizure
Basic Food Hygiene
Safe to Play training
SEND Awareness Training
Introduction to Doorstep Sports
Managing Challenge Behaviour
Engaging/ Reaching your audience
Enrichment webinars
Food Education webinars

21

training courses were provided by external providers in 2022



WONDE Booking System

2022 VOUCHERS ONLY

- Wonde manages food vouchers on behalf of ECC for key holiday programmes (Easter, Summer and Winter)
- Direct access to every school in Essex & Thurrock, also their pupils on FSM
- Sending a voucher to EVERY child eligible for BBFSM
- This voucher is an email AND text message which will link to our booking site

2023 FULL BOOKING SYSTEM

- Full booking system in conjunction with D of E reporting – less reporting for providers which is compulsory
- This system is for FREE HAF, then your own method or system for paid places
- Map of clubs, link for club just one on our website, filter system – age, location, SEND etc, multi booking for parents
- Prevents double booking and clashes – provides a message
- Personalised landing page per club, image, blurb questionnaires, dietary requirements etc.
- Set for schools to order prior to release, then follow up prior to launch dates – all getting vouchers
- Wonde code is embedded in school comms – no need to collect, will do it on the system for you – only book via this method
- 15% and secondary - we will create your codes specifically for the amount for your club
- Onboarding and 1-1 support throughout whole process
- All locality leads will have access – and see all club numbers, bookings and reportings

SEND & Mental Wellbeing Clubs

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.
- To make the selection of clubs easier for parents, there is a filter on the website to identify the level of need that your club and staff have the training and capacity to accommodate.
- All of our Essex ActivAte clubs are expected to be inclusive and accommodate a low level of SEN. Training and the cost of additional staff will be available if the club needs it.
- 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.

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.
- The mental wellbeing clubs should be smaller groups and a higher ratio of staff to ensure the child gets the right level of support and feels comfortable their surroundings.
- The clubs should allow parents or guardians to stay and support the child if needed, also accommodate the families if they want to come and go, to allow the child to get used to the club and integrate into the social setting.



Active Essex Foundation

- The Active Essex Foundation (AEF) is working closely with HAF to engage, increase and support new and existing Local Trusted Organisations (LTO's) who're looking to deliver secondary age and/or *secondary intervention holiday projects.
- The funding provided allows us to offer flexible and adaptable sessions to meet the needs of young people and the community, and you need to deliver all elements within the requirements.
- Examples: reduced times, one-off sessions, new experiences, referral based, street food/ varied meal options, lower numbers, life skills and training sessions.
- ALL holiday club providers looking to offer secondary age and/or secondary intervention sessions will need to complete the HAF application process. After this stage, all successful applications, will be either allocated into the main HAF provision or funded under AEF.



Marketing and Communications

Partner Hub

- Information about the programme and marketing guidelines
- Ready made assets – can be customised
- Useful details and downloads – logos, posters, social media guidance
- Seasonal downloads: Spring, Summer and Winter logos and themed assets



Social Media

- Share images and tag @EssexActivAte as much as possible!
- We want to share your clubs on Facebook/Twitter with other partners and families to show what your club provides
- Share our posts when bookings are going live/are live to fill your club spaces as much as possible
- Use #EssexActivAte during smaller half terms (ECC solely funded) and use #HAF2023 during Easter, Summer and Christmas holidays (funding provided by DOE)



2023 Actions

- Setting up Essex ActivAte on Instagram
- Storytelling and blog focus
- Radio and bus stop ads
- Activity booklets – Spring, Summer and Winter
- New banners for clubs - Easter
- FYA Activity Finder – helping local families and residents find your clubs in your area
- Any big events/activities outside of HAF programme – we can help/support/share



2023/2024 Themes

More information will be shared via our partner hub, newsletters and ARM communication!

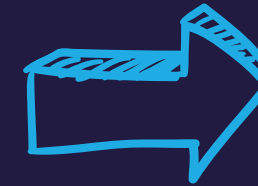
Easter Holidays

- RideLondon - Essex
- Oral Health
- Children Health Matters Guide



Summer Holidays

- Food Friday's
- Sun safety
- Summer Reading challenge
- National picnic month - July
- Water focus – hydration, water safety



Winter Holidays

- Warm spaces
- Festivities
- Family & Christmas experiences
- Food hampers

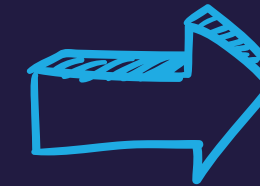
May Half Term

- Library awareness
- National Walking Month with The Daily Mile & Go Jaunty



October Half Term

- Go Green and the Environment
- Seasons change - Autumn



February Half Term

- Youth Mental Wellbeing – “be kind to yourself”

Food Education

- The DofE have put even greater importance on every child receiving a school meals standards meal which will be hot and nutritious.
- Engage parents in food education, as well as the children.
- Monthly cook alongs, regular recipes, and food friday's!
- Increased club engagement in food education, sharing stories, pictures and recipes.
- Ministry of food training to be offered to clubs.
- And finally with your help, we would like to create an ActivAte recipe book!



Easter Timeline 2023

Easter: Monday 3rd April – Friday 14th April
(Based on 2 weeks of delivery, 4 days)

Survey Planning



6th March

The evaluation will kick off with a comprehensive discussion around questions needed, comment fields, partner questions, and what worked etc.

External Content



13th March

From planning a survey will be drafted. We will then discuss what changes can be included from external content.

R&I Team Feedback



20th March

Working with the research and insight team to sign off and proceed with uploading survey on the impact tool.

Launch Survey



3rd April

Survey loaded and sent out via HAF Admin

Data Extraction



21st April

Deadline for partners and parents to send responses and to end power query connection. Responses extracted into impact evaluation tool.

Data and Insight



- The data provided gives us a range of qualitative and quantitative data that can be used in a wide range of reporting (DFE, Infographics, insight tool etc)
- We're able to gather data points such as total attendances, unique children engaged, BBFSM eligibility, and primary/secondary ages
- Using the parent survey allows us to collect feedback around children making use of the hot meal, supported parent and child mental wellbeing, physical activity levels, if they're new or have attended before, marketing research i.e. Where have they heard about the programme

Ofsted & Out Of School Alliance

Out Of School Alliance

Help and support for clubs

Ofsted

- Will your club need to be registered?
- What types of register and which do I join?
- What are the exemptions?
- What happens when I register?

Club Basics

- Out of school clubs
- Getting started
- DBS checks
- Qualifications and training
- Holiday and activity clubs

Club Know-How

- Your business
- Financial issues
- Staff and employment
- Ofsted

Members Lounge

- Paperwork library
- OOSA Forum
- OOSA Training
- Club chat
- Activity planning

Contact Us



Mid Essex - Braintree, Chelmsford, Maldon
Chloe Hinds: Chloe.Hinds@activeessex.org

West Essex - Harlow, Uttlesford, Epping
Emma Alderman: Emma.Alderman@activeessex.org

North Essex - Colchester, Tendring
Cheryl Lomas: Cheryl.lomas@activeessex.org

South Essex - Castlepoint, Rochford
Bash Mahmood: Mobashar.mahmood@activeessex.org

South West Essex - Basildon
Nicky Smith: Nicola.Smith5@essex.gov.uk

South West Essex - Brentwood and Thurrock
Mel Huggins: Melissa.Huggins@activeessex.org

Marketing & Comms: bethany.higgins@activeessex.org



@EssexActivAte



haf@activeessex.org