



## **Sheffield Healthy Holidays 2021**

### **Communications Plan –Key dates for central communications**

<u>Date</u>	<u>Activity</u>
Tuesday 13 <sup>th</sup> July	Summer 'Sheffield Healthy Holidays' website and booking system live
Tuesday 13 <sup>th</sup> July	Social media launch –twitter, facebook and Instagram launch
Friday 16 <sup>th</sup> July	Targeted Letter and activity booklet delivered to all FSM families (24,500 children)

**Direct communication to parents about the HAF programme**

**Letter and activity booklet**

Sheffield City Council

Leader: Councillor Terry Fox



{GUARD\_ADDRESS}

16th July 2021

Dear Parent/Carer

**SHEFFIELD HEALTHY HOLIDAYS' ACTIVITY PROGRAMME IS BACK!**

FREE ACTIVITIES for your child this summer - BOOK NOW at [www.sheffieldhealthyholidays.org](http://www.sheffieldhealthyholidays.org)  
All Sheffield children who are school age (reception to year 11) and eligible for free school meals can now choose from a huge range of fun activities happening across the city throughout the summer holidays - all completely free!

The activities, funded by the government's Holiday Activities and Food programme\*, include everything from sports and games, to music, science, arts and crafts so children can try lots of different sessions throughout the summer holidays, with specific sessions and support for children with SEND or additional needs. Alongside the fun, children will also receive a nutritious meal each day.

If you have any queries regarding the HAF programme, please contact the Holiday Activities and Food team on 0114 2039303.

We know that many families continue to face financial difficulties because of the pandemic. As part of our Covid19 emergency response, Sheffield City Council are again providing food vouchers for the Summer holiday for families who are eligible for Free School Meals. Families will receive a £90 food voucher per child, this will be sent in a separate letter with a unique redemption code.

Finally, did you know that families who are eligible for Universal Credit may be able to claim back up to 85% of their childcare costs? Please visit [www.gov.uk/help-with-childcare-costs/universal-credit](http://www.gov.uk/help-with-childcare-costs/universal-credit) to find out more.

Have a great summer!

Yours Sincerely

J. P. Dunn

Councillor Jayne Dunn

**Co-operative Executive Member for Education, Children and Families**  
**Councillor for Southey Ward**

*\*Sheffield City Council is working with local schools, voluntary and community organisations, and childcare providers to provide the Holiday Activities and Food (HAF) programme. The free places are funded by the Department for Education. Visit the government website for more information on the national programme.*



## Communications Guidance for Activity providers

The Sheffield HAF programme is delivered under the branding of Sheffield Healthy Holidays.

**Sheffield Healthy Holidays Branding - <https://sheffieldhealthyholidays.org/resources/>**

This is consistent branding used for the last 12 months and therefore we already have followers from our target audience on the website, twitter and Instagram

The logos for Sheffield Healthy Holidays are here:



The tag line for Sheffield Healthy Holidays is – Be active, eat well

We also use 4 themes on our website:

- Explore
- Create
- Eat well
- Move

These are useful descriptors for the variety of activities that may be delivered in one session and speak to the aims and objectives of HAF in a fun, simple language.

Mash productions have also produced some marketing templates that you can use- check the SHH website for attachments.

## Visual content - Healthy activities and FUN!

<https://sheffieldhealthyholidays.org/resources/>

A key theme in the visual content of the website, social media and activity booklets is FUN!

Using messaging and imagery that conveys the wider wellbeing benefits of young people's participation in HAF, i.e. fun activities, socialising with friends, building confidence. Think about what young people told us in the voice and engagement work. They valued the following:

1. **Good quality food and activities** – think about how you present this- describe the activities and be clear about what food is on offer- use images wherever you have them
2. **Use images and descriptions that feel friendly** and create an environment where young people will want to bring friends along/ meet friends.
3. **Young people told us to think about diversity of images**- for example younger and older children to indicate that it is for all children, not just younger children; children and young people from diverse ethnic backgrounds, to reflect the diversity of Sheffield's communities, and including images of children and young people of different physical abilities.

### 'The nuts and bolts'

#### Be clear about the practical arrangements

1. **Free cost and free transport**- make sure any fliers/ social media posts are clear that the activities are FREE and if you are offering transport, be clear about how free transport can be accessed.
2. Let people know **start and finish times** in advance
3. **Make sure the venue is easy to find and is accessible** and describe that in your communications
4. **Plan activities that are right for the age group** – be clear about the age groups that activities are designed for in your communications material

And don't forget to mention our funders



Department  
for Education

The Holiday Activities and Food (HAF) programme is  
funded by the Department for Education

## Useful social media handles and hashtags, for twitter, facebook and instagram



**#sheffieldhealthyholidays** is the twitter hashtag linking all the Sheffield activity- tag us in and we will share your activity, images and celebrate with children and young people.

**@shefhealthyhols** is the twitter handle for the Sheffield programme

**@sheffcouncil** is the twitter handle of Sheffield City Council

**#HAF2021** is the national programme hashtag to link in with HAF programme delivery

**@educationgovuk** is the twitter handle of the Department of Education (the department of government funding HAF)

### Facebook

**@sheffieldhealthyholidays** is the community page name on facebook- share your posts and news with us and we will re—share posts and help you boost your marketing and share your fun 😊

### Instagram

**@Sheffieldhealthyholidays** is our Instagram handle- please share your images with us

### Tips for creating and encouraging fun and effective social media posts include:

- Involving children and young people to take great photos/ make videos and have fun- the kids and young people are the experts in taking fun pictures, making short films- make the media post part of your activity
- Make sure you have permission from parents to share images and films on social media.
- Searching the hashtags above on Twitter or Instagram to take inspiration from the wide array of photo/ video-based content that was generated over last Summer.

The HAF team has set up a google drive where you can access documents /information – see link [https://drive.google.com/drive/folders/1j6BvYj\\_GBVJjN6TCTBDVs18QBtkqp3q0?usp=sharing](https://drive.google.com/drive/folders/1j6BvYj_GBVJjN6TCTBDVs18QBtkqp3q0?usp=sharing)

There are also useful resources to download on the website <https://sheffieldhealthyholidays.org/resources/>

