



South Tyneside Council



**FREE**

# Holiday Activities + Food

## Provider Communications Toolkit SUMMER 2025



Funded by:



**SEND**  
LOCAL OFFER



Congratulations on your successful application for funding for the HAF Programme and thank you for helping us to deliver an enriching programme of activities and healthy, nutritious meals for children and young people in South Tyneside.

## What is in the Provider Communications Toolkit?

This Provider Communications Toolkit provides you with some helpful information around promoting your activities and food offer.

## Let's share

We are all stronger together, and it would be great if we can all help to promote each other's offers.

Please email **HAF@southtyneside.gov.uk** to raise any operational queries with the team, or email **communications@southtyneside.gov.uk** with any communications issues.

For example, if you have an event that has space, let us know, and we can use everyone's communications channels to help spread the word. Don't forget to use all of your communication channels to promote HAF as much as possible, including sharing with staff and partners.

Communications should start from the launch date of **Tuesday 1 July**.

## Branding

We have developed a Holiday Activities and Food Summer 2025 brand and would be grateful if you could use it. This is so we promote consistent messages and to bring the offer together. If everyone puts their own leaflets and communications out, the public won't associate it with the same offer. It also ensures accessibility criteria is met.

The branding has been developed with both primary and secondary aged children in mind. These versions have been created to cater for different ages encouraging children and their families to take part in the programme.

The artwork is eye-catching, bright and colourful and includes three logos; South Tyneside Council, SEND Local Offer, and the Department for Education logo.





South Tyneside Council

# Holiday Activities + Food Summer

**FREE**

**MON 22ND JULY – SUN 1ST SEPTEMBER**

For young people aged 5-16 years (18 SEND) and in receipt of benefit related free school meals.

For more information and eligibility please call **0191 424 0118**, email **haf@southtyneside.gov.uk** or visit **www.southtyneside.gov.uk/holidayclub**

Booking is available from the 1st July at 3.30pm.

**TO BOOK  
SCAN ME**



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## Social media

All social media posts should use the hashtag **#HAF2025**

Where possible please tag in South Tyneside Council:

Facebook: **@STynesideCouncil**

Twitter: **@STyne\_Council**

Also tag in the Department for Education on Twitter, Facebook and Instagram: **@educationgovuk**

We have attached some sample social media posts you may want to use/adapt.

## Website

All information about the HAF Programme will be housed on the following web address:

**www.southtyneside.gov.uk/holidayclub**

This includes information about the HAF programme, eligibility criteria, useful information for parents/carers and will provide a link to our booking system - Plinth.

There is also a section on this webpage specifically for providers including information on the grant agreement and research and good practice. This webpage will be the one stop shop for the HAF programme so please direct people to this webpage for more information. If there is anything you think we should include on this webpage, please email **communications@southtyneside.gov.uk**

## Department for Education

The Department for Education logo must be on all main communications and/or the wording: Activities and food are funded by the Department for Education.

Funded By:



**Department  
for Education**

We will include a different format statement on all printed material to make sure people can request the information in different languages, Braille, large print, etc.

## Filming and photography

No filming or photography should take place without signed GDPR consent forms (this applies to both the public and staff). These are attached alongside this toolkit.

If you do film/photograph, we'd love it if you could send them to us, along with the consent forms.

We will aim to capture events as part of the programme and will be in touch to arrange this.

## Press

If you are contacted by the press, or would like to take part in a case study for press purposes, please email **press.enquiries@southtyneside.gov.uk**

## What you will receive to help with communications

Alongside this Provider Communications Toolkit is enclosed:

- Digital A4 Posters - to be displayed as soon as possible to promote the HAF programme. Please get in touch if you would like us to print copies for you.
- Artwork for social media
- Artwork for your websites
- Suggested content for web/emails
- Suggested social media posts
- GDPR consent form for photography/filming
- South Tyneside Council and Department for Education logos

If you would like any artwork in a different size, or would like the content of the artwork altering for your purpose, please send requests to [communications@southtyneside.gov.uk](mailto:communications@southtyneside.gov.uk)



## Evaluation

Due to GDPR and logistical issues of keeping information safe at events, we are not asking families to complete hard copy evaluation forms. However we will add an on-line evaluation survey link, post programme, to the HAF website and to the Council's Facebook page, where they can leave valuable feedback.

The Department for Education is collating metrics from Local Authorities. This includes social media activity (i.e. number of impressions and engagements, click throughs) and digital activity (i.e. click throughs on newsletters). If you have these tools and are able to send any metrics/evaluation at the end of the programme, we would be grateful if you could send these to [communications@southtyneside.gov.uk](mailto:communications@southtyneside.gov.uk)

## More information

If you need any clarity on communication for the HAF programme, please email [communications@southtyneside.gov.uk](mailto:communications@southtyneside.gov.uk) and mark your email for the attention of Lia Katopodis and we will be happy to help.