



## **Big Norfolk Easter Holiday Activity scheme – Booking now open!**

We're pleased to announce that booking is now open for Big Norfolk Holiday Fun. Activities will run across the Easter Holidays from 3 – 17 April. Families can now visit our [EveryMove activity finder](#) to search activities and make bookings.

Please support us by sharing Big Norfolk Holiday Fun information with eligible families.

Also please remember the scheme is also open to all vulnerable children regardless of their free school meal status. This includes for example young carers and refugees. Please refer any additional children that you'd like to recommend using the link here [Big Norfolk Holiday Fun: Information for Schools \(activenorfolk.org\)](#).

### **Helping you promote the scheme**

Don't forget we have a range of free promotional marketing tools to help you get the message out to your free school meal eligible families.

Materials include

- Promotional playground banners and posters
- Printed or digital flyers to go home in book bags
- Newsletter copy and social media graphics

### **[Download the Big Norfolk Holiday Fun toolkit or order printed copies here](#)**

Now that booking is open, please encourage families to book activities by doing the following:

- sending the Big Holiday Fun pdf to all eligible families (find this in the school promotional toolkit )
- working with families you know who may struggle to make the booking themselves
- promote the scheme in your weekly school newsletter using the copy provided
- promote the scheme on your Facebook page using the social media images provided (or share Norfolk County Council's Facebook posts)

This year we've extended our offer with even more providers and activities available which is great news. On top of that we've secured more specialist SEN providers for 2023 giving us an even wider range of inclusive activities.

If you have any questions, please email the team on [bnhf@norfolk.gov.uk](mailto:bnhf@norfolk.gov.uk)

Thanks in advance for all your continued support.

Best wishes

### **Tim Eyres**

Assistant Director of Commissioning and Partnerships  
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