

Big Norfolk Summer Holiday Activity scheme – launching soon to families

The summer term is fast disappearing and it's time once again to launch our Big Norfolk Holiday fun scheme. We need your help as always to promote the scheme and we have plenty of marketing support materials available to help you do that.

Booking opens for parents on Monday 19th June via our Every Move activity finder. Summer activity dates are available from Monday 24 July right through until 3 Sept.

We've yet again extended our offer with over 100 more providers and some brand new activities available. On top of that we've secured a number of more specialist providers for 2023 giving us an even wider range of inclusive activities.

Helping you promote the scheme

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 promoter pack or order printed copies here](#)

Once booking opens please help us to encourage families to book by doing the following:

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

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

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