



Big Norfolk Holiday Fun

Help promote the scheme to families who receive benefits-related free school meals

We are now taking bookings for the Big Norfolk Holiday Fun Programme. Activities will run from the 07 - 17 April (excluding weekends and bank holidays). As always, we'll be working closely with you to ensure that families are engaged and excited about taking part. We're keen to encourage even more children who are in receipt of benefits-related free school meals to take part this Easter. We know you can help us do this.

Here is how you can help promote the programme:

- Send these flyers home with children who are eligible for benefits-related free school meals.
- Download the promotion pack. You can find images, copy and promotional materials that you can send out in emails and newsletters. Scan the promotional pack QR code to get started.
- Make your pastoral team and parent support advisor aware so they can work with families you know who may struggle to make the booking themselves. Scan the Every Move QR code to search and book BNHF activities.
- Remind families that Universal Free School Meals is not the same as benefits-related Free School Meals.
- Promote the scheme in your newsletters and Facebook page.



Promotion Pack



Every Move

Kind regards,

Emma Drake

Partnership and Programme Manager



Scan here for
updates on the
programme's funding

