

# EASTER HOLIDAY ACTIVITIES

## Easter Trail

Tuesday 2 April – Friday 12 April

All-day

Burgess Hill Town Centre

**Budget:** £350

**Books:** £266.84

**Sweet treats/ easter eggs:** £41.48

**Soft toys:** £13.97

**Total Expenditure:** £322.29

### **Aim:**

The aim of the Easter Trail was to create a free activity for children in the school holidays, whilst providing support for businesses in the local area.

### **Number of attendees:**

209 children handed in completed forms for the trail. Some families appear to have done the trail together, only handing in one form, rather than one per child.

### **Event breakdown:**

260 books were purchased ahead of the trail, as a prize for completion of the activity. Children were encouraged to collect their trail maps from the Help Point, follow the clues and return their map for a prize. Each child that completed a trail map could take one book and a sweet/ chocolate egg if permitted by their parents.

23 businesses participated in the trail, prompting the creation of two trail maps. One map was slightly longer than the other. Children could complete one, or both maps. Books were only available as a prize upon completion of the first trail.

The books bought were a range of picture books and some chapter books for older children. Interestingly, the chapter books were most popular, with many children saying that they read chapter books, even at age 6. This will mean that more chapter books will be bought for future trails.

Of the two maps, Map 2 proved more popular – the shorter of the two maps. 83 children completed Map 1 and 126 children completed Map 2.

Winners for the prize draw were picked at random from the completed trail maps and invited to collect their prize from the Help Point. There were three prize draw prizes available. Each winner received a soft toy and a small Easter egg.

### **Publicity:**

The event was promoted on our social media. Pictures were taken of the soft toy prizes (Derek the Donkey, Lola the Lamb and Bonnie the Bunny) around the town centre. Every post on social media linked back to the Town Council website, driving traffic to our page. Pictures were posted on Facebook, X and Instagram.

An article was placed in the About Town magazine, informing residents of the event. The event mailing list was also sent to all subscribers (over 400 residents). Information on the trail was sent out to those who had booked in to other events in the Easter holidays. When asking for feedback, we took the opportunity to give information on other events happening in the half-term.

Posters were placed in noticeboards around the town, and all participating shops had a QR code on their window graphic linking back to the Town Council website.

Posts were put out on social media during and after the event, including pictures of the prize draw winners collecting their prize.

## Sports Sessions

**Budget:** £500

**Tennis:** £270

**Triangle sessions:** £150

**Total Expenditure:** £420

### **Aim:**

The aim of the Easter sports sessions was to encourage children to get active during the school holidays, whilst providing free activities for children and families.

### **Booking process:**

All sports sessions were bookable through Ticketsource. Tennis was publicised separately from the sessions at the Triangle, but all were bookable through the same system.

Families were asked to only book children into one of the three available sports sessions. Most seemed to find this straightforward but there were a few families who had booked into more than one session. Any duplicates were emailed with a deadline for confirmation of which booking they would like to keep. On the rare occasion we did not receive a response, we would pick a booking at random to cancel and email the attendee to confirm.

### Tennis

Wednesday 3 April and Wednesday 10 April      10 – 11:30am      St John's Park

### **Number of attendees:**

There were four sessions available across two days – each session could take 20 children, with a total capacity of 80.

All sessions were fully booked in advance of the event.

Day 1 only 20 children turned up across both sessions (on this day there was significant rain, which would have impacted some families showing up). Day 2 approximately 35 of 40 children turned up on the day.

### **Event breakdown:**

2 coaches were hired to provide four sessions of 40-minutes, across two days, in the

Easter holiday.

Families could book tickets in advance, and there was not capacity for on-the-day arrivals. This was to ensure that the number of children per coach was adhered to, allowing for a safe learning environment.

Day 1 – rain impeded the attendance at the session, but children still turned up and feedback from parents was good.

Day 2 – more children showed up on the day, likely due to improved weather. Feedback was positive.

When booking, parents were asked for children's ages. For tennis the breakdown was as follows:

Date	3 – 7	8 – 11	12+
<b>3 April</b>	25	13	2
<b>10 April</b>	23	15	1

### Sessions at the Triangle

Tuesday 2 April and Friday 5 April 10am – 2pm The Triangle Leisure Centre

#### Number of attendees:

There were four sessions across two days, each with a capacity of 16 children – 64 children total. All sessions were fully booked in advance.

Day 1 – 9 attended in each session, total of 18 children.

The Triangle did not give exact numbers for Day 2 but indicated that attendance was good.

#### Event breakdown:

Sessions of badminton and gymnastics were offered to children at the Triangle Leisure Centre. The Town Council paid for coaches and the Triangle gave their hall space free-of-charge for the event. Families could book tickets in advance, and there was not capacity for on-the-day arrivals. This was to ensure that the number of children per coach was adhered to, allowing for a safe learning environment.

Each session was one hour long, with gymnastics running from 10 -11am and badminton from 1 – 2pm.

When booking, parents were asked for children's ages. For these sessions the breakdown was as follows:

Date	3 – 7	8 – 11	12+
<b>2 April</b>	18	13	2
<b>5 April</b>	20	8	0

#### Publicity of Sports Sessions:

Tennis, badminton and gymnastics were promoted on social media, via our events mailing list, a press release and in the noticeboards around the town. Tickets sold out within a week, so publicity was clearly successful.

Pictures of sessions were posted online following the event, with a request for feedback.

### Feedback on events:

Responses on the Google feedback form and on social media were all very positive. With events happening every day in the holidays, there were a lot of activities for parents to leave feedback for. Attendees for all bookable events were sent an email following the event to request feedback.

### Tennis

***“Great session! Great instructor”***

***“Staff were friendly and kids loved it”***

***“Amazing, thank you for organising it. My little one loved it.”***

### Gymnastics and Badminton

***“Our boys were really engaged, facilities/equipment were great, group size felt spot-on. Wendy and Stuart lead the session through really well - 100% prepared with a great structure well timed. Really pleasantly surprised! Grateful my boys had this opportunity, for free, to have a go at a new thing. Really impressed.”***

***“The activity was engaging and kept my child interested for the full hour. He wanted to come back again the following day! It helped us to decide whether our son like gymnastics and wanted to do more.”***

***“Instructors were great”***

***“Very attentive staff in both sessions and not crowded”***

***“Daughter enjoyed the session, well run by the two triangle staff, children got to use all equipment.”***

***“The coach, Wendy, was amazing. She made the children feel comfortable and they learnt so much in the session.”***

***“Daughter really enjoyed. Very well organised.”***

***“My daughter enjoyed the small group”***

***“The session was fun and encouraging”***

***“Daughter really enjoyed the gymnastics. Well supervised and variety of elements.”***

### Easter Trail

***“We did it as a group with 5 kids and they loved running from shop to shop finding the eggs in the window and the added bonus was they got a book and some sweets at the end of it. Really well done, it’s a fantastic thing for the kids to do x”***

***“It was brilliant!! Thank you for having older books!!!! Brilliant fun!”***

***“My 4-year-old grandson did it with his mummy and he loved it.😊😊”***

**Molly Devine**

**Events, Communications and Administration Officer**

