

Ealing Council
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29th March 2021

Dear Parent/Carer

This Easter, all children and young people who are in receipt of benefits-related free school meals will be invited to take part in Ealing's Holiday Activities and Food Programme (Ealing HAF).

The programme is funded by the Department for Education and provides free holiday provision, including creative, physical and healthy food activities which are available online and some are taking place face to face.



To find out about this programme, and to find about activities running this Easter visit [Ealing Holiday Activities and Food \(HAF\) Programme | Ealing Directory \(ealingfamiliesdirectory.org.uk\)](https://ealingfamiliesdirectory.org.uk)

Holiday Activities Token

As part of the Holiday Activities and Food Programme, children and young people who are in receipt of benefits-related free school meals linked to family income, will also receive a Holiday Activities Token with a value of £10, which can be used at a number of designated retailers to help buy materials so that your child can have fun joining in our Easter Holiday activities. Please note: The Holiday Activities Token is not related to the Extended Covid Winter Grant Scheme voucher.

How to redeem your token

1. Blackhawk Network will email you a 16-18 digit code. This will be sent to the email address your child's school has on their records. Please keep an eye on your inbox and check your junk or spam folder.
2. If we do not hold an email address for you, your code will be texted or posted to you.
3. Once you have received your code via email, click 'Redeem'. Alternatively, go to ealingcouncil.select-your-reward.co.uk and type in your unique code on the homepage and click 'Redeem'
4. Make your selection and click 'Checkout'
5. Enter a valid email address where your confirmation and voucher will be sent.
6. Review and accept the terms and conditions before placing your order.
7. Once you have placed your order, your voucher will be emailed to you within 24 hours.
8. You can use your voucher either online, in store or both. This depends on the retailer and information on this can be found within the T&C's when selecting the retailer of your choice.

Where can I use the token?

You can choose where you use your token to buy materials. The token can be used at the following retailers: Argos, Decathlon, National Book Token, National Trust, The Entertainer, Tesco, Morrisons, Aldi, Sainsburys and Asda. Prices vary from one place to another so you might want to consider comparing prices for the items you need before deciding which retailer to use. We have some tips further below on how you can use your token.

Need help?

If you have any questions, please refer to the frequently asked questions on the website as these may provide the answers that you need: ealingcouncil.select-your-reward.co.uk/Faqs

If you have not received a voucher code by 7th April 2021, please check your junk or spam mailbox folder. Otherwise, please complete the online contact form at : ealingcouncil.select-your-reward.co.uk/ContactUs

Please do not contact your school directly regarding your token.

Top Tips - how you can spend your token

For keen artists

You can create your own art pack so you can get involved in making different crafts. You can choose coloured pencils or felt tip pens, glue stick, coloured card, string or coloured wool, or even a canvas and some paint.



If you're keen on sport and fitness

You can pick up a football to take to the park

- Skipping ropes are a good way to do aerobic exercise
- A frisbee is a great way to have fun with others
- If you enjoy yoga or doing exercise at home, why not choose a yoga mat?



For budding chefs

You could choose biscuit cutters and experiment with making biscuits without added or refined sugar for a healthier alternative. Alternatively, you could get some fun kitchen utensils to help with your creations, or how about personalising an apron, making it all yours.



Competition time!

Once you've spent your token- send us a drawing or photo showing how much fun your child had with the things they bought. This could be something they created, designed, baked etc. Email it to HAF@ealing.gov.uk, with your child's name, age and area and permission to use the photo for HAF publicity for a chance to win a great prize.

Yours faithfully,

Polly Bradley

Ealing Family Information Service Manager
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