

Successfully advertising your activity on the Children's Activity Booking System (CABS)

Please note that following this guide to create your CABS activity pages is a mandatory requirement of the application process. If you have any questions about this guide or require any support please get in touch at paige.harris@gloucestershire.gov.uk.

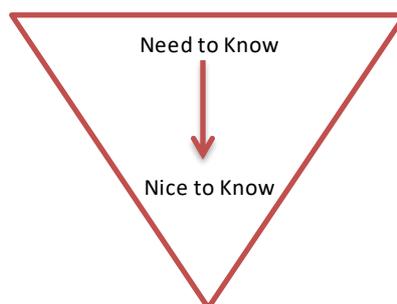
Our goal for the activity description in CABS is to inform families of the type of activity on offer and what specifically is involved on the day. As well as this, it is important to include what the children will gain from the experience and any extra support that is on offer for example; for children with special educational needs and disabilities (SEND), travel, contact details for further information.

This information should be enticing- make the **activity seem unmissable** - ensuring parents and carers are engaged long enough to give them the sufficient information. Analysis of previous HAF delivery has shown that those organisations who provided a clear description of the activities have more families signing up.

*If you are hosting the same activity over a number of days, you should make **an individual booking site** for each of them. Clearly marking the date **in the title** of when it is taking place.*

CABS Description Notes:

Following the [inverted pyramid model](#), the most important information should be at the top of the CABS page- what the parents **need to know** and then eventually working to the information parents would find **nice to know**.



In this case, the most important information would be how to reach the activity site (more below) and what specifically the activity is. Then you can go more into the 'nice to know', promoting your organisation and the activity to make it the most appealing.

What to include:

You will first need to include the most important details of your activity:

- 1) **When** is the activity taking place- and for how long? Although you may be repeating this information it will be effective in highlighting and confirming key information for families.
- 2) **Where** is the activity taking place? Many parents mentioned having difficulty finding some venues- we expect all providers to send details of the location of the activity including bus routes, parking, and any special details.

- 3) **Who?** Give parents and carers a number, email and website where they can visit/contact should they require any further information. After this, a short description of your organisation could be provided, including how you support young people and families in your work.

Even though these details may be included in the CABS site- sometimes parents find these details hard to find so it is worth making sure that they have read it by including it twice. When giving your contact details you should state:

“If you have any queries regarding the location, age range, activity or food please do not hesitate to contact us at: XXXX”

4) Activity Description

We now shift to the **‘what’** where we begin to use persuasive language to advertise the programme and encourage parents to sign up and follow through with their booking.

Children and parents want to know specifically what the activity entails. **Avoid using vague language** like ‘various activities available’ and ‘free play’. **Be as specific as possible** when describing your activity. Make it exciting! Enticing! Unmissable!

Let parents know what their children will get out of attending the activity- will they achieve new feats? Learn new skills? Explore something they may have never done before?

Animate your text with punctuation and descriptive words using basic techniques like a **list of three, hyperbole** and **direct address** may seem like over the top choices but including them really does enhance the text into something families will want to read, rather than having to read it. *For further guidance, you can refer to our CABS activity description example ‘Cotswold Cats’ Crafty Day’.*

Lastly, parents would like to know whether they will be able to attend with their child during the activity, and whether their younger siblings can also attend. Therefore, you will need to clearly state whether it is mandatory/optional/not possible for parents to attend. If you are worried about capacity, you could ask that parents contact you if they are planning on attending the activity with their child(ren).

5) Food:

When food is provided during an activity day, please make the contents of the entire food provision clear. What is the name of the meal(s)? What are the ingredients? Will breakfast, lunch, dinner or snacks be served? Will food be served hot or cold? Will you be providing food for the child’s parent or siblings who may also attend? Please note, this is not a requirement.

Please ensure clear communication with your parent/carers if children have any specific dietary requirements (please note this should already be implemented in your CABS booking process). You will also need to include the following:

“If you feel your child(ren)’s dietary requirements will not be met by our provision please visit

<https://www.gloucestershire.gov.uk/education-and-learning/holiday-activities-and-food-programme/children-and-young-people-with-send/>

for more information on how you can access suitable and nutritional food for your children.”

6) Accessibility for families with a child or young person with a Special Educational Needs and Disability (SEND)

Please include a sub-section explaining how you are able to cater for families with special educational needs and disabilities (SEND). Please include any processes already in place. For example, describe any reasonable adjustments made, including:

- physical access – e.g., do you have step free access/lift, accessible parking, toilet, what the outdoor terrain is like, etc
- sensory adaptations - quiet space, sensory tent, outdoor/indoor options, individualised food choices (by prearrangement)
- other adaptations - smaller groups as needed, specialist equipment, flexible start/end time, pre-session visit
- staff training/experience –SEND or specialist training such as epilepsy awareness, autism awareness etc

You can also include the following **if it applies to you**:

“We have been working hard to ensure we cater for every child this HAF by working with organisations like Active Impact to learn how to meet any additional needs your child might have. Please contact us for more information how we will be able to work to meet your child’s needs so that they can experience the fun of Spring HAF.”

7) Video Activity Site:

Lastly, we would like to advertise the county-wide virtual offer on every CABS booking page so parents know where to access it which includes important information around nutritional education and activities for children to partake in at home should they need to stay inside for any reason. Please could you include the following toward the end of your description:

“For more things to do at home with the family, you can visit Gloucestershire’s online video activity site that can be found by following the link below:

<https://www.gloucestershire.gov.uk/education-and-learning/holiday-activities-and-food-programme/online-and-virtual-activities/>”

We have included a checklist of what should be included on your CABS booking pages on the next page. Please use this as a guide to ensure you have all the relevant information.

Description Checklist

1. Date and duration and time of activity
2. Location of activity and specific directions if you're in a hard-to-reach place.
3. Contact details of your organisation for queries:
 - a. Phone Number
 - b. Email
 - c. Website/social media (if you have one)
4. Activity Description
 - a. What the provision specifically entails
 - b. What the child could achieve/receive from the provision
 - c. Why should they not miss this opportunity?
 - d. Can parents/carer/siblings attend?
5. Food Provision
 - a. Description of food provision
 - b. Contact details/information on providing dietary needs
 - c. Extra dietary requirements link (text included in guide)
6. Information about Accessibility for SEND (starting text included in guide).
7. Video activity site link (text included in guide).

Please also remember to make use of the features where you can make text bold and underline it where appropriate.

If you need any help or advice on marketing your session through CABS, please contact paige.harris@gloucestershire.gov.uk who will be happy to help.

Booking Confirmation Email

You also have the opportunity to create a confirmation email that automatically gets sent out to the participant who has booked your activity.

You will need to go in and edit this to reflect the details of the activity for parents to refer back to.

The confirmation email should include:

- 1) The date and time of the event
- 2) The location as well as any specific details on how to access the location
- 3) A contact detail for parents to use
- 4) How to cancel a booking if they are no longer able to attend.

For more technical guidance on how to edit your confirmation email, [you can click here to find a video guide.](#)

CABS Description Example

Below is an example of what a CABS page content may look like following the CABS description guide. To find the version as it is entered into CABS, [you can click here](#).

Title: Cotswold Cats' Crafty Day (HAF)

Age range- 9-12

[Description]:

Bookings are for those who are eligible for benefits-related free school meals and aged between 9-12.

When?

Join the Cotswold Cats' for their crafty day full of creativity and fun on the 20th December from 10am to 3pm

Where?

We will be hosting our activity at the Nelson's town hall. You can find this on Nelson Road by taking a right at the church and following the road straight down. The building is red with a big clock at the front. Full details of how to access the venue will be sent with your booking confirmation.

What?

We are planning a full day of activities to keep your children entertained, for them to learn new skills and to be fed. Children and young people will develop skills such as creative thinking, team work and problem-solving. We are going to do this by creating a group project with the 20 young people who will be attending. The project will be centred around creating a sculpture through junk modelling which will reflect what is most important to them.

Professional artists who specialise in working with young people to develop and push their ideas to their fullest potential. At the end of the day, your child(ren) will receive a certificate for participation and an exclusive activity bag which they can take home to complete!

Parents are welcome to stay for the day if they wish- free hot and cold drinks will be available throughout the day. We also have a nursery room if your child has any smaller siblings you will be bringing with you on the day.

Who to contact?

If you have any queries regarding the location, age range, activity or food, please do not hesitate to contact us through the following avenues:

Phone Number: 07#####

Email: Cotswoldcats@####.co.uk

Website: www.cotswoldcats##.com

Food:

Snacks will be available throughout the day which consists of fresh fruit and vegetables that will be available for all.

We will also be providing a hot meal for lunch for your child. There will be a menu they can choose from on the day:

Spaghetti Bolognese (vegetarian option available)

Cottage Pie (vegetarian option available)

Vegetable stir fry

If your child has any allergens, please remember to fill this out on the CABS form carefully. Please also feel free to give us an email or call to let us know directly.

If you feel your child(ren)'s dietary requirements will not be met by our provision please visit

<https://www.gloucestershire.gov.uk/education-and-learning/holiday-activities-and-food-programme/children-and-young-people-with-send/>

for more information on how you can access suitable and nutritional food for your children.

Information for Special Educational Needs and Disabilities (SEND) families:

We have been working hard to ensure that we are able to cater for every child this HAF by working with organisations like Active Impact to learn how to meet any additional needs your child might have. Please contact us for more information how we will be able to work to meet your child's needs so that they can experience the fun of Winter HAF .

Accessible parking and toilets are available on site.

We also have a quiet space that includes a sensory tent that is available for use.

All of our staff are trained in SEND or have specialist training such as epilepsy awareness, autism awareness etc.

Video Activities:

For more things to do at home with the family, you can visit Gloucestershire's online video activity site that can be found by following the link below:

<https://www.gloucestershire.gov.uk/summer-holiday-activities-and-food-programme-haf/online-and-virtual-activities/>

The Cotswold Cats are local organisation that focus on youth work to help develop young people's creative thinking skills through art and play. We have been an established organisation working with young people since 2002 .