PARENT AND CHILD ACTIVITIES TOGETHER



12/17/2018

Date Days Final Evaluation Report

The report evaluates the process of setting up and running Date Days – Parent and Child Activities Together, and shares the lessons learnt.

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Parent and Child Activities Together

DATE DAYS FINAL EVALUATION REPORT

This project has received support from Creative Rural Communities; The Vale of Glamorgan Council's Rural Regeneration Initiative. In short, we run loads of great projects supporting creativity and enterprise in the rural Vale of Glamorgan.

This project has received funding from the Vale of Glamorgan Council and through the Rural Development Plan for Wales 2014-2020 which is funded by the Welsh Government and the European Agricultural Fund for Rural Development.

> To find out more about Creative Rural Communities, please visit: <u>www.creativeruralcommunities.co.uk</u>

1. PROJECT BACKGROUND

The Parent and Child Activities Together Project was funded under the 'Evolving Communities' Theme by helping to exploring new ways of delivering services, facilities, activities and networks. The project was approved by the Local Action Group in May 2017.

The idea for the project came from the community mapping work, where the residents in the 4 pilot communities (St Athan, Wenvoe, Rhoose and Ystradowen) gave feedback about the lack of activities in rural areas both for children and adults. Some parents felt that they could not get involved with activities because of their childcare constraints. This project enabled parents to trial undertaking activities with their school-aged children together.

The project offered an opportunity to pilot new ways of marketing what is going on in the community as lack of knowledge of what is going on in the local area was an issue which was raised through the community mapping project.

2. ABOUT THE PROJECT

2.1 **Project Objectives**

This project objective was to pilot a range of activities with Parent and children together which targets school aged children (aged 4 to 18 years) with their parents / grandparents / carers. The project targeted

activities in the 4 communities where community mapping had taken place; namely St Athan, Wenvoe, Rhoose and Ystradowen.

The project involved an 'open call' to activity providers to pilot activities which ere

1. Parent and child activities together

Offering opportunities for parents / guardians to undertake leisure / fitness activities with their children together, thus strengthening family bonds and encouraging both generations to take up new activities.

2. Parent and child activities side by side

Offering opportunities for children and parent / guardians to undertake activities separately but at the same time in the same location. This would enable parents 'dead time' to be utilised and childcare barriers to be removed.

2.2 The Process

2.2.1 Call out to activity providers

There was an 'open call' to any activity providers from August to December 2017 inviting them to get involved with the project and deliver activities in the target communities. Editorial and adverts were placed in the Gem as well as boosting posts on social media (refer to Appendix 1).

The call out invited service providers to decide whether they will to run potential activities with parents and children together or alongside each other where they may be doing different activities.

A total of 33 enquiries were received and 17 expression of interests were acknowledged by the deadline in December 2017. Each expression of interest was scored against the following criteria:

- Does the activity provider have experience? Providing activities, marketing, membership of affiliated body, insurance, frequency of classes, social media feedback
- Is the proposed activity innovative? Are there any other providers suggesting the same activity, same age group, in the same community? How is it a different offer to what is provided currently?
- Is the proposed activity likely to be popular? Cost of activity, number of people who can get involved
- Is the funding sought for the activity value for money for the project?
- Is the proposed activity demonstrate value for money in terms of how much they are charging participants for the time of the activity? Will the activity be sustainable in the long term?

Each activity provider also had to provide an up to date DBS check, insurance documentation, references and any accreditations (if appropriate).

Not all activity providers had all documentation available when applying to be part of the scheme. There was significant work involved in chasing references and ensuring the documentation was up to date.

The expressions of interests were shortlisted to invite 11 activity providers to take part in the project. All the activity providers were proposing to run parent and child activities together rather than alongside each other.

The following activity providers were selected to be part of the project:

Service Provider	Type of activity	Frequency of activity	Maximum number of participants	Cost of parent child ticket £25	
Francine Davies Art and Textiles	Craft	One off activity	8 parents 8 children		
Pryamid Stained Glass	Craft	One off activity	6 parents 6 children	£40	
Art Shell Founder	Forest School	One off activity	15 parents 15 children	£15	
Confident Cooks	Cooking	One off activity	10 parents 10 children	£17	
Afon Community Dance	Dance / performance	One week of activity	25 parents 25 children	£50	
Motion Control Dance in the Vale	Dance	6 weekly classes	15 parents 15 children	£5	
Kids Lingo	French lessons	6 weekly classes	10 parents 10 children	£8	
Circus Skills with Rhian	Circus skills	6 weekly classes	10 parents 10 children	£8	
Forces Fitness	Teambuilding circuits class	6 weekly classes	10 parents £9 10 children		
Relax Kids South Wales with Rachel	Wellbeing class	6 weekly classes	15 parents 15 children	£8.50	
Garlic and Ginger Cookery School	Cooking	5 weekly classes	5 parents £25 5 children		

Each activity provider was responsible for deciding their target age group for children, type of activity and pricing structure. They were encouraged to set a price for a parent and child ticket, which was a realistic market value and therefore to enable the activity to be sustainable if popular.

2.2.2 Setting up 'Date Days'

There was a substantial amount of work involved in setting up a new initiative and co-ordinating the service providers.

APPROVING THE ACTIVITY PROVIDERS

Each successful activity provider had an agreement to be paid for a certain amount of activities, which they would deliver. Once all paperwork was received from the activity providers (DBS checks, insurance documentation and references), they were set up the IPROC system and sent purchase orders for the agreed activities. The activity provider then provided an invoice for their activities against which the payment was made.

The project supported participants getting up to date DBS checks through the Vale of Glamorgan Council. It was agreed with Human Resources that each provider required DBS fee charged Enhanced Certificates. The service providers could opt into the update service to enable future employers to gain an up to date certificate.

SETTING UP ON-LINE TICKETING

Quotes were received from two on-line ticketing companies, Ticketsource and Eventbrite, to see which would provide better value for money for the online booking service.

It was agreed that Ticketsource provided greater value for money as:

- i. they had a lower percentage of the ticket price as a booking fee (Ticketsource took 6.25% plus VAT on the value of the ticketsale whereas Eventbrite charges 6.5% plus 49p per ticket). This was better value due to the low ticket value of the activities.
- ii. they provided an additional telephone booking and support service
- iii. they were a local company based in Penarth so were able to provide additional support when setting up the bookings for the activities on line.

Prior to using the company credit checks were undertaken and discussions were had with both Legal Services and Financial Services. Given the Council was not actually paying Ticketsource anything for their service (the booking fee was paid by the person booking and included in the ticket price). The Council's bank account details were provided by Finance Services so that Ticketsource could pay the Council directly for the number of tickets sold for each activity. Payment took place at the end of each activity by each provider.

Legal services did not raise any concerns with the Ticketsources policies. One issue that did arise was the introduction of the new General Data Protection Regulations in the middle of the project on 25th May 2018. This was a particular concern as the policy set out by Ticketsource's terms and conditions for clients covers data protection issues for both Ticketsource and the company using them for bookings (in this case the Vale of Glamorgan Council). Given all the activities were being marketed together, CRC was responsible for uploading the activities onto the Ticketsource system. The complexity came when ensuring each activity provider had access to the Ticketsource system to manage their own bookings, thus giving them access to personal data for their activity.

The data protection issue was overcome by inserting a clause into the booking form stating that the data would also be used by the third party activity providers for the purposes of the project. Each participant had to tick this box to confirm the booking.

Setting up each activity on Ticketsource was relatively simple. Ticketsource system enabled you put a description of the activity, dates, times and venues, and price of tickets for each activity. The service provider identified the maximum number of tickets available. Tickets were set up to be sold as parent and child tickets

together but you could add additional children. You could not book a child onto the activity without a parent. Each activity had its separate URL link to its bookings so could be promoted on the website and social media. Each activity provider was given responsibility for managing their own bookings and contacting customers directly.

Tweaks - initially all 6 week classes were marketed as one block booking, but given the limited take up of these activities, the network decided to enable people to book one off activities.

DEVELOPING THE SERVICE PROVIDER NETWORK

Each activity provider was notified that they had been selected to join the pilot project in December 2017 with the first Network meeting on Wednesday 24th January 2018.

At this meeting, officers explained further about how the project would work and they were notified what activities the project would fund directly. It was agreed that the project would pay each provider for an agreed amount of activities during the pilot period. The income from the ticket sales would be paid direct to the Council and provide cash match funding towards the project. The view was that the activity providers would not lose out if the take up of their activities was not very high, however they would only be paid if the activity actually went ahead.

If the activities proved to be popular, the activity provider could choose to put on additional activities, which they would not get directly paid for through Ticketsource and they could take the income from the activities, but they would still be part of the joint marketing of the project.

Meetings were held regularly in the lead up to the launch of the programme to share further information regarding marketing, promotion, on-line booking systems, payments and evaluation. Each activity provider was responsible for their marketing information to be included in the joint leaflets, booking venues for activities, day and times of activities and final pricing structure, following the first meeting.

Attendance at the first meeting was good however numbers reduced throughout the project delivery.

Date of Network Meeting	Number of service providers attending
24/1/18	6
12/2/18	6
27/3/18	7
22/5/18	4

Given the low attendance of the meeting in May, the service providers were kept up to date about the project with regular emails from the lead officer. Some service providers were more proactive about staying in touch than others.

ROOM BOOKINGS

The service providers were given a list of all the different community venues in the 4 communities. Some of the community buildings were already quite busy with regular bookings however all providers did manage to find suitable venues at appropriate times for activities.

MARKETING INFORMATION

Each service provider was responsible for preparing marketing details for their activity including dates, times, target age group and ticket prices.

The network agreed that all the activities should be marketed under the name 'Date Days – Parent and Child Activities Together'

CRC developed a flier and leaflet with promotion of all the activities for the activity providers to distribute (Refer to Appendix 2). CRC and the activity providers delivered the leaflet to community venues and door to door in the target communities. A3 posters of the schedule of activities were also displayed at community venues.

The leaflet was very general about the activities without the programme of activities. All interest in the activities was directed to <u>www.creativeruralcommunities.co.uk/datedays</u>.

The following promotion of the project was undertaken:

- Press release in the Gem in March 2018
- Editorial and Advert in the Primary Times (in March and May 2018 editions)
- Facebook campaign setting up events for each activity and posts for wider dates days which were. All activity providers liked the CRC pages and were encouraged to do their own publicity.
- Emails to primary schools, local councilors and community contacts
- Some activity providers did their own individual fliers to promote their activity in the area.

2.2.3 Programme of activities

The programme of activities was organized to run from April 2018 to October 2018. There were more fully funded activities taking part in the summer term with aim that if activities were popular, the activity providers would continue the activity during the pilot period, and take the income from the activity.

	Wenvoe	Rhoose	St Athan	Ystradowen
Period 1: 16/4/18 - 28/5/18	Kidslingo language class – Thursdays 4-5pm x 5 weeks Garlic and Ginger Cookery School – Wednesdays 4.15 – 6.15pm x 5 weeks Pyramid Stained Glass – Saturday 5 th May, 1.30 – 4.30pm – on off	Circus Skills with Rhian – Thursday 4.30 – 5.30pm x 6 weeks Pyramid Stained Glass – Friday 1 st June Half term 1.30 – 4.30pm – on off Artshell Forest School – Bank Holiday Monday 28 th May 2.30 – 4.00pm one off	Motion Control Dance – Friday 4.15 – 5.15pm x 6 weeks Relax Kids – Thursday 4.30 - 5.30pm x 6 weeks	Confident Cooks – Sunday 28 th April, 3.15 – 4.15pm – One off Forces Fitness – Sunday 9.30 – 10.30am x 6 weeks
Period 2: 4/6/18 – 16/7/18	Forces Fitness – Sunday 11.00 – 12.00 x 6 weeks Circus Skills with Rhian – Thursday 6.30 – 7.30pm x 6 weeks	Relax Kids – Thursday 4.15-5.15pm x 6 weeks	Motion Control Dance – Friday 4.15 – 5.15pm x 6 weeks Pyramid Stained Glass Saturday 16 th June 1.30 – 4.30pm – One off Artshell Forest School –Monday 4.45 – 6.15pm- one off	Confident Cooks – Sunday 10 th June, 3.15 – 4.15pm – One off Francine Davies Arts and Textiles – Sunday 24 th June and Sunday 8 th July 10am – 1pm – 2 x one offs
Period 3: 23/7/18 – 27/8/18	Artshell Forest School – Monday 23 rd July, 10.00 – 11.30am one off	Pyramid Stained Glass Friday 3 rd August, 1.30 – 4.30pm – One off	Forces Fitness – Tuesday 6.30 – 7.30pm x 6 weeks	Pyramid Stained Glass – Wednesday1st August, 1.30 – 4.30pm – One off
Period 4: 3/9/18 – 8/10/18		Motion Control Dance – Friday 4.30 – 5.30pm x 6 weeks	Afon Dance 5 days in October half term	Relax Kids x 6 weeks

The following activities were programmed initially:

3. PROJECT RESULTS

3.1 Activities taking place

There was a mixed take up of the activities on offer. The activities which were one off were more popular than the activities requiring commitment over 6 weeks.

When the 6 week activities were changed to be able to book as one offs, some activities became more popular eg. Circus skills.

The Forest School activity was the most popular as this is an activity which is currently very in vogue and a slightly different offer which parents may not normally have the opportunity to do with their children. Some activities didn't get any bookings eg. Relax Kids and Garlic and Ginger Cookery School. The latter in particular was an expensive activity, which may have discouraged people from booking.



There was the following take up of activities

Community	Period	Activity	Number of bookings	% of capacity	Details of activity
Wenvoe	1	Kidslingo	2 parents 2 children	-	CANCELLED – due to low number of bookings
Wenvoe	1	Garlic and Ginger	No bookings	-	CANCELLED
Wenvoe	1	Pyramid Stained Glass	5 parents 5 children	92%	ACTIVITY WENT AHEAD
Rhoose	1	Circus skills with Rhian	1 parent 1 child	10%	ACTIVITY WENT AHEAD
Rhoose	1	Pyramid Stained Glass	1 parent 1 child	17%	ACTIVITY WENT AHEAD
Rhoose	1	Artshell Forest School	15 parents 15 children	93%	ACTIVITY WENT AHEAD - sold out
St Athan	1	Motion Control Dance	1 parent 1 child	-	CANCELLED – due to low number of bookings
St Athan	1	Relax Kids	No bookings	-	CANCELLED
Ystradowen	1	Confident cooks	2 parents 2 children	38%	ACTIVITY WENT AHEAD
Ystradowen	1	Forces Fitness	1 parent 1 child	-	CANCELLED – due to low number of bookings
Wenvoe	2	Forces Fitness	1 parent 1 child	-	CANCELLED – due to low number of bookings
Wenvoe	2	Circus skills	5 parents 8 children	35% - 80%	ACTIVITY WENT AHEAD – numbers varied per class
Rhoose	2	Relax Kids	No bookings	-	CANCELLED
St Athan	2	Motion Control Dance	No bookings	-	CANCELLED
St Athan	2	Pyramid Stained Glass	1 parent 1 child	17%	ACTIVITY WENT AHEAD
St Athan	2	Artshell Forest School	3 adults 4 children		ACTIVITY WENT AHEAD
Ystradowen	2	Confident Cooks	2 parents 2 children		CANCELLED – due to low number of bookings
Ystradowen	2	Francine Davies Arts and Textiles –	No bookings cancelled		CANCELLED

		Ogg session – 5 – 10 year olds			
Ystradowen	2	Francine Davies Arts and Textiles – making handbags - 10 years plus	2 parents 4 children	38%	ACTIVITY WENT AHEAD
Wenvoe	3	Artshell Forest School	7 adults 13 children	73%	ACTIVITY WENT AHEAD
Rhoose	3	Pyramid Stained Glass	No bookings cancelled	-	CANCELLED
St Athan	3	Forces Fitness	Withdrawn from the project due to low take up on previous activities.	-	CANCELLED
Ystradown	3	Pyramid Stained Glass	3 parents 4 children	58%	ACTIVITY WENT AHEAD
Ystradowen	4	Relax Kids	Activity provider decided with withdraw from project		CANCELLED
Rhoose	4	Motion Control Dance	Provider promoted activity but no take up.		CANCELLED
St Athan	4	Afon Dance – Performing Arts Workshop	Provider promoted activity but no take up.		CANCELLED

3.2 Income Generated

The total income received from Ticketsource for the activities was $\pounds1209.10$.

3.3 Online booking system

All customers were led to the Vale of Glamorgan Council's website onto the Date Days page, which summarised all the activities. From this page, there was a direct link to Ticketsource to book the activity. Further details were available on Ticketsource including times, dates, venues and costs.

Once a customer booked a place on an activity, they got confirmation from Ticketsource of the booking setting out booking reference number, booked by, booking summary (event, venue, date, section) and ticket price. A reminder email of the booking was sent to the customer on the day of the activity. Users could book activities online using any mobile device. They could also download an eticket.

The service providers received a report of how many people had booked onto their activity. At the end of the activity, a further email confirming how much money had been generated from ticketsales.

Given a number of the activities had to be cancelled due to low numbers, the system was also set up to assist with refunds, which worked effectively. The Ticketsource help desk proved very useful to assist with any teething issues such as queries on the initial activities set up and refunding.

3.4 Feedback from participants

Activity providers were provided with simple feedback forms for participants to complete. These forms asked participants to rate the on-line booking system, venue, value for money, promotion and the activity itself.

For the activities taking place, activity providers had very positive feedback. Below is an extract of some the feedback from participants:

Activity	Participants comments
Circus Skills with Rhian There was a good and very good feedback regarding the promotion, ticketsource booking system, venue, the activity and value for money. Only one comment stating that it could have been promoted better.	Very positive feedback from participants stating the tuition was excellent who was particularly supportive of children with learning difficulties. Parents valued being able to do a different activity with their children, watch them learn a new activity and have a laugh together. The kids thought it was 'great' and 'fab'.
Forest Schools	'Fantastic morning'
Very positive feedback - Participants felt the tutors were excellent, well organised and fun morning as well as learning new skills. Participants felt the promotion and ticket source was good, and teh activity, venue and value for money was very good.	'It's been amazing' 'I loved it', 'Good family outdoor fun' 'Great opportunity to do something different together'.
Pyramid Stained Glass	'Brilliant fun, really enjoyed it'.
In terms of ratings ticket source booking system, Venue and the activity all scored 5 . Value for money and promotion scored either 3 or 4.	 'Really good idea to do an activity together.' 'Lovely chance to learn a new skill and to shre the experience together' 'Great activity to do with my son', 'Well organised and a good thing for myself and my daughter to do together'.

3.5 Feedback from activity providers

The following feedback was received from activity providers:

Service Provider	Feedback
Francine Davies Art	No feedback received.
and Textiles	
Pyramid Stained	Participants enjoyed the activity. Gained good contacts for future activities
Glass	and some future business. Low take up of some activities may have been
	due to the summer holidays and the nice weather. This activity may be
	better in the autumn term, however no take up for activity in September.
Art Shell Founder	Good attendance at the activities. Useful contacts developed who would be
	interested in future activities. There was one issue with Ticketsource
	indicating that the activity was over 4 mornings and not 1 morning, which
	caused confusion with one customer.
Confident Cooks	Rebecca cancelled the one class due to low numbers and felt it wasn't viable
	to run it. One class someone didn't turn up on the day making the class
	quite small but not too awkward. Rebecca did leaflet drops around
	Ystradowen and on speaking to people they hadn't heard about Date Days.
	She also expressed concerns with having a similar activity offer to Garlic
	and Ginger
Afon Community	Louise was very disappointed that the project didn't go ahead. They did
Dance	run 7 taster sessions in St Athan Primary school, which proved very popular.
	However this did not result in any bookings for the class. It may be been
	that it was too much for people to commit to a week of activity over the
	October half term. If it had just been children, she was sure it would have
	been more popular.
Motion Control Dance	No bookings even though provider made effort to promote on social media,
in the Vale	individual posters and visit the schools in the area. Lack of bookings may
	have been to the time of year and it being hard to launch activities in the
	summer and the timing of the activity (4.30pm) with parents being at work.
Kids Lingo	No activities went ahead and no feedback.
Circus Skills with	Rhian gave good feedback on the marketing stating that participants had
Rhian	found out about it by the Circus Poster send out by the Rhoose Primary
	School, via facebook and word of mouth. Parents preferred the flexibility
	of being able to book by the week. As well as having the details of the
	participants to inform of future activities, Rhian was asked to attend a
	specific event by one of the participants (Brownie Group in Troes).
Forces Fitness	Due to low number of bookings the activities were cancelled. Sean has run
	similar activities over the summer in Bridgend from 10am - 3pm which have
	had a really good take up, however it was free. This prooves that people
	will do anything if it is free.
Relax Kids South	No activities went ahead and no feedback.
Wales with Rachel	

Garlic and Ginger Cookery School No activities went ahead and no feedback.

4. Project lessons learnt

4.1 Take up of the activities

Those people taking part in the activities really enjoyed them, but take up was lower than expected. This may be due to families having hectic schedules. The activities may have been on the wrong evenings or times. Parents may enjoy the down time when their kids are doing activities to have some time to themselves.

There was greater take up of activities, which were slightly different (eg. Forest School, Stained Glass and Circus Skills), to an activity a child may already be doing (eg. dance) or could do with the parent at home (cooking).

The aim of the project was to provide a range of activities, which could become self-sustaining. Although the price of activities were very reasonable, given parents are having to buy a parent and child ticket it may appear more expensive. They may have enough money to support their children's activities but would prefer not to do activities themselves.

4.2 Target area / age group of the activities

There may have been a greater take up if the activities had taken place in different communities in the rural Vale. The activities may have proved more popular in Cowbridge and Llantwit Major where there is a larger catchment population.

Deciding on the target age of each activity was challenging. It appeared that once children go to secondary school they are seeking independence from their parents so these activities were less suited to ages 11+.

4.3 Marketing

Each of the providers provided marketing descriptions of their activity, which were used to create a leaflet of all the activities. This had an overview of the activities, but not the detailed locations, times and dates of activities. Those interested had visit the Date Days website address. This may have not been clear enough for some people.

The marketing of Date Days focused on adverts in the Primary Times, which may have been swamped by all the other activities on offer. All activities were boosted on facebook with links to community hubs, the Vale Council and Family Information Service but Date Days failed to gain a massive following from mothers active on social media.

The activities were only piloted in 4 communities where CRC had contacts from the community mapping, however the project didn't manage make a massive hit in those communities. Leaflets were distributed in key community venues and service providers were given copies to distribute. Greater resource would be needed to developing relationships in local communities to gain buy into such a project.

It may have been useful to do a taster session in each community so that they could be familiarize themselves with the different activities. Afon Dance did however do taster sessions with children in the primary school but this had no impact in boosting their sales.

4.4 Service providers

It was difficult to retain momentum with the service providers once activities did not get a good take up. Nearly half of them had dropped out of their activities by the end of July due to low take up of activities. Additionally it was harder to get attendance at the Service Provider Networking Meetings. Direct emails became the main means of communication with the service providers.

4.5 Online booking

The Ticketsource online booking system proved efficient and easy system for both the service providers and participants to use. However given bookings links were made from the Date Days page on the Council's website it was slightly more onerous for people than directing them straight to the booking page on Ticketsource. This was done to enable all the activities to be jointly promoted.

5. What is next for the project

The online booking system proved an effective way of organizing bookings. The CRC officers have discussed the system the Vale of Glamorgan's Adult Learning Team to explore whether they could use it for their bookings.

Although CRC will not be involved in any of the future activity provision, there is potential for community education to offer some parent and child activities as one off sessions. Given their established branding and social media following, they may have a greater attendance.

6. Want to know more?

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Thanks

Thanks to all the service providers who participated in the project. They had a great deal of enthusiasm and drive to deliver the activities which unfortunately were not as popular as anticipated.

APPENDIX 1: PARENT AND CHILD INFORMATION SHEET AND POSTER FOR OPEN CALL



APPENDIX 2: DATE DAYS – PARENT AND CHILD ACTIVITIES TOGETHER LEAFLET



