

ESM
HOLIDAY
CAMP

[Click to Register](#)



★ INFORMATION BOOKLET

**READY, SET,
EXPLORE!**

Your guide to having the most fun at our multi-activity holiday camps.

CONTENT

- INTRODUCTION
 - SAFE PRACTICE GUIDELINES
 - MULTI ACTIVITY CAMPS
 - HEALTH & SAFETY POLICY FOR INJURIES
 - SCHOOL TRANSPORT SERVICE (STS)
 - WHAT TO EXPECT
 - ACTIVITY SCHEDULE EXAMPLE
 - HOLIDAY CAMP VENUES & FEES
 - BENEFITS OF CHILDREN ATTENDING CAMPS
 - WHAT TO BRING
 - EMERGENCY CONTACT NUMBERS
 - FREQUENTLY ASKED QUESTIONS
- 
- A decorative graphic at the bottom of the page consists of several thick, yellow, hand-painted brushstrokes that sweep upwards from the bottom edge towards the right side of the page.

DEAR PARENTS,

Welcome to the ESM Half Term Camp 2025.

ESM Holiday Camps are thrilled that you are looking in sending your child to our camps this half term break. While we are excited to see all our campers again, we would like to assure you that we will be following all appropriate health & safety guidelines which have been put in place for our sector.

These protocols are there to ensure we run safe camps that will enable children to have an amazing camp experience in a safe and enriching environment.

We offer your child the opportunity to experience a fantastic range of activities. The daily schedules are tailored to each individual camper, which enables your child to experience a balance between activities they are familiar with and new activities that we feel they will enjoy.

All campers are obliged to follow the daily programs and take part in all activities.

In order to ensure all of our campers enjoy their time at our camps, ESM has firm rules when it comes to **RESPECT, BULLYING** and **BAD BEHAVIOUR**.

We have a “**no tolerance**” policy when it comes to this and if the child cannot function within the group environment, we will ask parents to come collect them straight away.

Rest assured that your children will be taken care of by qualified professionals in a safe and friendly environment.

We hope that their camp experience with us is an enjoyable and memorable one.

Jimmy Repsold
ESM Camp Director

SAFE PRACTISE GUIDELINES

ESM Holiday Camps are operating under all the guidelines currently issued by all needed governing bodies, KHDA and Dubai Sports Council.

Parents:

- **ALL** registrations are done online prior to camp starting – **cash payments will not be accepted & neither will walk ins.**
- Parents are encouraged to say goodbye to their children from the meeting points as they will not be permitted on site in the sports halls
- **Parents are encouraged to check their children's temperature and notice any symptoms before leaving the house. If child is unwell, the parents are requested not to drop-off the child to the camp as they won't be permitted to enter the facility.**

SAFE PRACTISE GUIDELINES

Staff:

- On arrival all staff and children will be asked to wash their hands.
- Staff and children will wash their hands before and after each activity.
- ESM will reassure that physical contact with children is kept to a minimum.
- ESM will continue to promote key messages of hygiene and well-being as per government guidelines.
- ESM will reassure children regularly that steps are being taken to keep them safe.

Additional Measures:


- Holiday Camp will have limited campers and small group sizes of 2:15, two adults to every 15 children. For ages 4 – 6 years old we will have ratios of 3:15 if needed.

Activities:


- We have adapted our themes, activities, and games ensuring that children can have as much fun as well as reducing the need to share equipment.

MULTI-ACTIVITY CAMPS

Venues: GEMS Wellington International School, GEMS Jumeirah Primary School, GEMS Royal Dubai School, GEMS Wellington Academy Silicon Oasis, GEMS Wellington Academy Al Khail, GEMS Metropole School-Motor City, GEMS Metropole School Al Waha, GEMS World Academy and Safa Community School.

 10 – 14 February 2025 (GWA, MTA & WAA only)
10 – 12 February 2025

 4-12 Years Old

 9am - 1:30pm

- 100% Health & Safety Record
- Child to Coach Ratio of 15:2
- Professional Staff
- Premium School Facilities

Activities: Some of the activities the children will take part in are shown below. Mini Cricket, Badminton, Basketball, Rounders, Fun & Games, Mini Tennis, Fitness exercise, Rounders and obstacle courses

Please note that the activities above are venue specific due to the facilities the schools offer ESM as well as the number of children attending the camp on the day. ESM can change the activity schedule immediately depending on circumstances without the need of notifying parents.

HEALTH & SAFETY POLICY FOR INJURIES

ESM have First Aid trained staff onsite at all times and will be able to handle all minor injuries.

While we understand that accidents do happen particularly in an active environment, rest assured, the safety measures we have put in place ensure that accidents are managed and reported appropriately (of the highest standards).

ESM **DO NOT** have a nurse on site at all times, certain venues there will be a nurse on duty who can assist our holiday camps staff and children. Our Camp Managers will follow the needed procedures if there are any serious accidents where ambulances are needed.

Procedure in the event of a serious injury:

STEP 1:

Coach will assess the situation

STEP 2:

The safety of the remaining campers within the session will be managed by either another coach or an assistant coach.

STEP 3:

The coach in charge will proceed with First Aid.

STEP 4:

Parents/Guardian will be contacted immediately.

STEP 5:

Report and follow up will be carried out, further investigations for safety will be documented and actioned where necessary.

SCHOOL TRANSPORT SERVICE (STS)

- We offer door to door transport for all of our camps in Dubai for Half Term, Spring, Winter and Summer only which conform with KHDA regulations.
- Currently we DO NOT offer this service in Abu Dhabi or Qatar.
- Each bus has a female bus monitor who will remain on board to manage children to and from camp each day.
- All buses have onboard CCTV as well as a tracking system which allows us to track the routes and timings of pickups and drop offs.
- Transport is available on weekly bookings only at a fixed fee whether you use the service for one day or the entire week.
- Transport services will only be provided to parents who register and pay at least one week in advance to their camp starting date as routes cannot be altered once everyone has received their timings.
- Pick up and drop off locations are within a designated proximity of each camp and will be to the closest venue to where you live.
- Please note that the cut off time for booking transportation is every Tuesday at 2.00pm prior to start of camp the following Sunday.
- Parents will receive an email on Sunday morning from ESM with the bus driver details and with the pickup time for the following morning.
- **Transportation fees are not refundable and is a fixed fee of AED250 per child per week even if you only require the service one way or for a few days only.**
- **Bus fees are non-refundable and cannot be given as credit either.**

CONTACT DETAILS

Transportation must be booked a week in advance. It is provided to the closest venue to where you stay. (please see table below)

TRANSPORTATION CLOSES THE TUESDAY AT 2PM FOR THE FOLLOWING WEEKS SERVICE.

- 1.If you have paid for transport online and need info on your booking, please email holidaycamp@esm.ae
- 2.If you have any questions regarding the bus routes prior to booking, you can contact holidaycamp@esm.ae

SCHOOL TRANSPORT SERVICE (STS)

- Even though ESM Holiday Camps use the same services schools use during term time with STS, please note that the bus timing schedule of each camper is based on the route, distance, and the number of campers per bus from the registered address of campers to the venue.
- ESM Holiday Camps will provide STS transportation to the below areas only.

VENUE	AREA COVERED
GEMS Wellington International School	Al Sufouh, Palm Jumeirah, Dubai Marina, JBR, Barsha Heights, Al Barsha 1, 2, 3, Jumeirah Lake Towers, Jumeirah Village Triangle, Barsha Heights, Jumeirah Park, Meadows, Springs
GEMS Jumeirah Primary School	Umm Al Sheif, Umm Suqeim 1, 2, 3, Al Manara, Al Safa, Jumeirah 1,2,3, Satwa, Bur Dubai
GEMS Wellington Academy, Silicon Oasis	Silicon Oasis, International City, Sky Courts, The Villa, Q Point, Falcon city
GEMS Metropole School – Motor City	Mira Community, Motor city, Damac Hills 1, Rem Raam, Sports City, Mudon, Town Square,
GEMS Metropole School – Al Waha	Arabian Ranches 2 & 3, Villanova, Sustainable City, Al Waha, Serena, Layan Community
GEMS Royal Dubai School	Mirdif, Al Warqa, Al Qusais, Muhaisna, Al Mizhar
GEMS Wellington Academy Al Khail	Dubai Hills 1 only, Al Quoz and Al Khail, Nad Al Sheba
GEMS World Academy	Dubai Investment Park, IMPZ, Jumeirah Golf Estate, Jumeirah Village Circle, Al Barsha South
Safa Community School	Arabian 1, Arjan, Al Barsha South

WHAT TO EXPECT

ESM holiday camps are the leading holiday camp provider for children aged 4-12 in the UAE. We have developed a strong reputation by constantly focusing on what parents and children want by creating a camp environment which encourages children to thrive, learn and develop whilst making friends and having fun.

We have achieved this by being committed to delivering multi activity, engaging and stimulating programs within a safe and positive environment. Offering a balance of sports and classroom activities, we ensure each session is perfectly suited to the age and ability of the camper. We take full advantage of our fantastic locations with health and safety always being our top priority, to ensure your peace of mind.

Some of the activities the children will take part in are shown below.

- Badminton
- Football
- Basketball
- Dodgeball
- Rounders
- Arts & crafts
- Musical Games
- Fitness Fun
- Fun & Games
- Team Building
- Quiz Time
- Mini Tennis
- Mini Cricket

ACTIVITY SCHEDULE EXAMPLE

Below you will find an **example** of our holiday camp schedule. The daily schedule will be posted at the venue which you can see on arrival each day.

The weekly activity schedule will be sent to all registered parents on the Friday afternoon included in the “What to bring” emailer. If you should register after Friday 3pm please contact Jasmin on holidaycamp@esm.ae and request the needed information.

Daily Activity Schedule				
Timings	Group 1	Group 2	Group 3	Group 4
	Ages: 4 - 5	Ages: 6 - 7	Ages: 8 - 9	Ages: 10 - 12
09:00 - 09:45am	Football	Basketball	Kids Choice	Dodgeball
09:45 - 10:30am	Dodgeball	Football	Basketball	Mini Tennis
10:30 - 10:45am	Break			
10:45 - 11:30am	Arts & Crafts	Dodgeball	Football	Basketball
11:30 - 12:15pm	Kids Choice	Mini Tennis	Dodgeball	Football
12:15 - 12:45pm	Lunch			
12:45 - 01:30pm	Basketball	Arts & Crafts	Mini Choice	Kids Choice
01:30 - 13:45pm	Pick up			

HOLIDAY CAMP FEES

- You are welcome to attend any of the venues listed below.
- All prices include 5% VAT; 15% off for weekly bookings plus siblings receive an extra 10% discount

VENUE	RATE/DAY	RATE/WEEK
GEMS Wellington International School	AED 200	AED 900
GEMS Jumeirah Primary School	AED 200	AED 900
GEMS Wellington Academy, Silicon Oasis	AED 200	AED 900
GEMS Metropole School – Motor City	AED 200	AED 900
GEMS Metropole School – Al Waha	AED 200	AED 900
GEMS Wellington Academy Al Khail	AED 200	AED 900
GEMS World Academy - Dubai	AED 200	AED 900
GEMS Royal Dubai School	AED 200	AED 900
Safa Community School	AED 200	AED 900

BENEFITS OF CHILDREN ATTENDING CAMP

Physical activity is vital for a child's development and lays the foundation for a healthy and active life. ESM holiday Camps are ideally placed to foster the development of good physical activity habits early in life and to encourage children to engage in regular physical activity.

ESM Holiday camps offer a wide choice of play-based, physically active learning experiences that link to children's interests, abilities, identity and prior knowledge. Physical activity in childcare needs to be made up of both structured physical activity and unstructured, spontaneous activity. In addition, as active role models, coaches can encourage children to participate in physical activity

Regular physical activity in children improves strength and endurance, helps build healthy bones and muscles, helps control weight, reduces anxiety and stress, increases self-esteem, and may improve blood pressure and cholesterol levels. Why is physical development important to a child? From sitting up on their own to throwing a ball, children gradually develop the physical skills needed for their adult lives. ... Both gross (large muscle movements) and fine (small movements) motor skills contribute to physical development, and children often learn a set of skills by a certain age.

Why does a child need to exercise?

Exercise helps kids achieve and maintain a healthy body weight. Regular physical activity helps build and maintain strong, healthy muscles, bones and joints. ...Exercise helps improve motor coordination and enhances the development of various motor performance skills.

BENEFITS OF CHILDREN ATTENDING CAMP

Why Exercise Is Good for Your Body:

Lungs and heart. They get stronger when you get moving. That helps you feel more energy and means you can play, walk, or jog longer without feeling tired. So how about an extra lap around the track?

Muscles. Exercise makes them stronger and stretchier. So, become the family arm-wrestling champ. Do the limbo. Take out the garbage. Master the cartwheel.

Bones. You make yours stronger when you move. That'll help with everything from how tall you stand to how powerful you are.

Reflexes and coordination. They help you catch a pop fly on the field or land a perfect half-axel when you're figure skating. Remember, practice helps!

Staying healthy. Exercise helps you keep your weight in check. It can mean you're less likely to get diseases like diabetes, high blood pressure, and some kinds of cancer. It can even help you avoid getting a cold or the flu as often.

WHAT TO BRING



Snack



Packed Lunch



Water Bottle

THEME DAYS EXAMPLE:

Each holiday camp week will consist of two theme days which will take place on every **Tuesday** and **Thursday** of the week.

Children will be asked to make the most of these theme days as it adds to the feel of the camp, and it is always amazing to see the lengths that some children (parents) will go to!

Please note that the theme days are not mandatory, and children do not need to participate in them if they do not feel the need to.

The theme days will be communicated to all parents in the information emailer registered parents will receive every **Friday afternoon at 3pm** for the following weeks camp.



Theme Days Continued

Examples of the Tuesday and Thursday Theme Days which will take place:

- Crazy Hair Day (Wear your hair as crazy as you possibly can)
- Odd Sock Day (come to camps wearing two different socks)
- Teddy Bear to Camp Day (Bring your favorite teddy to camp and share the day with them)
- Bright Colours Day (Wear your brightest coloured shirts, shorts and shoes to camp)
- ESM T-Shirt Day (Wear your ESM Holiday Camp T-Shirt)
- Superhero Day (Holiday Camp needs superheroes!!)
- Pirates & Princess Day
- Favorite Football Team Day (Which football team do you support?)
- Beach Day (Attend camp wearing your sunshades, big rimmed hats, colourful shirts and even a bit of sunscreen on your nose if you like 😊)
- Whacky Hat Day. (The crazier, more colourful and most wacky the better – if you don't own one, make one!!)
- Fairytale Character Day (Come to camp as any fairytale character)
- Harry Potter Day (Let the magic take over...Hogwarts is waiting for you)
- Going Green Day (Wear as much green as you can, shirts, shorts, socks, shoes and even your hair if mom and dad say yes!)
- Book Character Day (Who is your favorite book character? Come in and show us!)

EMERGENCY CONTACT NUMBER

Each camp venue has a qualified First Aider onsite.

In the event of any emergency, a parent or guardian will be contacted by the camp manager either by a call or by WhatsApp at the venue where they registered their child.

If you would urgently like to reach the camp managers, you can do so using the number provided below. The contact number for the camp manager will be sent to all weekly registered parents on the Friday afternoon before the camp week starts. If you didn't receive the email, please contact Jasmin on the below number.

ESM Holiday Camp Mobile (Jasmin)



+971 50 361 1547



Schools: All Venues

FREQUENTLY ASKED QUESTIONS

1. WHAT KIND OF ACTIVITIES WILL MY CHILD BE DOING AT CAMP?

Basketball, Dodgeball, Rounders, Team Building, Quiz Time, Mini Cricket, Obstacle Course, Mini Tennis, Musical & Games, Fun & Games, Relay Races, Ball Skills and Badminton. Activities are dependent on the facilities available, the number of children at camp and the availability of the coaches.

2. CAN MY CHILD DECIDE WHICH ACTIVITIES THEY WANT TO DO?

Children are required to stay within their assigned groups and will participate in all 5 activities drafted in the schedule by the camp manager.

3.A WHAT SHOULD MY CHILD BRING?

Packed lunch – we operate a No nuts policy at camp. Snacks – for morning and afternoon breaks and a refillable bottle with your child's name on it. Swimming kit – this will be for Aqua Fun days only which will be advertised when it will be.

3.B WHAT SHOULD MY CHILD NOT BRING?

Mobile phones (the use of mobile phones is not allowed, any child bringing a phone must keep it in their own bag). Sports equipment (we've got plenty!). Money and valuables (including non-essential jewellery)

4. WHAT IF MY CHILD CAN'T PARTICIPATE IN ANY SPECIFIC ACTIVITY ?

In some cases, the camp manager may be able to move them into another group for 1 session. If this is not possible, they will stay with the group and sit out for the activity.

5. HOW ARE THE STUDENTS DIVIDED INTO GROUPS?

Children are grouped with others of a similar age. This can vary by venue, depending on the number of children attending camp. Typically, children are grouped with a couple of years between them (e.g. 4–5, 6-7, 8-10 year olds). Due to group sizes and ratios, this can sometimes be a greater age mix.

FREQUENTLY ASKED QUESTIONS

6. ARE THE TEACHERS QUALIFIED COACHES?

All ESM holiday camp staff are qualified staff and will not be permitted to work at camps if they are not. All staff have completed the needed police checks, child safeguarding levels, first aid qualifications and has certification in their various fields.

7. WHAT FIRST AID PROCEDURES DO YOU HAVE IN PLACE?

There will always be a fully qualified First Aid person on Duty at all times. In the unlikely event of a child being injured and the camp manager deems the incident serious enough, the parent will be notified. Nurses **will not** be onsite at all times during camps, in the event of any serious incidents or accidents an ambulance will be called.

Please be aware if any children require a nurse or doctors assistance, we advise them not to attend camp. (e.g., a diabetic needing insulin injections)

8. DO YOU OFFER A SIBLING DISCOUNT?

ESM offers a **10% siblings discount** on the 2nd and 3rd child for full **weekly** bookings only. They have to be either brother or sister (not cousin or niece/nephew). We require parents to only register their own children and not any friends. Your ESM account is for your own family only

9. WHAT TO WEAR?

Casual or sports clothing is highly recommended & trainers. Please ensure all bags, clothing are clearly labelled.

10. CAN MY CHILD BE WITH THEIR FRIEND?

We're unable to guarantee friend requests as we must ensure we fulfil staff-child ratios. A request can be made via email (holidaycamp@esm.ae) and we will try an accommodate these where possible. If children are the same age, this is more likely. Change of groups can be requested to the Site Manager from the second day of each week.

FREQUENTLY ASKED QUESTIONS

11. WHAT IF MY CHILD IS SICK?

Please inform us at the earliest. Please refrain from sending sick children as we will be calling parents to collect them and take them to the doctor. Please provide a medical note if your child is sick for two or more days, without a medical note we will not be able to offer camp refunds or credits as per our policy.

12. WHAT IF MY CHILD HAS A MEDICAL CONDITION?

It is vital that we are made aware of any medical conditions and any prescribed medication that your child is required to take. We also advise you to talk with the camp manager if you have any concerns or if your child has any special needs. We do not always have nurses onsite and our staff are not trained to facilitate medical assistance.

If your child requires any medical assistance in the form of a nurse or doctor, we advise for them to not attend the camps.

13. WHAT IF CHILDREN ARE BADLY BEHAVED?

Our staff treat children with respect, and we expect this to be reciprocated by the children. We encourage good behaviour and sportsmanship with positive reinforcement. By the same token bad behaviour cannot and will not be tolerated.

In more serious cases, we may contact parents to take action. If bad behaviour continues, we reserve the right to remove children from the camp immediately if necessary.

FREQUENTLY ASKED QUESTIONS

14. WHAT IF MY CHILD IS 3YRS AND 6 MONTHS?

Children who are under 4 years need to be able to function in a group environment with minimal assistance in the sporting activities set out for the day - If children cannot adhere to this parents will be asked to come and collect the students. ESM staff are not allowed to assist with bathroom trips, children need to be **“toilet trained”** and able to cope within a group environment unassisted in every way. They would need to be in FS1 during the current academic year to attend camps.

15. CAN I LEAVE MY NANNY ONSITE?

We do not permit nannies to remain onsite during camps as this can cause distractions for young children.

16. CAN I (PARENT/GUARDIAN) COME AND WATCH MY CHILD?

ESM do not allow parents to be onsite at all. Drop off and pick up will be at designated areas with no parents permitted to enter the sports facilities we use for camps.

ESM offer all inclusive holiday camps but please do inform the camp managers if your child has any behavioral or learning disabilities so that we can best assist your children during camp time.

17. WHAT IS OUR REFUND?CREDIT POLICY?

- Cancellation of an event or camp by ESM.
- Any medical issues which are supported by a valid doctor’s certificate.
- ESM offers refunds at the discretion of the Managing Director, only in circumstances outlined below:
- Cancellation of an event or camp by ESM.
- An ongoing medical issue which is supported by a valid doctor’s certificate.
- In exceptional and medical circumstances (based on the supplied doctor’s certificate), a refund may be awarded at the discretion of the Managing Director, with the understanding that refunds are not usually permitted.
- **Transportation fees are not refundable.**

Fees paid comprise of 30% administration and business costs and 70% services fee. In the event of a refund being awarded, only the services fee will be refunded on a pro-rata basis for the affected sessions.

FREQUENTLY ASKED QUESTIONS

18. **ADDITIONAL SUPPORT POLICY.**

Some children will require additional support due to special educational needs (SEND) or other factors, ESM can make reasonable adjustments to provide a stimulating and inclusive environment for most children, depending on their specific needs.

ESM collect personal information about all children at the point of booking or prompt parents to provide this when dropping their children off at camp.

To meet the needs of all children, ESM require parents and guardians to be honest and transparent regarding any additional support a child may require at the point of booking. This is especially important when a child requires a higher level of supervision than we're able to offer within our standard ratios and where their behaviour has the potential to detract from the welfare of other children.

In the case where additional support or needs and for children with SEND is required, parents of that child/children will need to provide this service as ESM Holiday Camp staff are not trained in this field of expertise.

For children with a high level of SEND, attendance is considered on an individual basis. We expect children that require 1:1 care at home or at school to be accompanied by their regular carer or welcome the attendance of an adult support.

Providing detailed information regarding expected behaviours or triggers for children with SEND or additional support needs helps our staff to understand how best to support your child on camp and provide the best experience for them.

Failure to provide information will result in the cancellation of the child's place(s).

ESM reserve the right to contact parents and guardians at any point to collect their child when believed necessary, to protect the welfare of the child, or other children and staff.

ESM Holiday Camps reserve the right to decline a booking or prevent a child attending a programme if believed the needs of the child within our standard ratios and without detracting from the welfare of all children and staff of incorrect or incomplete information has been provided by a parent or carer at the point of booking, that could or does detract from the welfare of the child or other children."



THANK YOU FOR CHOOSING

FOR MORE INFORMATION



VISIT OUR WEBSITE:
WWW.ESM.AE/HOLIDAYCAMPS

OR SCAN THE
QR CODE



ESM
HOLIDAY
CAMP

esm

