

EAST AYRSHIRE COUNCIL

COMMUNITY SERVICES COMMITTEE - 9TH November 2005

EAST AYRSHIRE SHOUT CARD

Report by Executive Director of Neighbourhood Services

1. PURPOSE OF REPORT

- 1.1 To update Members in relation to the development of a new and exciting initiative called the SHOUT card.

2. BACKGROUND

- 2.1 The SHOUT card is currently being developed by East Ayrshire Council's Recreation Partnership Project.

- 2.2 Established in May 1999, the Recreation Partnership Project provides a dynamic and innovative approach towards engaging primary school aged children in health-related activities. Specifically children and young people are provided with a range of opportunities to become more active more often, and services are designed to increase children's knowledge, understanding and awareness of a range of factors which contribute to a healthy lifestyle. In addition the project's Health & Activity Motivators also deliver the health element of East Ayrshire's Activity Motivation Initiative.

- 2.3 The Recreation Partnership Project currently operates two membership cards:

Recreation Inclusion Card for Kids (RICK Card)

Any child living / attending a Primary School in the south of the authority is eligible to apply for a RICK card. There is no cost for the card and once in possession, children can attend East Ayrshire's Kids Clubs completely free of charge and can access a number of other activities at a discounted rate.

Recreation Activity Discount Card (RAD Card)

Any child living / attending a Primary School in the north of the authority is eligible to apply for a RAD card. There is a small cost attached to the card however any child whose parent / guardian is in receipt of any of the benefits listed on the application form can access the card without charge. Once in possession of a RAD card, children can attend East Ayrshire's Kids Clubs completely free of charge and can access a number of other activities at a discounted rate.

- 2.4 The Recreation Partnership Project recently secured funding until 31st March 2008 from the following 3 sources: East Ayrshire Council's Leisure Development Section, the Community Regeneration Fund and NHS Ayrshire & Arran. Funding from these 3 sources has been combined to allow project staff to deliver an equitable service across the whole of East Ayrshire.

A key component of this service has been to develop an East Ayrshire wide 'SHOUT card' which combines the current RICK and RAD membership cards into one single card and focuses upon primary school aged children.

3. SHOUT CARD

- 3.1 The aim of the SHOUT card is to improve the health of East Ayrshire's children and young people. This will be achieved by ensuring that all primary school aged children have the opportunity to access a wide range of services which have a direct impact on their health and well-being and by ensuring that cost is not a barrier to children accessing these services. The new SHOUT Card will replace the RICK and RAD Cards thus ensuring a more equitable and inclusive service across the whole of East Ayrshire and will be free of charge.
- 3.2 The main benefits of the SHOUT card will be as follows:
- Access to a wide range of physical activity sessions either free of charge or at a discounted rate (depending on the activity)
 - The SHOUT card will double as a Library card
 - Discounts at a number of local retail outlets and events
 - Possible future links to Cashless Catering and Cultural Entitlement Initiatives
 - The SHOUT Card will be free of charge
- 3.3 In addition to the benefits listed above, a SHOUT reward scheme is also being developed where children, young people and their schools will be awarded points each time they use their card which can then be exchanged for a variety of unique rewards.
- 3.4 The SHOUT card has been developed using a multi-agency approach similar to that adopted by East Ayrshire's Dialogue Youth Unit. Indeed the SHOUT Card has been designed to dovetail with this national initiative. To date a wide range of partnerships have been formed to progress the development of the card with other Council departments and external agencies including:
- Library, Registration & Information Services
 - Museums, Arts & Theatres
 - Dean Castle Country Park
 - Community Recreation
 - IT Services
 - Educational & Social Services
 - Community Safety
 - NHS Ayrshire & Arran
 - Kilmarnock Football Club
 - Yipworld.com
 - Bellsbank Adventure Playground
 - Galleon Centre / Visions, Cumnock

- 3.5 SHOUT cards will be issued as part of a phased programme via East Ayrshire's 9 Learning Partnerships between October 2005 and March 2006. To this end awareness raising sessions were delivered to all primary Head teachers, key stakeholders and partners.
- 3.6 Specialist software has been purchased in order to ensure effective monitoring and evaluation of the uptake of SHOUT services. In this way physical activity levels can be tracked and information can be used to continuously improve and develop services.

4. FINANCIAL IMPLICATIONS

- 4.1 The current funding profile for the Recreation Partnership Project April 2005 until March 2008 is as follows:-

Funding Source	05/06	06/07	07/08
Community Regeneration Fund	£100,000	£100,000	£100,000
NHS Ayrshire & Arran	£72,522	£72,522	£72,522

- 4.2 The funding for the SHOUT card has been met from external funds and Leisure Development budgets.

5. LEGAL AUTHORITY/IMPLICATIONS

- 5.1 NIL

6. POLICY IMPLICATIONS

- 6.1 The development of the SHOUT card has been underpinned and driven by the recommendations, targets and outcomes set out in national policies and strategies relating to children's health and well-being viz. Let's Make Scotland More Active: A Strategy for Physical Activity and Improving Scotland's Health: The Challenge.
- 6.2 The SHOUT card will deliver directly on the actions contained within the Improving Health and Eliminating Poverty sections of East Ayrshire's Community Plan and the Improving Health section of the East Ayrshire Children and Young People's Services Plan. The SHOUT card will also contribute to the achievement of key high level outputs in relation to children's health in East Ayrshire's Regeneration Outcome Agreement and links directly to the emerging Culture and Leisure Strategy.

7. CONCLUSIONS

- 7.1 The SHOUT card is a new and exciting initiative which will be available to all of East Ayrshire's primary school children and will have a major impact upon health and well being through access to a range of high quality cultural and active leisure opportunities.
- 7.2 The dynamic partnership approach to the production and development of the SHOUT Card will ensure that benefits to children and young people are maximised and exploited.
- 7.3 The SHOUT initiative will enhance and complement the wide range of children's health development services already delivered by Leisure Development and Community Planning Partners including the Activity Motivation Initiative, New Sporting Futures, the Kids Club Network and Fit for IT Library Sessions.

8. RECOMMENDATIONS

- 8.1 It is recommended that members: -
- (i) note the contents of this report.
 - (ii) Remit the Executive Director to provide annual progress reports in relation to this initiative

William Stafford
Director of Community Services

WS/KK

14 October 2005

LIST OF BACKGROUND PAPERS

1. NIL

Any person wishing to inspect the background papers listed above should telephone (01563) 576722 and ask for Katie Kelly, Leisure Development Manager.

Implementation Officer – (john.griffiths@east-ayrshire.gov.uk)