

EAST AYRSHIRE COUNCIL

COMMUNITY SERVICES COMMITTEE – 9th NOVEMBER 2005

SUMMER PROGRAMME FOR CHILDREN EVALUATION REPORT

Report by Executive Director of Neighbourhood Services

1. PURPOSE OF REPORT

- 1.1 The purpose of this report is to provide a summary of the evaluation of the Summer Activity Programme for Children 2005.

2. BACKGROUND

- 2.1 The Summer Programme has been delivered in its existing format since 1996. The Programme is co-ordinated by the Leisure Development Section and is made up of a wide range of Sports, Play and Health opportunities which are targeted at young people living in and around East Ayrshire.
- 2.2 The Summer Programme is delivered in conjunction with a number of internal partners including Libraries; Arts and Museums; Countryside Ranger Service; Community Safety Partnership and Community Recreation. In addition extensive input is received from external partners such as the Community Regeneration Fund; Ayrshire and Arran Health Board Health Improvement Fund and New Opportunities Fund; Community Police; Community Planning partners; Youth Outreach and Social Work.
- 2.3 An extensive evaluation process, which is informed by the Best Value Regime and is in line with EFQM, has been incrementally developed over the last eight years and this included questionnaires, face to face consultations, the graffiti wall, talking wall and run-around game.
- 2.4 The process employs a range of innovative and traditional techniques to produce quantitative and qualitative results. Utilising a systematic framework it is possible to examine performance trends, share relevant information with funding partners and focus upon the continuous improvement of the service.

3. PERFORMANCE RESULTS

- 3.1 The overall aim of the Summer Programme is to provide a comprehensive choice of high quality, fun activities for all children and young people throughout East Ayrshire during the school holiday period. In order to fulfil this aim a Summer Action Guide was developed and distributed widely across East Ayrshire.

3.2 The Leisure Development Section offered a wide range of opportunities including Sports activities, Youth diversionary activities (including Street Sport Express pilot) Motivators on Tour visits, CHAMPS sessions (additional support needs), Drama workshop (additional support needs), Specialist Arts workshops, Wannabe Pop Star workshops, Pre school sessions and Travelling Circus workshops

3.2.1 The overall attendance over the last three years is displayed below:-

YEAR	2005	2004	2003
Total Motivators on Tour Attendance	4912	4614	5020
Total Attendances at Sport sessions	581	555	518
Total attendances at youth diversionary activities	2512	N/A	N/A
Specialist Arts	156	166	100
Additional Support Provision (Leisure United)	370	314	N/A
Walking Development	186	N/A	N/A

3.2.2 The overall Leisure Development attendance has increased on last year. This can be attributed to a more varied programme of activities being offered to the young people and the addition of new services such as Street Sport Express (diversionary activities), Travelling Circus, American Sports Week and Walking Development.

3.3 The Library, Registration and Information Service ran a wide range of initiatives aimed at children and the wider East Ayrshire community during the summer months.

3.3.1 The “Reading Voyage” and “Reading Rollercoaster” offered children and adults in 27 community libraries the opportunity to take part in a national summer reading challenge as well as access to the exclusive Reading Voyage website which offered information and activities on current authors and new publications. Summer craft and storytelling sessions were held in community libraries. Each library hosted sessions during the months of July and August. 234 children in total participated.

3.3.2 Attendance figures are as follows:

Year	2005	2004
Library sessions	1439	970

3.4 The Countryside Ranger Service ran 25 events aimed at children and families during the summer months. Some of these events included family fun days, woodland games, tracks and trails and treasure hunts, arts workshops and various walks throughout East Ayrshire. The total attendance includes all events from March through to September.

3.4.1 Attendance figures are as follows:

Year	2005	2004
Countryside Rangers Events	5188	5277

3.5 The Community Recreation Section ran a comprehensive programme of activities throughout the summer. Activities such as Summer fun clubs and summer school provision to community groups were provided. The development of partnership working with Education, Muirkirk Enterprise Group, The PACT Project and Drongan Health Initiative have impacted greatly on how the service provides the summer programme enabling the section to continue to expand and develop the scope of activities available leading to the continued increase in attendances.

3.5.1 Attendance figures for Community Recreation are as follows:-

Activity	Total Attendance
Summer Fun Clubs	2277
Other Venue Activities	28,709

3.6 The Arts and Museums Section designed and hosted their first full series of summer workshops this year. A series of week long courses were designed to appeal to a wide range of young people with an interest in creative work from across Scotland. Specialist tutors worked across five venues to provide song writing, drama, DJ-ing, dance and musical theatre, hip hop, contemporary craft and circus skills workshops. A total of 97 young people participated.

3.7 Extensive research was carried out in terms of the publicity and promotion of the Summer Programme. A range of advertising techniques were utilised to complement existing approaches. These techniques included:-

- Organised visits to every school in East Ayrshire to promote the Summer Programme
- Press releases in local sections of newspapers
- Free fliers
- Poster in shops/libraries/community centres

3.8 Evaluation results showed that 85% of children attending activities received a Summer Activity Guide at school. School visits remain the most effective promotional tool in terms of raising awareness about the programme. In addition over 93% of respondents used a RICK Card or a RAD Card. The RICK and RAD Card will be replaced in 2006 with the forthcoming SHOUT Card.

4. FINANCIAL IMPLICATIONS

4.1 The Summer Programme is funded from existing Leisure budgets with extensive support from a range of external funders.

5. LEGAL/AUTHORITY IMPLICATIONS

5.1 Not applicable

6. POLICY IMPLICATIONS

6.1 The Summer Programme is delivered within the framework of the emerging Culture and Leisure Strategy, the Community Plan, the Children's Service Plan and in line with key community regeneration objectives. In addition the programme is underpinned by core health priorities in relation to improving the mental health and physical wellbeing of local children.

7. CONCLUSIONS

7.1 The Summer Programme continues to be a success with children receiving a great deal of choice and a range of high quality opportunities.

7.2 The distribution of the Summer Action Guide to schools alongside the promotional school visits continues to be the most effective form of publicity.

7.3 Discount/membership cards, such as RICK/RAD, tend to be a good incentive to attend sessions.

7.4 The extensive range of evaluation feedback will be utilised proactively in order to continuously improve the Summer Programme.

7.5 The feedback received from qualitative evaluation was extremely positive with young people and their parents indicating that they enjoyed participating and intended to attend next year's programme.

8. RECOMMENDATIONS

8.1 It is recommended that Committee:-

- i) note the contents of this report.

William Stafford

Executive Director of Neighbourhood Services

17th October 2005

WS/JAG/KK

LIST OF BACKGROUND PAPERS

1. Summer Action Guide 2005
2. Evaluation results 2003 – 2005

Any person wishing to inspect the background papers should contact Tammy Devlin, Play Development & Grants Manager, on 01563 576706.

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