

EAST AYRSHIRE COUNCIL

COMMUNITY SERVICES COMMITTEE - 8TH NOVEMBER 2006

SUMMER PROGRAMME REPORT 2006

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 Summer Activity Programme 2006.

2. BACKGROUND

- 2.1 The Summer Programme is made up of a wide range of Sports, Play and Health opportunities which are targeted at people of all ages living in and around East Ayrshire.
- 2.2 The Leisure Development Section co-ordinates the promotion of the programme which is delivered in conjunction with a number of internal partners including Libraries, Museums and Arts; Countryside Ranger Service; Community Safety Partnership and Community Recreation. In addition extensive input is received from external partners such as the Community Regeneration Fund; NHS Ayrshire and Arran; the Big Lottery; Community Police; Community Planning Partners; Youth Outreach and Social Work.
- 2.3 The evaluation 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 children, young people and adults throughout East Ayrshire during the summer holiday period. In order to fulfil this aim a Summer Activity 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), Motivators on Tour visits, CHAMPS sessions (additional support needs), specialist arts workshops, early years sessions, CHIP Van community visits and walking development activities.

3.2.1 The overall attendance over the last four years is displayed below.

YEAR	2006	2005	2004	2003
Total Motivators on Tour attendance	5980	4912	4614	5020
Total attendance at Sport sessions	602	581	555	518
Total attendance at youth diversionary activities	3508	2512	N/A	N/A
Total attendance at Specialist Arts	34	156	166	100
Total attendance at Early Years activities	377 children 239 adults	N/A	N/A	N/A
Total attendance at additional support needs activities	284	370	314	N/A
Total attendance at Walking Development activities	296	186	N/A	N/A
Total attendance at CHIP Van community visits	555	N/A	N/A	N/A
Total attendance at CHIP Van classes	1227	N/A	N/A	N/A

3.2.2 Attendances at all activities increased from the previous year excluding specialist arts workshops and additional support needs activities. The specialist arts workshops took place during the first week of the programme when the exceptionally warm weather clearly had an impact on the numbers attending activities. This year, activities for children with additional support needs were delivered in partnership with East Ayrshire's Department of Educational and Social Services ensuring that activities were delivered in a more systematic and co-ordinated manner.

3.2.3 East Ayrshire's SHOUT card, which was launched earlier this year, aims to improve the health and well being of local children. This will be achieved by ensuring that all children have the opportunity to access a wide range of leisure, recreational and cultural services and by ensuring that cost is not a barrier to access. Over 6,288 children aged 5-12 years have now been issued with a SHOUT card which represents 78% of the target population. This summer primary school aged children were offered the opportunity to access free swimming at the Galleon, Visions or Doon Valley Swimming Pool using their SHOUT card. During the 5 week period the programme recorded 2,708 attendances. In addition 5,760 children accessed the Motivators on Tour sessions free of charge with their SHOUT card which represents 96% of the total attendance.

3.2.4 As part of a wider pilot initiative which is linked to the Fit Ayrshire Babies (FAB) Project, the Leisure Development Section introduced a programme of activities for pre-5 children during this year's summer programme. Within the sessions delivered, children and their parents or carers had the opportunity to improve their skills and competencies as well as increasing their understanding of the long term benefits of physical activity, play and social

interaction. Following the success of the summer programme which attracted 377 children and 239 adults over a 4 week period, work in this area will be ongoing with parent and toddler groups during term time within specific ROA target areas.

- 3.2.5 In terms of building sporting capacity within East Ayrshire, the Sports Development Team offered young people the opportunity to gain a nationally recognised sports leadership award by attending a week long course during the holiday programme. 14 young people successfully completed this course and have now commenced volunteering placements within various sports clubs and activities in East Ayrshire.
- 3.2.6 In addition to the mainstream and diversionary summer programme on offer the Leisure Development Section also worked intensively with young people who are looked after within one of East Ayrshire's Residential Units. As a result of this 10 young people were able to participate in a range of activities including Motivators on Tour, Golf and Football. A further 2 young people also volunteered as Leaders at sports and play activities one of whom was among those who successfully achieved the sports leadership qualification outlined above.
- 3.2.7 The overall Leisure Development attendance has increased on last year. This can be attributed to a number of factors including:
- a more varied programme of activities being offered to children and young people
 - the addition of new services such as the early years activities
 - a more varied programme of activities being offered to adults such as CHIP Van community visits and walking development activities
 - the development of partnerships with other organisations and community groups such as Drongan Health Initiative and the 4 Connections Project in Netherthird to avoid duplication of effort and ensure a more co-ordinated approach to the delivery of services
 - the introduction of the SHOUT card ensuring that cost was not a barrier to children and young people accessing activities
- 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 Summer Reading Challenge is the UK's largest promotion of children's reading. Created annually by The Reading Agency it runs during the school summer holidays. Its aim is to keep children from 4 – 12 reading and visiting the library throughout the summer and it offers reading collector packs and a range of high quality promotional material to encourage them. This year the theme was The Reading Mission: a spy-fi reading adventure that trained the children to become Reading Agents. Their Challenge was to read six different books from the library during the summer.
- 3.3.2 The Reading Mission was available in all 20 libraries and 2 mobile libraries. This year 620 young people across East Ayrshire participated in The Reading Mission and all those who completed the challenge received a certificate.

3.3.3 To complement the Reading Mission Summer Storytelling and Craft Activities took place in the Dick Institute and Drongan Library. During these sessions 67 young people were introduced to the state-of-the-art website, www.readingmission.org.uk. They had the opportunity to explore the world of well-known authors like Jacqueline Wilson and Anthony Horowitz as well as participate in activities and games linked to the spy theme.

3.4 The Countryside Ranger Service ran 43 events, in 2006, 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 / summer school activities throughout the district of East Ayrshire. The total attendance includes all events from March through to September.

3.4.1 Attendance figures are as follows:

Year	2006	2005	2004
Countryside Rangers Events	6444	5188	5277

3.5 The Community Recreation Section has continued to develop and expand its programme of Summer Activities and provides a comprehensive range of activities within the sections facilities throughout the summer holidays.

The section this year provided programmed activities within its Games Halls, Community Halls and the Doon Valley Swimming Pool complex.

3.5.1 The overall attendances during the summer period over the last four years are shown below:-

Venue	2006	2005	2004	2003
Games Halls Overall				
Catrine	5047	4979	4874	3150
Drongan	6520	5032	4082	2323
Gavin Hamilton Sports Centre	5045	5250	6718	3634
Mauchline	5027	5377	5039	4587
Muirkirk	3134	3144	2839	3282
New Cumnock	3386	2693	2785	2560
Patna	5873	4411	3369	1659
Community Halls Overall				
Bellfield Community Centre	1455	529		
Fulton Hall	659	536		
Institute Hall	1514	458		
Morton Hall	583	331		
Doon Valley Swimming Pool	1823	N/A		

3.5.2 The section's overall attendances have shown a marked increase with the cumulative total of attendances within the section's facilities exceeding 40,000 for the first time ever.

- 3.5.3 The Games Halls have continued to show a positive trend in attendance and the consistent approach towards marketing these activities in conjunction with the collaborative working with external partners allows this sector to continue to develop.
- 3.5.4 The introduction of programmed activities within the Community Halls has provided the opportunity for children to participate in activities within their local communities where there is no alternative provision. The uptake in attendances has been extremely positive and the feedback from the community extremely appreciative of this development.
- 3.5.5 Doon Valley Swimming Pool recently transferred to Community Recreation having previously been managed by Educational & Social Services. A programme of children's activities was provided for the first time and whilst the numbers participating were relatively low it is hope that this can be built on in future school holiday programmes.
- 3.5.6 In addition to the mainstream activities the section offered a number of other options which were rolled out to augment the programmed activities. These were aimed at providing children with alternative activities encouraging them to become active during the holiday programme.

ACTIVITY	NUMBER OF PARTICIPANTS
Airzone	1005
Dance Wars	1059
Fun Fitness	1030

- 3.5.7 Community Recreation attendances have once again experienced a significant increase in the number of children participating and this can be attributed to a variety of factors including:-
 - A quality programme of activities being provided that meet the needs and demands of the local communities served by the individual facilities.
 - The continued development of the programme to attract teenagers and young girls to allow them the opportunity to access activities that meet their needs.
 - The development of partnerships with local community groups and other organisations such as, the Police, School Boards, Nursery Groups, Drongan Health Initiative, New Cumnock Church, Darvel Community Council and PACT to ensure that the service being provided is in one with the communities needs.
 - Greater use made of external funding opportunities to ensure that cost is not a barrier to participation.

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

School visits and 'word of mouth' continue to be the most effective promotional tool in terms of raising awareness about the programme.

4. FINANCIAL IMPLICATIONS

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

5. LEGAL / AUTHORITY IMPLICATIONS

5.1 Nil

6. POLICY / COMMUNITY PLAN IMPLICATIONS

6.1 The Summer Programme is delivered within the framework of the emerging Leisure and Cultural 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 well being of local children, young people and adults.

7. CONCLUSIONS

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

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

7.3 Discount/membership cards, such as the SHOUT card, 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 the Committee:-

- i) note the contents of the report.

William Stafford
Executive Director of Neighbourhood Services

WS/JAG/TR

16th October 2006

LIST OF BACKGROUND PAPERS

1. Summer Activity Guide 2006
2. Evaluation results 2003 – 2006

Any person wishing to inspect the background papers should contact Katie Kelly, Leisure Development Manager on 01563 576722.

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