

EAST AYRSHIRE COUNCIL

COMMUNITY SERVICES COMMITTEE – 12 NOVEMBER 2003

SUMMER PROGRAMME FOR CHILDREN EVALUATION REPORT

Report by Director of Community Services

1. PURPOSE OF REPORT

- 1.1 The purpose of this report is to provide an executive summary of the evaluation process associated with the Summer Activity Programme for Children.

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, Museums, Arts and Theatre, Countryside Ranger Service, Community Safety Partnership, Community Recreation and the jointly funded football and curling posts. In addition extensive input is received from external partners such as the East Ayrshire Coalfield Area Social Inclusion Partnership, Ayrshire and Arran Health Board Health Improvement Fund, Changing Children's Service Fund and New Opportunities Fund.
- 2.3 The extensive 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 Community Services 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 Activity Guide was developed incorporating the following activities:-
- 3.2 Leisure Development led sessions –
- 37 sports sessions (curling, football, golf, tennis, basketball, rugby, cycling, judo, ice hockey)
 - 268 Kids Club Network sessions

- 53 CHAMPS special needs sessions
- Activate Drama week
- 7 arts workshops (Caribbean theme)
- 1 Wannabe Popstars.

Other Sections/Departments Activities

- Library Services
- Community Recreation
- Community Safety Partnership
- Countryside Rangers Service
- Galleon Centre Clubs
- Yipworld.com

3.3 In order to ensure the highest levels of quality a number of key procedures were put into practice:-

- All Kids Clubs had been previously registered
- All staff were checked through Disclosure Scotland
- All staff took part in a comprehensive training week
- Each multi disciplinary team had a designated line manager
- Regular inspections were carried out by supervising officers
- Each team was provided with an extensive range of equipment

3.4 Up to 25 workers attended a specially designed five-day training course prior to the commencement of the Summer Programme and during the six weeks of the programme 30 Kids Club Network sites received up to two sessions per week.

3.5 Innovative questionnaire booklets were completed by a range of children who attended Kids Clubs in the final week of the programme. 70 children took part in this group activity and the questionnaire covered the following topics:- Publicity, Venue suitability, Method of transport, Activities on offer, Quality of leaders, Enjoyment . The children were also asked to write their views on the clubs. A summary of results is as follows:-

- 96% of children took part in a variety of activities
- 97% of children enjoyed the activities
- 72% of children felt that their ideas were always taken on board
- 98% of children felt that leaders were approachable and fun

The following represents a range of comments which were received:-

- “I had lots of fun at the Kids Club. There were a lot of friendly children and nice leaders”
- “I thought the kids club was great and I will be coming next year”
- “The kids club is absolutely excellent. All the leaders are great. I liked the big games and all of the other games”

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

YEAR	2003	2002	2001
Total Kids Clubs Attendance	5020	6067	4463

The overall attendance has decreased on last year. However, this can be attributed to joint working with other sections in the delivery of a more varied programme of activities, which subsequently resulted in a reduction of the number of teams working.

3.7 The Leisure Development Section provided a wide range of sports coaching courses throughout East Ayrshire. These included golf, judo, tennis, rugby, football, curling, basketball, cycling and ice hockey.

Attendances for Sports Coaching are as follows:-

YEAR	2003	2002	2001
Total Attendance's at Sport Courses	555	518	401

Participation in sport has increased incrementally over the last three-year period. This can be attributed to the partnership working between Leisure Development Services and East Ayrshire Sports council providing more sports to choose from than ever before such as Judo and Ice Hockey. The Joint funded partnership posts such as football and curling also contributed to the consistently high quality core Sports Development programme within Leisure Development Services. In addition the introduction of the New Sporting Futures project will have a positive effect on the summer programme activities and sports development overall.

Questionnaires were returned by children and a summary of the results are as follows:-

- 80% of children rated the coaches enthusiasm as good/excellent
- 92% of children rated the coaches knowledge as good/excellent
- 80% of children felt that the coach helped them develop new skills
- 96% of children were happy with the level of coaching received

3.8 Building upon the success of previous years the Leisure Development Section ran the following specialist arts workshops: -

- 7 Caribbean Arts Workshops
- 1 Wannabe Popstars

Attendance figures were as follows:-

YEAR	2003	2002	2001
Annual Comparison	100	166	219

Although the workshops still remain popular, there was a decrease in this year's attendance. This could be attributed to the increase in Sports Development and Community Recreation provision offering more choice.

47 questionnaires were returned detailing the following results:-

- 91% of children rated the instructors as good/excellent in terms of enthusiasm, knowledge and teaching new skills
- 100% of children gave the workshop a good/excellent enjoyment rating

The following represents a range of comments which were received:-

- "I think the workshop was brilliant"
- "Staff were very helpful with the complicated cutting and showed clearly how to make the designs"
- "The activities on offer and staff members made the workshop fun"

3.9 Disability Provision – Run by the Leisure United Project.

This year saw the introduction of a comprehensive programme of activities for children with Learning disabilities. All clubs running over the summer were made inclusive for all children but it was apparent that there was still a need to develop a specialist programme of activities solely for children with learning difficulties. The Leisure United Project, with funding from the Changing Children's Service Fund, offered daily support to the four special schools, linking with the existing playschemes. Other organisations were also provided with support such as the Lisa Lanna respite Unit for children with learning difficulties. The activities offered consisted of Play, Sport, Arts and Physical Activity sessions.

Attendance figures have increased dramatically this year and this has proved to be the most successful summer so far:-

Year	2003	2002
Annual Comparison	595	145

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

The "Reading Maze" is an initiative that has been made available in 22 Community Libraries and 2 mobile libraries throughout East Ayrshire. The aim of the initiative is to encourage children to read at least six books during the summer months. For every book read the children received free promotional material and a certificate. There was a prize draw with a gift token for each lucky winner at every community library.

Prize giving ceremonies took place in Crosshouse and Auchinleck community libraries. 630 children took part in total.

Summer craft and storytelling sessions were held in ten community libraries. Each library hosted five sessions during the months of July and August. 324 children in total participated. Activities on offer included making a summer diary, designing bookmarks and postcards, mask making and paper weaving.

Attendance figures are as follows:

Year	2003	2002
Annual Comparisons	954	950

- 3.11 The Countryside Ranger Service ran 24 events aimed at children and families in the month of July alone. 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.

Attendance figures are as follows:

Year	2003	2002
Annual Comparisons	6696	5420

- 3.12 The Community Recreation Section provided a selection of activities in eight of it's community venues throughout the summer period. Some of the sessions included fun clubs, EA Fit Clubs, Disco Bounce, EA Extreme, EA Teen Fit Club, Patna Summer School, Other casual activities

Attendance figures for Community Recreation were as follows:-

Activity	Total Attendance
Summer Fun Clubs	11986
EA Fit Club	1692
EA Extreme	1480
Disco Bounce	2164
EA Teen Fit Club	153
Patna Summer Club	939
Other casual	5483

- 3.13 Many children and young people participated in a broad range of innovative and fun activities provided by individual sections of the Community Services Department and other partners. The overall attendance figures are as follows:-

Year	2003
Overall Attendance	36, 631

- 3.14 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 and 8% used a RAD card. This is particularly encouraging for the SIP and Health Board funded Recreation Partnership Project which operates the scheme.

4. FINANCIAL IMPLICATIONS

- 4.1 The Summer Programme is funded from existing Leisure Development budgets, specific section budgets and a cocktail of external funding.

5. LEGAL/AUTHORITY IMPLICATIONS

- 5.1 Not applicable

6. POLICY IMPLICATIONS

- 6.1 The Summer Programme is delivered within the framework of the Leisure Strategy and emerging Cultural Strategy, the Community Plan, the Children's Service Plan and in line with key social inclusion 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.

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. The extensive range of evaluation feedback will be utilised proactively in order to continuously improve the Summer Programme.
- 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. Discount/membership cards, such as RICK/RAD, tend to be the best incentive to attend clubs.

8. RECOMMENDATIONS

- 8.1 It is recommended that Committee note the contents of this report.

William Stafford
Director of Community Services

WS/JAG/KK

20th October 2003

LIST OF BACKGROUND PAPERS

1. Summer Activity Guide 2003
2. Evaluation results 1998 – 2003
3. “About You” children questionnaire booklet 2003

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

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