

**TONBRIDGE & MALLING BOROUGH COUNCIL**

**LEISURE and ARTS ADVISORY BOARD**

**15 October 2007**

**Report of the Chief Leisure Officer and the  
Cabinet Member for Leisure, Youth and Arts**

**Part 1- Public**

**Matters for Recommendation to Cabinet - Non-Key Decision (Decision may be taken  
by the Cabinet Member)**

**1 ACTIVATE 2007**

**Summary**

**This report presents an operational review of the 2007 Easter and Summer Activate programmes, and brings forward a number of suggested improvements for the future.**

**1.1 Introduction**

1.1.1 The 2007 Easter/Summer holiday Activate programmes operated to meet the needs of the 8–16 year age group, and were developed in partnership with local schools, colleges, coaches and instructors. The Activate programme plays an important part in meeting the Council's key priority of 'involving and meeting the needs of young people'. Activities were provided at venues across the borough, including the Council's own indoor and outdoor leisure facilities.

**1.2 2007 Activate Programmes**

1.2.1 The 2007 programmes continued to focus on specialist sports and arts activities in an effort to move away from more traditional courses, that are already provided by other organisations and agencies throughout the borough. The activities included windsurfing, equestrian care, skateboarding, film making, living history, drama and circus skills

1.2.2 Both the Easter and Summer programmes were successful, and many positive comments were received from both parents and children. The Cabinet Member for Leisure, Youth and Arts visited the venues and may wish to comment at the meeting. A number of courses reached full capacity in a matter of days of the Activate brochures being distributed, with the outward bound courses at Carroty Wood in Tonbridge proving to be particularly popular. It is, therefore, suggested that if possible the number of courses offered at Carroty Wood in 2008 is increased to meet demand.

1.2.3 Listed below is the total number of children registered and attending the 2007 Easter and Summer programmes:

	<b>Easter</b>	<b>Summer</b>
No of children registered	350	362
No of attendances	570	766

1.2.4 Members will be interested to note that 12% of the children registered were Leisure Pass holders, indicating the inclusive nature of the programmes.

### **1.3 Market Survey Results**

1.3.1 Parent's views were sought through a questionnaire. Listed below are the key issues arising from the responses:

- 93% of respondents were very satisfied with the Activate programme overall.
- 96% of respondents felt there was an adequate range of choices.
- 95% of respondents were satisfied with the cost of activities
- 95% found the courses very enjoyable.

### **1.4 Activate 2008**

1.4.1 It is considered that the Easter and Summer Activate programmes continue to be both popular and successful, and should be retained and improved in the future. Taking into account lessons learnt from the 2007 programmes, and feedback from parents, it is suggested that:

- the programmes continue to focus on less traditional sports and arts activities;
- a marketing campaign be put together for the Activate Guide and the format and layout of the brochure be reviewed in advance of 2008;
- the range of activities on offer be reviewed in light of attendance levels and customer feedback;
- the number of sessions at Carroty Wood be increased.

### **1.5 Legal Implications**

1.5.1 The Council has powers to undertake this activity by virtue of Section 145 of the Local Government Act 1972. Under the requirement of the Children Act (1999) and in accordance with the Council's Child Protection Policy all staff working on a programme were subject to enhanced Criminal Record Bureau check no older than 12 months.

## **1.6 Financial and Value for Money Considerations**

- 1.6.1 The Activate programmes are funded through a provision in the Youth & Play Development Revenue Budget (£10,000 – 2006/07 original estimate) and income received from the courses. The above suggestions can be accommodated from within the agreed revenue budget provision.

## **1.7 Risk Assessment**

- 1.7.1 A risk assessment of all the activities and venues was undertaken in liaison with the Council's Health & Safety and Insurance Officers. Each of the facilities used were requested to produce adequate insurance certificates and risk assessments.

## **1.8 Conclusion/Recommendations**

- 1.8.1 The Activate programmes have been successful and assist the Council to meet the corporate priority of identifying and meeting the needs of young people. The programmes were well attended, and feedback from parents has been positive.

- 1.8.2 It is, therefore, **RECOMMENDED** that:

- 1) the Activate programmes be continued in 2008 during the Easter and Summer holiday period;
- 2) the suggested improvements outlined in this report be implemented.

The Chief Leisure Officer confirms that the proposals contained in the recommendations, if approved, will fall within the Council's Budget and Policy Framework.

Background papers:

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Nil

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