

TONBRIDGE & MALLING BOROUGH COUNCIL

LEISURE and ARTS ADVISORY BOARD

22 September 2010

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

Part 1- Public

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

1 2010 SUMMER ACTIVITY PROGRAMMES FOR YOUNG PEOPLE

Summary

This report updates Members on activities for young people and children that took place over the summer holidays, including the Summer Playscheme, Activate and Y2 Crew.

1.1 Summer Playscheme

- 1.1.1 In 2010 the Summer Playscheme operated at 14 venues across the Borough, offering organised activities for the 4-11 year age range. This year the Council directly operated and staffed seven venues and worked in partnership with Poppy Pre School, Mrs B's Daycare, Rainbow Out of School Club and Barnies Day Nursery at the other seven venues. Attached at **[Annex 1]** is a list of Summer Playscheme venues operated in 2010.
- 1.1.2 Members will be aware from previous reports that the East Malling Playscheme was run by a new partner (Mrs B's Daycare) for the first time this year and that the new St James Centre was used as the venue. In liaison with St James the Great Primary School the Playscheme was also able to benefit from using the school's playground, playing fields and classrooms in the Family Learning Centre. Members will also be aware that one of our existing partners (Rainbow Out of School Club) replaced Littluns as the provider of the Snodland Playscheme in 2010 successfully completing the registration process with OFSTED.
- 1.1.3 In 2010 two further Playscheme venues underwent change with the Tonbridge Girls' Grammar Playscheme moving into the Community Facilities within the new school building and the West Malling Playscheme moving from the Cricket Pavilion to the Primary School. Both changes have worked well with children benefitting from an increase in space and facilities.
- 1.1.4 Members will be aware from previous reports that this year the Playscheme benefitted from the Early Years Capital Grant with £500 per Playscheme site

being allocated to increase our range of equipment. A further £700 was also received from the Local Children's Service Partnership enabling us to increase our 1:1 support for children with special educational needs and/or physical disabilities. The Youth & Play Development Officer also worked closely with the KCC Out of Schools Co-ordinator and took part in the 2010 Site Improvement Programme. This involved each Playscheme directly run under a Tonbridge & Malling OFSTED registration being visited by one of the Co-ordinators to ensure that we complied with the Early Years Welfare requirements and that our quality standards were high. The Co-ordinators are also responsible for supporting the provision to look at any areas of improvement. For taking part in the Programme Tonbridge & Malling received £25 for each Playscheme site visited and are currently waiting for the reports although early indications are positive.

- 1.1.5 The brochure and leaflets advertising the scheme were distributed extensively across the Borough, including primary schools, leisure centres and libraries. Posters were also displayed by Parish Councils, in local shops, GPs surgeries or wherever was most suitable for that particular village/town. Further leaflets were also produced to be handed out at each Playscheme advertising our 5% discount if a parent booked their children onto another week.
- 1.1.6 This year 1,068 children registered onto the Summer Playscheme. **[Annex 2]** provides a breakdown of the places for each Summer Playscheme venue, including a comparison with last year. Members will note that whilst there is a decrease in the number of places taken compared to 2009, 75% of all places were booked. It is encouraging to note that 314 registered children benefitted financially from the Council's Leisure Pass scheme (£10.00 per family per week compared to the full rate of £35.00 per child per week). This represents a 9% increase on 2009 and illustrates the important role played by the Summer Playscheme in reaching all social groups within the community. Total income from registration fees in 2010 was £49,096, against an estimate of £59,600. The reduced income reflects lower than anticipated numbers and an increase in Leisure Pass use. Savings will be made against temporary staff expenditure, as staffing levels were reduced when it became apparent that registration levels would be reduced. It is apparent from **[Annex 2]** that there were significant variations in the uptake at different venues. This is clearly an issue which needs to be carefully reviewed in advance of next year's scheme, to ensure the Playscheme is operated as cost effectively as possible, and places are provided in accordance with demand.
- 1.1.7 Attendance on the Council's Playscheme Plus programme, which is available to children with special educational needs and/or physical disabilities, also saw a rise with 27 children taking part in the 2010 Summer Playscheme. In addition a further 76 children took part in the Summer Playscheme through referrals from Kent County Council's Children and Families Unit and Family Liaison Officers at Hadlow, East Malling and West Malling Primary Schools. This is an increase of 11 children compared to 2009 and reflects the following comment made by Ofsted

in 2009 “All children, regardless of their background or ability are helped to feel included”.

- 1.1.8 Transport was provided from Kings Hill to the West Malling and Leybourne centres with an extra pick up in Larkfield enabling those children who may not otherwise have been able to attend to do so.
- 1.1.9 Each year the Council sends out a Parental Survey with the results for 2010 showing 100% of parents satisfied with the Playscheme. Members will also be aware that this Council is committed to supporting the Every Child Matters Outcomes and has been developing tools to measure how children attending one of our Playschemes have benefitted. Results for the 2010 Playscheme show that:
- 100% of parents felt their child was safe whilst attending the Playscheme
 - 100% of parents felt their child’s needs were met whilst attending the Playscheme
 - 98% of parents felt their children enjoyed themselves at the Playscheme
 - 91% of parents felt their child made a positive contribution whilst attending the Playscheme
 - 82% of parents felt their child benefitted from having their achievements recognised and celebrated whilst attending the Playscheme
 - 64% of parents felt their child developed a healthier lifestyle as a result of participating in the games and activities at the Playscheme
 - 34% of parents felt their child developed new skills as a result of attending the Playscheme
- 1.1.10 Members may be aware that OFSTED is undergoing some changes in September 2010 with registration visits and elements of early years inspections being outsourced to Tribal Group PLC for the South. As a result the four inspections that were expected for Woodlands, Tonbridge Girls Grammar, Walderslade and Burham did not take place. It is anticipated that these will now take place in the summer of 2011, possibly along with West Malling due to the change of venue, and Snodland due to the change of partner.
- 1.1.11 The Mayor formally visited the Tonbridge Girls Grammar School, Hadlow and Leybourne Summer Playscheme venues on the 4 August 2010. A number of the children had prepared performances as part of a talent show including dance pieces, songs and joke telling and the Mayor judged a number of competitions. Articles of the day were featured in the Tonbridge Courier and the Malling edition of the Kent Messenger.

1.1.12 72 members of staff worked on the 2010 Summer Playschemes with 47 of these having worked on previous schemes. All staff are asked to complete a survey at the end of the scheme and the results will be collated to inform the planning of the 2011 Scheme.

1.1.13 The Youth & Play Development Officer has given initial consideration to potential changes/improvements for the scheme in 2011 which include:

- a review of demand and staffing levels at venues to ensure the scheme is operated as cost effectively as possible and detailed at sub-section 1.1.6
- increase access to all 4 year olds following feedback from parents
- introduction of online booking and payment in line with the Activate scheme.
- exploring further external funding streams linked to growth in use by families on a low income
- combination of Playscheme and Activate marketing brochures

1.2 Activate

1.2.1 The 2010 Summer Activate programme ran from the 26 July - 20 August and offered young people aged 8-16 the chance to try out some more unusual activities. This summer activities included special effects and character make-up, badminton, fencing, jewellery making, fashion design, dance, art, cookery, drama, junior rangers, film making, outward bound, windsurfing, trampolining, kayaking, drama, tree jumpers and golf.

1.2.2 In 2010 the Activate programme worked in partnership with the ASDA Sporting Chance initiative offering young people a free voucher to participate in certain sporting activities. Tonbridge & Malling Borough Council received £500 in funding from ASDA which then meant that 50 places on one of our £10 courses could be offered. The scheme proved very popular and has given a number of children and young people the opportunity to try out a new sport.

1.2.3 Attached at **[Annex 3]**, is a list of the individual activities that took place and the percentage of places that were taken up. As Members can see, in overall terms 370 children registered on Activate with 93% of the places taken, a 3% increase on 2009. 78 young people also benefitted from our Leisure Pass rates, a 28% increase of 2009 meeting the Council's objective of fair access for all.

1.2.4 Members will be aware that the Council has been developing an online payment and booking system which was operational for this summer's Activate Programme. For the first time parents were able to view all of the workshops on offer, pay for their workshops online and receive booking details including

information on what to bring and wear via email. The final report shows that 49% of parents booked and paid online.

1.2.5 Good use of the Council's own facilities were once again made with workshops being run from Leybourne Lakes and Haysden Country Parks, Larkfield Leisure Centre, the Angel Centre and Poulton Wood Golf Centre. This summer we added in a Bike Maintenance and Bike Ability Course at our Country Parks teaching children how to look after their bikes and how to ride them safely. This was introduced after the success of the Sports Development Team's Free Cycle fun day in April 2010 where a number of young people and parents requested more workshops of this nature.

1.2.6 A Parental Survey for 2010 was sent out to all parents with 93% of parents satisfied overall with the programme. Further results from the 2010 survey are shown below:

- 100% of parents were satisfied with the overall range of activities on offer
- 93% of parents felt their children were safe whilst attending an Activate workshop
- 67% of parents felt their children were more likely to participate in physical activities as a result of having taken part in the Activate programme
- 52% of children would have been spending time indoors playing computer games if they hadn't been participating in the Activate programme
- 44% of parents felt their children were more likely to participate in positive activities all year round as a result of having taken part in the Activate programme

1.3 Y2 Crew

1.3.1 The objective of the Y2 Crew Summer scheme is to provide a programme of diversionary and educational activities for vulnerable young people aged 11-18 years in areas of the borough where crime and disorder issues have been experienced within this age group. Members may recall that a review of the areas in which the scheme was focused was undertaken in 2010 and the scheme extended to cover the areas in which Kent County Council Youth Service is actively involved and target areas suggested by Kent Police. In 2010 the Y2 Crew was targeted in the areas of Aylesford, Borough Green, Ditton, Eccles, East Malling, Hadlow, Larkfield, Leybourne, Snodland, Tonbridge (including Hildenborough) and Wrotham.

1.3.2 The scheme runs for the first four weeks of the school summer holidays providing trips, courses and activity days. The trips and courses are run at a subsidised rate for the young people. The activity days are run free of charge to ensure that as many young people as possible are able to attend.

- 1.3.3 The scheme is funded by a range of partnership organisations, funding for 2010 was received from the following: Community Safety Partnership, TMBC, Kent Fire & Rescue, Russet Homes, Kent Library Services, Youth Opportunities Fund, Positive Activities for Young People Fund, Tonbridge Local Children Services Partnership, Malling Local Children Services Partnership, Hadlow Parish Council, Wrotham Parish Council, Borough Green Parish Council, Aylesford Parish Council, Snodland Town Council, Ditton Parish Council, Tonbridge Lions, Malling Lions, KCC Member Grants, Hyde Housing, Sanctuary Housing and Income from Young People.
- 1.3.4 The 2010 scheme operated from Monday 26 July to Friday 20 August. A total of 258 young people were allocated spaces on the scheme, an increase of 15% compared to 2009. Referrals were received from Social Services, The Adolescent Resource Centre, The Hayesbrook School, Aylesford School, Holmesdale School and KCC Youth Service, a total of 44 referrals were received. In addition to the referrals, 42 young people were Leisure Pass holders and took advantage of the concessionary rates on offer, eight young people were funded directly by the Y2 Crew Scheme.
- 1.3.5 Trips were run on Mondays and Fridays to activities and venues such as Ten Pin Bowling, Go Karting, London Bridge Experience, Bewl Water, the West End Theatre and Thorpe Park. The aim of the trips was to provide the young people with new skills and experiences, as well as giving them a chance to visit new places and expand their horizons. **[Annex 4]** shows the attendance figures for 2010.
- 1.3.6 Activity days were run on Thursdays. Activity days were theme based and transport provided to increase the number of young people attending. **[Annex 4]** outlines the activity day programme and the attendance figures for 2010. The Tonbridge activity saw a drop in the numbers compared to 2009, it is therefore suggested that the activity days are reviewed with a panel of young people and the themes looked at in advance of 2011.
- 1.3.7 Members may recall that in 2010 the courses were run independently instead of in conjunction with the Council's Activate programme. The three courses on offer were Special Effects Make Up, Dover Motor Cross Project and Street Dance. The first two courses were both oversubscribed, with positive feedback from all the young people that took part.
- 1.3.8 The evening sessions ran in Ditton, East Malling, Snodland and Hadlow. All of the evening sessions were well attended and proved very successful. It is suggested that the evening sessions are run in the rural areas in 2011 and the courses/ activity days are focussed in the four main areas.
- 1.3.9 The Mayor formally visited two activity days, 'It's All About the Street' at Hadlow Youth Club and the 'Glee' Workshop at Tonbridge Library.

- 1.3.10 The A5 brochure was extended in 2010, the brochure publicises the scheme and also the key agencies. A consideration for 2011 is to increase the size of the brochure in an attempt to include more information about local activities/events that are relevant to the 11-18 year old age group for the six months after the scheme.
- 1.3.11 In 2009 the number of pick up points were increased to cover all of the areas, on evaluation this proved a complex and lengthy process for the young people and difficult to staff. It was, therefore, agreed that there would be four main pick up points, with a shuttle running from the rural areas. There were however a number of problems with the shuttle service and timings. It is therefore suggested that the transport be reviewed in advance of 2011.
- 1.3.12 In overall terms the 2010 Y2 Crew Summer programme was successful, and many positive comments were received from both parents and young people.
- 1.3.13 All staff have completed an evaluation form with suggestions/improvements for 2011, the forms are yet to be collated, however the comments/suggestions will be put into an action plan and reported to a later meeting. An evaluation meeting with all the partner agencies is due to be held at the end of September to review 2010 and agree any changes in advance of 2011.

1.4 Legal Implications

- 1.4.1 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 will be subject to an enhanced Criminal Record Bureau check no older than 12 months.

1.5 Financial and Value for Money Considerations

- 1.5.1 The cost of the Council's 2010 Summer Activities Programme for young people is met from the existing 2010/11 Leisure Development revenue budget, and through partnership funding for the Y2 Crew. In addition to income from charges, external funding is received from a number of sources, most notably relating to Parish Council support for the final week of the Summer Playscheme.

1.6 Risk Assessment

- 1.6.1 A risk assessment of all the activities and venues is undertaken in liaison with the Council's Health & Safety and Insurance Officers. Each of the facilities used will be requested to produce adequate insurance certificates and risk assessments. The Summer Playscheme venues are all registered with OFSTED and comply with the Early Years and Childcare Registers.

1.7 Policy Considerations

- 1.7.1 Healthy Lifestyles, Young People, Community, Crime & Disorder Reduction.

1.8 Recommendation

- 1.8.1 It is **RECOMMENDED TO CABINET** that the potential changes/improvements to the Council's Summer Activity Programmes for young people as outlined in the report be considered, with a report to the next meeting of this Board.

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

Background papers:

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Nil

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