

## ABERDEEN CITY COUNCIL

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<b>COMMITTEE</b>	Education and Children's Services Committee
<b>DATE</b>	26 November 2024
<b>EXEMPT</b>	No
<b>CONFIDENTIAL</b>	No
<b>REPORT TITLE</b>	Summer in the City Programme 2024
<b>REPORT NUMBER</b>	F&C/24/318
<b>DIRECTOR</b>	Eleanor Sheppard
<b>CHIEF OFFICER</b>	Shona Milne
<b>REPORT AUTHOR</b>	Sharon Skene
<b>TERMS OF REFERENCE</b>	1.1.1

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### 1. PURPOSE OF REPORT

- 1.1 This report shares a high level evaluation of the Summer in the City programme 2024.

### 2. RECOMMENDATIONS

That the Committee: -

- 2.1 notes the high level evaluation of the Summer in the City programme; and
- 2.2 instructs the Chief Officer – Education and Lifelong Learning to report to Committee on the impact of the autumn (2024) and spring (2025) programmes through Service Update following delivery.

### 3. CURRENT SITUATION

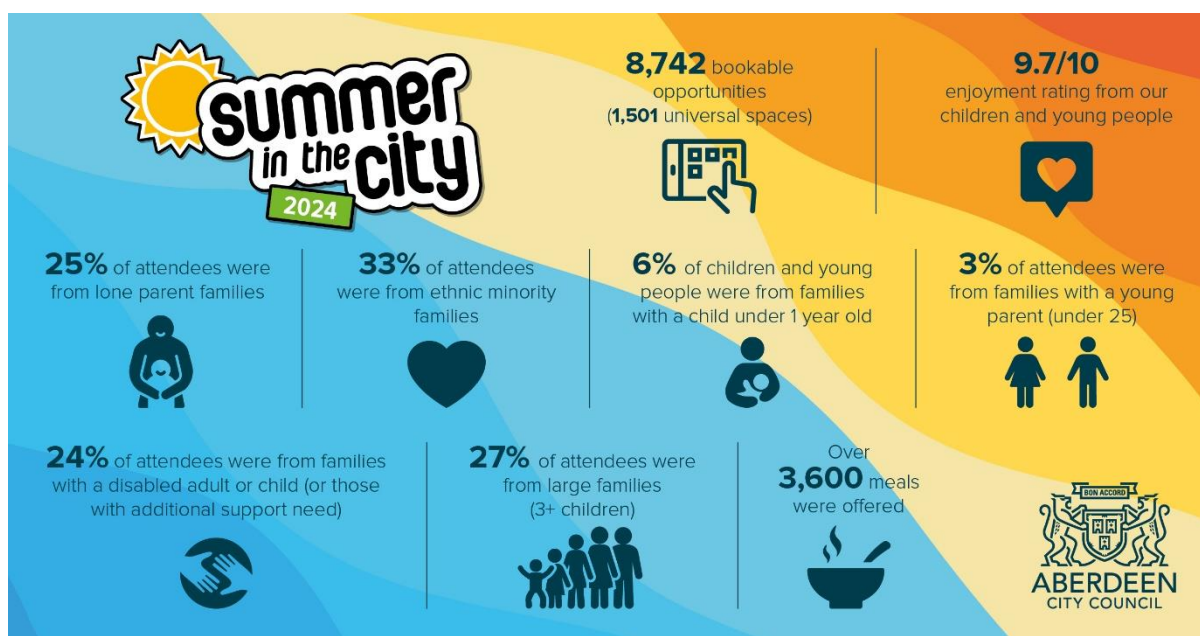
- 3.1 A Summer in the City programme was made available to children and young people across Aberdeen City over the school holiday period. This programme, shaped by the feedback of young people and their families, included a range of short, half-day and full-day activities ranging from sport, art and outdoor activities to drama camps, and science sessions. In line with previous years, the programme was delivered across three strands; universal activities, activities designed to support children and young people with additional support needs, and a programme for young people who directly, or through their family, identify as part of a 'priority group.'
- 3.2 Priority groups were consistent with the groups identified nationally as being most at risk of poverty and therefore included:
- Children from lone parent families
  - Children from ethnic minority families
  - Children from families which have 1 or more person with a disability or additional support needs (adult or child)
  - Children from families with a young parent (under 25 years old)
  - Children from families with a child under 1 year old

- Children from larger families (3+ children)
- 3.3 A budget was allocated by Council to deliver holiday programmes over summer, autumn 2024, and Easter 2025.
- 3.4 Officers from across the organisation and local partners worked together to deliver the programme. The full Summer in the City programme delivered is available in Appendix A.
- 3.5 Community assets and many organisations involved in delivering the programme operated their own bookings. Microsoft Bookings was used to manage all remaining bookings. Bookings opened on Monday 24 June at 12pm. Families eligible for priority activities were asked to only book 3 half or full day activities OR 2 half/full day activities and 1 multiday activity per child to ensure that as many families had the opportunity to utilise invaluable daylong, and half-day activities as possible.
- 3.6 Council social media channels were used to highlight the programme and available places to maximise uptake. Officers updated webpages, delivered an associated social media campaign and responded to social media enquiries. The overall campaign saw a 62.2k reach (number of times customers saw the posts on their social media channels). Across the entire campaign we saw 166 likes and 133 shares/retweets. The Summer in the City webpages had 37,526 page views with customers landing on the webpage directly from the links shared on social media and through other promotional avenues, such as colleagues in schools and social work sharing the programme with families to achieve the widest possible reach and impact.
- 3.7 The universal programme provided 1,501 bookable opportunities to all children and young people in the city as well as numerous drop-in activities in parks, museums, galleries, and local communities.
- 3.8 The programme for priority groups provided a total of 7,241 bookable opportunities. These included, short sessions, half day and full day camps/holiday clubs, and this provided greater flexibility for many parents accessing the programme. These spaces included activities such as football, beach days, scrambling and included lunch, as well as shorter activities such as dance and art. Figures from the ACC booking system showed over 94% occupancy was achieved on day long activities. Proactive social media coverage of available spaces is thought to have contributed to this high uptake figure, in addition to the popularity of previous programmes.
- 3.9 There is clear evidence that the targeted programme benefited those in the priority groups with the bookings showing participation statistics as follows:
- 25% of children and young people were from lone parent families
  - 33% of children and young people were from ethnic minority families
  - 24% of children from families with a disabled adult or child (or those with additional support need)
  - 3% of children from families with a young parent (under 25)
  - 6% of children and young people were from families with a child under 1 year old

- 27% of children and young people were from larger families (3+ children)

Families were not restricted in the number of priority group categories they could self-identify with. By empowering customers to self-identify in this way it was possible to build a fuller picture of the diversity profile of the programme. Throughout the priority programme 16% of bookings were made by families who identified with more than one priority group.

- 3.10 The data above does not take account of those with additional support needs/disabilities who benefited from an accessibly adjusted programme delivered by We Too, Early Intervention services and Sport Aberdeen.
- 3.11 The average enjoyment rating as given by children and young people who attended the activities was 9.7/10. This high rating was consistent with the previous programmes.



- 3.12 Officers are extremely grateful to all partners listed in para 4.1 who helped deliver a varied and high-quality Summer in the City programme.
- 3.13 In addition to the Summer in the City activities programme, a Summer Holidays What's On webpage was created as a resource for parents and families. On this webpage, families could access information on other activities -outside of the Summer in the City programme- that were taking place during the school holiday, as well as find out more information on free and paid for available activities and discounts with local providers. This webpage was visited 3,347 times since its launch in June 2024, an increase of 1,223 views from the previous holiday programme page for Easter 2024.
- 3.14 It is proposed that the Chief Officer – Education and Lifelong Learning will design and deliver similar programmes for autumn (2024) and spring (2025)

and report on the impact of the programmes through Service Update following delivery of each programme.

#### 4. FINANCIAL IMPLICATIONS

4.1 Costs for the Summer in the City programme were met from the resource allocated at Full Council. The total cost of delivery of the Summer 2024 programme was £52,844.17.

Partner	Total Cost
Sport Aberdeen	£ 19,999.08
ASV	£772.75
Techfest	£1,200
Kidsize	£1,200
Transition Extreme	£4,575
We Too	£2,530
CLICC	£2,048
ACC School Aged Childcare	£3,000
Peep	£100
Creative Learning	£1000
Community Groups –  Russell Anderson Foundation, Early Intervention Aberdeen, Barnados, Cairncry Community Centre, Family Learning, Kings' Church Aberdeen, Middlefield Community Project, Aberdeen North Church, Tillydrone Community Campus with Shazam Theatre Company SCIO, Sheddocksley Baptist Church, Stockethill Church of Scotland, Streetsport, Team Jak's, and Ukrainian Hub Aberdeen	£15,919.34
Cleaning	£500(TBC)
<b>TOTAL</b>	<b>£52,844.17</b>

4.2. There is £47,155.83 within the 24/25 budget to fund the Autumn (2024) and Easter (2025) programmes.

#### 5. LEGAL IMPLICATIONS

5.1 There are no legal implications arising from the recommendations in this report.

#### 6. ENVIRONMENTAL IMPLICATIONS

6.1 No negative environmental impacts have been identified. Good use has been made of outdoor space where feasible to do so.

## 7. RISK

Category	Risks	Primary Controls/Control Actions to achieve Target Risk Level	*Target Risk Level (L, M or H)  *taking into account controls/control actions	*Does Target Risk Level Match Appetite Set?
<b>Strategic Risk</b>	Risk of not fully using the opportunity to support those in our priority groups	Priority access is given to those identified as being at risk of poverty in keeping with national guidance and local intelligence	L	<b>Yes</b>
<b>Compliance</b>	Risk of not complying with national guidance	Continuing to provide a priority group exclusive programme, in addition to the universal offering, actively increases the opportunity for priority families to participate.	L	<b>Yes</b>
<b>Operational</b>	Risk that parents and carers are unclear of how the national policy will impact on opportunities available to their child.	Communicate the parameters of the national guidance clearly with families.  Monitor uptake carefully to determine any remedial action required.	L	<b>Yes</b>
<b>Financial</b>	No significant risks identified			
<b>Reputational</b>	Risk that reduction in the number of spaces offered through the programmes will lead to reputational risk	Pivoting from full-week activities and focusing exclusively on part day and full-day activities will allow for participation opportunities to be maximised within the available budget and delivery constraints.	L	<b>Yes</b>
<b>Environment / Climate</b>	No risks identified			

## 8. OUTCOMES

<u><a href="#">COUNCIL DELIVERY PLAN</a></u>	
<b>Impact of Report</b>	
<p><b>Aberdeen City Council Policy Statement</b></p> <p>Build on the success of the Summer of Play, extending these learning experiences at least into school holidays, including the Spring and October holidays.</p> <p>Council Delivery Plan 2022/23 - Commit to closing the attainment gap in education while working with partners across the city.</p> <p>Council Delivery Plan 2022/23 - Continue to promote diversion activities for youths and adults in our city with enhanced focus on our three locality areas</p>	<p>The provision has been extended to include spring, summer and October to allow young people the opportunity to extend their learning experiences into the school holidays through a variety of activities.</p> <p>The provision of a programme which prioritises those impacted by poverty will help mitigate some of the wellbeing harms associated with those living in poverty and help address the attainment gap by working with partners to provide a range of activity to support wellbeing.</p> <p>Providing activities for those aged 14+ will help complement work to provide diversion activities to youths. Activities for a range of ages have been provided directly in and around the three locality areas, as well as some providers providing transport for young people within the locality areas to attend activities out with their locality.</p>
<u><a href="#">Aberdeen City Local Outcome Improvement Plan</a></u>	
<p>Prosperous People – Stretch Outcome 6 - 95% of children living in our priority neighbourhoods (Quintiles 1 &amp; 2), will sustain a positive destination upon leaving school by 2026</p> <p>Mitigating the causes of immediate and acute poverty</p> <p>Supporting vulnerable and disadvantaged people, families and groups</p> <p>Poverty affecting those with protected characteristics and in specific communities</p> <p>Stretch Outcome 3 - 95% of children (0-5 years) will</p>	<p>The programme has been deliberately tailored to meet the needs of those most in need and this approach will help ensure positive impacts against many of the people stretch outcomes.</p> <p>By prioritising groups who are known to be at risk of poverty and those already experiencing poverty we are able to work to ensure positive impacts on groups who most need our help including:</p> <ul style="list-style-type: none"> <li>• children and young people from lone parent families</li> <li>• children and young people from ethnic minority families</li> <li>• children from families with a disabled adult or child (or those with additional support need)</li> <li>• children and young people from families with a young parent (under 25)</li> <li>• children and young people from families with a child under 1 year old</li> </ul>

<p>reach their expected developmental milestones by their 27-30 month review by 2026</p> <p>Ensuring that families receive the parenting and family support they need</p> <p>Stretch Outcome 4 - 90% of Children and young people report they feel listened to all of the time by 2026. This is reflected in interactions, activities, supports and services</p> <p>Improving health and reducing inequalities.</p> <p>Increasing children's knowledge and understanding of their own physical and mental wellbeing and take an early intervention and prevention approach.</p> <p>Stretch Outcome 5 – By meeting the health and emotional wellbeing needs of our care experienced children and young people they will have the same levels of attainment in education and positive destinations as their peers by 2026</p> <p>Improving education outcomes for care experienced children and young people.</p> <p>Supporting attainment of balance of care where children are able to remain more often at home and or with kin.</p>	<ul style="list-style-type: none"> <li>• children and young people from larger families (3+ children)</li> </ul> <p>The programme will help provide a range of supports for families which will help mitigate some of the costs associated with school holiday periods and support the wellbeing of children and young people.</p> <p>The programme has been designed to offer a range of physical activities given the close alignment between good physical health and positive mental wellbeing and will therefore support positive mental health and wellbeing in our children and young people. The programme will also offer opportunities for our children and young people to make positive choices which are not influenced by financial resources which will hopefully help establish positive health habits in the longer term.</p> <p>The continued prioritisation of our care experienced young people, and those on the edge of care, helps ensure that we effectively discharge our Corporate Parenting responsibilities and promote and support the wellbeing of those in our care. The provision of activities will also provide support for carers.</p>
<p><b>Regional and City Strategies</b></p> <p>Regional Cultural Strategy</p> <p>Prevention Strategy</p> <p>Children's Services Plan</p>	<p>The proposals within this report support the delivery of the Regional Cultural Strategy due to close collaboration with our Museums and Galleries team. The programme is fully aligned to the city prevention strategy. Work has been done to address poverty in the Children's services plan, the Child Poverty Action</p>

National Improvement Framework Plan	Plan, and the National Improvement Framework Plan.
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## 9. IMPACT ASSESSMENTS

Assessment	Outcome
<b>Integrated Impact Assessment</b>	Previous Integrated Impact Assessment relating to In the City Programmes has been reviewed and no changes required.
<b>Data Protection Impact Assessment</b>	Not required
<b>Other</b>	None

## 10. BACKGROUND PAPERS

10.1 None

## 11. APPENDICES

Appendix A – Full Summer in the City Programme

## 12. REPORT AUTHOR CONTACT DETAILS

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## APPENDIX A- Summer in the City programme

Universal Offer available to all children and young people

Provider	Event Description	Ages	Sessions
<b>Libraries</b>	Young people are invited to join sessions throughout the holidays.	All	Throughout holiday
<b>Museums and Galleries</b>	Activities such as tours and trails	Families	Throughout holiday
<b>Sport Aberdeen</b>	Family swimming sessions	Families	11
	Family ice skating session	Families	2
	Family Footgolf at Hazlehead	Families	6
<b>Peep</b>	Peep is a free service that provides families and their young children opportunities to play, sing, and share stories together. It is also an opportunity for children and their grownups to socialise with others.	0-4 years	20
<b>Tech Fest</b>	Sociable science drop-in sessions at local school.	All ages	3

### Targeted offer for Priority Groups

Provider	Event Description	Ages	Sessions
<b>Sport Aberdeen</b>	Multi Active Day (AM or PM)	5-12 years	10
	Boccia and a bite - family lunch and play (Sport Aberdeen)	Families	10
	Multi Active Day Adventure Aberdeen	8-11 years	10
	Scrambling/sandboarding	8-15 years	2
	Burn o Vat Day Trip	5-11 years	2
	Hillwalking	8-14 years	2
	Beach Day	5-9 years	1
	Canoe River Trip	12-14 years	1
	Tubing at Snowsports	P4-P7	5
	Outdoor Tennis	Families	10
<b>Middlefield Community Youth Hub</b>	Day trips programmed in consultation with the young people. Trips included Ice Skating, Cinema	12-18 years	5

<b>Middlefield Community Project</b>	Holiday club with various trips and activities across Aberdeen	5-11 years	6
<b>Make Lunch (Sheddocksley Baptist Church) Activities and lunch</b>	1 hour of fun interactive holiday club activities followed by 1 hour of a hot meal around tables.	Primary School Age	11
<b>School Age Childcare ACC Holiday Club</b>	Session offering activities such as art, sports and included meals	5-12	16
<b>VicTorry Holiday Club (King's Church Aberdeen)</b>	Holiday club- games, fun and lunch	P1-7	2
<b>Creative Learning</b>	Artists Assemble (Creative Learning)	5-8 years AM	2 multi day sessions session
	Artists Assemble (Creative Learning)	8-12 years PM	2 multi day sessions session
	Dance (Creative Learning & Citymoves)	5-8 years PM	2 multi day sessions session
<b>Transition Extreme</b>	Skate and scrum multi activity session	8-14 years	6
	Climb and Dine	5-14 years	12
	BMX Workshop	8-15 years	3
<b>Tillydrone Community Campus with Shazam Theatre Company SCIO</b>	Drama and games workshop	8-12 years	4
<b>Denis Law legacy Trust (Streetsports)</b>	Variety of outdoor sports activities	8-18 years	60
<b>Music School</b>	Musical activities at Muirfield Primary School	5-11 years	1
<b>Russell Anderson Development School (RADS)</b>	Fun sporting activities	7-11 years	10
<b>Summer camp for Ukrainian Children (Ukrainian Hub Aberdeen)</b>	Activities are planned with children to spend time in Aberdeen.	5-14 year	2
<b>Holiday Lunch Club (Stockethill Church of Scotland)</b>	Session for families which include games, crafts and lunch.	Families with primary aged children	6
<b>Barnardo's Young Carers</b>	Various session for young carers	P7-S2	9

<b>Cairncry Summer Playscheme</b>	Arts and crafts, Group games, bouncy castle fun day, mini golf, and end of summer disco.	5-12 years	11
<b>Activity Fun Day for Children-Mastrick (Aberdeen North Church)</b>	Activities - songs, crafts song, crafts, puppets	Primary aged children and their families	1
<b>Family Learning</b>	Various activities such as golf and craft sessions.	Families	7
<b>Football &amp; Food (ASV)</b>	Children to develop their football skills.	5-12 years	1
<b>Kidsize Holiday Club</b>	Multi-activity holiday clubs with games, crafts and outdoor play	5-12 years	3
<b>Summer Holiday Club (CLICC)</b>	Sports, arts and face painting.	5-12 years	8

### **Additional Support needs specialised sessions**

<b>Provider</b>	<b>Event Description</b>	<b>Ages</b>	<b>Sessions</b>
<b>Sport Aberdeen</b>	ASN Stay and Play sessions 2 session were exclusive to Orchard Brae	5-12 years	10
<b>We Too</b>	Super Summer Sensory Session	5+	4
	Relaxed Ice Skating @ Linx Arena	5+	2
	Relaxed Bowling at Codonas	3+	6
	Snowsports - Tubing	5+	3
	Relaxed Mini Golf – Codonas	3+	1
<b>Family Learning</b>	Family Learning & SensationALL Family Chillout session	Families	6
<b>Early Intervention</b>	Princess & Pirates Stay and Play	3 and 9 years	1
	Therapy Dogs and Lego	4-10 years	1
	Mindful Mondays	5-9 years	6
	Art Therapy	Primary age	4
	ASN Potion making, Sensory Messy Play & Visit to Pets Corner	3-9 years	1
	Minions Theme Stay & Play	Primary age	2
	Tshirt and Bags Design & Create with Art Therapist Tracey		
	Wyndford Farm Play Barn & Role Play Area	Primary age	1
	Super Hero Theme Stay & Play	3-9 years	1

	Sensory Sneekers Messy Play & Lets Create with Art Therapist Tracey	Primary age	1
	The Critter Keeper	4-11 years	1
	Therapy Ponies & Pygmy Goats with Summer Crafts	3-9 years	2
	Circus Theme Stay & Play	3-9 years	2
	Summer Theme Music Therapy	Primary age	4
	Princess Slumber Party	4-10 years	1
	Young Gamers Experience	3-9 years	1
	End of Summer Party	Primary age	2