

Service Update

Name of Function	Education and Lifelong Learning
Date	June 2025
Title of Update	Easter in the City Programme 2025
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Update:

At the November 2024 Education and Children's Services Committee it was agreed that *In the City* programme report would be given as a service update in future.

Easter in the City:

An Easter in the City programme was made available to children and young people across Aberdeen City over the school holiday period. The programme included a range of short, half-day and full-day activities ranging from sport, art and outdoor activities to drama camps, and dance 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.'

The overall campaign saw a 34.1k reach (number of times customers saw the posts on their social media channels). Across the entire campaign we saw 103 likes and 95 shares/retweets. The Easter in the City webpages had 23,176 page views with customers landing on the webpage directly from the links shared on social media and through other promotional avenues. In addition, the *What's On* webpage, dedicated to highlighting holiday activities and discounts available which were not part of the *In the City* programme was visited 3,362 times since its launch in March 2025, an increase of 1,473 views from the previous What's On page for Autumn 2024.

The universal programme provided 266 bookable opportunities, and the priority programme provided a total of 2146 bookable opportunities. In addition to bookable sessions, multiple drop-in sessions were also made available which provided over 950 spaces. The programme received an average enjoyment rating of 9.3 / 10.



Throughout the priority programme 31% of bookings were made by families who identified with more than one priority group. The data regarding priority groups does not include the dedicated additional support needs programme delivered by We Too and Sport Aberdeen.

Costs for the Easter in the City programme were met from the resource allocated at Full Council. The total cost of delivery of the Easter 2025 programme was £21,625.34

Partner	Total Cost
Sport Aberdeen	£5,248.60
We Too	£2,700.00
CLICC	£592.00
Creative Learning	£250.00
Transition Extreme	£1,200
Cornhill Community Art Space	£450.00
Cummings Park Community Association	£500.00
Denis Law legacy Trust (Streetsport)	£800.00
Froghall Community Centre Association	£1000.00
Jesus house Torry	£300.00
Kincorth Community Hub Development Group	£233.99
King's Church Aberdeen	£300.00
Middlefield Community Project	£2,250.00
Russell Anderson Foundation	£1,295.00
North East Sensory Services (NESS)	£145.75
Shazam Theatre Company SCIO	£650.00
Sheddocksley Baptist Church	£600.00
Station House Media Unit	£1,440.00
Tillydrone Community Campus SCIO	£670.00
Fersands and Fountain SCIO	£1,000.00
TOTAL	£21,625.34

There is £100,000 within the 25/26 budget to fund the Summer, Autumn (2025) and Easter (2026) programmes.

APPENDICES

Appendix A – Full Easter in the City Programme

APPENDIX A- Easter in the City programme

Universal Offer available to all children and young people

Provider	Event Description	Ages	Sessions
Libraries	Young people are invited to join sessions throughout the holidays.	All	Throughout holiday
Museums and Galleries	Activities such as tours and trails	Families	Throughout holiday
Music Service	A day of music making!	P3-P7	1
Sport Aberdeen	Family swimming sessions	Families	3
	Family ice skating session	Families	1

Targeted offer for Priority Groups

Provider	Event Description	Ages	Sessions
Sport Aberdeen	Multi Active Day	5-12 years	4
	Burn O'Vat	5-9 years	1
	Wilderness Skills and Sandboarding	8-11 years	1
	Hillwalking	12-14 years	1
Middlefield Community Project	Holiday club with various trips and activities across Aberdeen	5-11 years	4
Make Lunch (Sheddocksley Baptist Church) Activities and lunch	1 hour of fun interactive holiday club activities followed by 1 hour of a hot meal.	Primary School Age	4
Denis Law legacy Trust (Streetsports)	Variety of outdoor sports activities	8-18 years	20
Music School	Musical activities at Muirfield Primary School	5-11 years	1
Russell Anderson Development School (RADS)	Fun sporting activities	7-11 years	5
Froghall Community Centre	Arts and crafts, Music, Dance	5-14 years	10
Transition Extreme	Climb and Dine (Transition Extreme)	5-16 years	6
Spring into Musicals (Shazam Theater Company)	Spray painting session	10-14 years	1
SHMU One Day Session	One day radio challenges.	P7-S2	4

Holiday Club (CLICC)	Sports, arts and face painting.	5-14 years	2
Junior Easter Playscheme (Fersands and Fountain)	Holiday club with various trips and activities across Aberdeen	P1-7	6
Fun at the Tilly Campus	Games, drama and arts and crafts	8-12 years old	10
Easter Messy Play (Kincorth Community Hub)	Giant turf trays with Easter messy play to find eggs in the different materials	P1-P7 (Parents to stay throughout sessions)	2
Torry Easter Holiday Skil Club (Jesus House Torry)	Baking, arts and crafts	5-12 years	2
Easter Crafts (Cummings Park Centre)	Easter crafts and easter egg hunt	Families with primary school age children only. (Parents/carers/ guardians must attend)	2
Holiday club (Kings Church)	Indoor hall games	P1-P7	2

Additional Support needs specialised sessions

Provider	Event Description	Ages	Sessions
Sport Aberdeen	ASN Stay and Play sessions	5-12 years	2
Kincorth Community Hub	ASN Easter Messy Play Party	P1-P7 (Parents to stay throughout sessions)	2
North East Sensory Services	Young People's Sensory Service - visit to Aberdeen Science Centre	5-14 years	1
We Too	Snowsports - Tubing	5+	2
	Easter Basket Making	5+	2
	Chocolate Easter Egg decorating	3+	2
	Easter Crafts	5+	2
	Sensory Play (wet)	5+	2
	Pokemon Academy	5+	1
	Relaxed Bowling at Codonas	5+	2
	Sensory Session at Ninja HQ (Dry)	5+	2
	Relaxed Lego & Board Games at Ninja HQ	5+	2