

Service Update

Name of Function	Education and Lifelong Learning
Date	22 September 2025
Title of Update	Summer in the City Programme 2025
Report Author	Sharon Skene
Chief Officer	Shona Milne
Contact Details	SSkene@aberdeencity.gov.uk

Update:

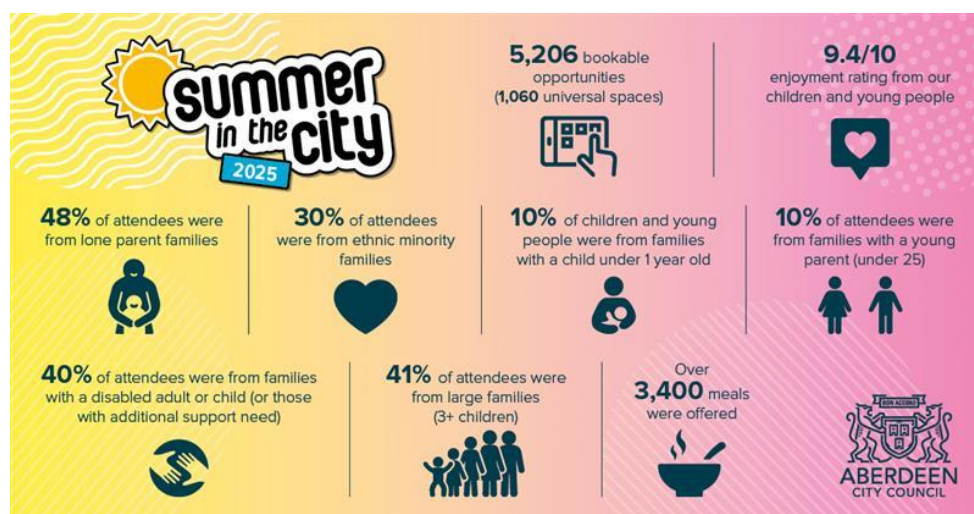
At the November 2024 Education and Children's Services Committee it was agreed that *In the City* programme report would be given as a service update in future.

Summer in the City:

A Summer 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 35.8k reach (number of times customers saw the posts on their social media channels). Across the entire campaign we saw 102 likes and 77 shares/retweets. The Summer in the City webpages had 27,571 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 3,086 times since its launch in June 2025, which was consistent with the views from the previous What's On page for Easter 2025.

The universal programme provided 1,060 bookable opportunities, and the priority programmes provided a total of 4,146 bookable opportunities. In addition to bookable sessions, multiple drop-in sessions were also made available which provided over 2,565 spaces. The programme received an average enjoyment rating of 9.4/10.



Throughout the priority programme 49% 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 Sport Aberdeen, Early Intervention Aberdeen and North East Sensory Services.

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 2025 programme was £47,414.30

Partner	Total Cost
Sport Aberdeen	£15,868.30
We Too	£1,900.00
CLICC	£1,600
Creative Learning	£1,500
Transition Extreme	£6,300
ALC, Aberdeen	£2,900
Early Intervention Aberdeen	£3,546
Denis Law legacy Trust (Streetsport)	£950
Fersands and Fountain SCIO (Junior Summer Playscheme)	£1000.00
Fersands and Fountain SCIO (Fersands Youth)	£1000
Middlefield Community Project	£6,420
North East Sensory Services (NESS)	£380
Printfield Community Project	£1,500
Sheddocksley Baptist Church	£1,800
Tillydrone Community Campus SCIO	£750
TOTAL	£47,414.30

There is £52,585.70 within the 25/26 budget to fund the Autumn (2025) and Easter (2026) programmes.

APPENDICES

Appendix A – Full Summer in the City Programme

APPENDIX A- Summer 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
Creative Learning	Artists Assemble Fish 'N' Ships (Dance and Visual Art)	P3-P7	5
Sport Aberdeen	Family swimming sessions	Families	7
	Family ice skating session	Families	2
	Family Footgolf at Hazlehead	Families	6

Targeted offer for Priority Groups

Provider	Event Description	Ages	Sessions
Sport Aberdeen	Tubing	P4-7	6
	Family Tennis	Families	6
	Multi-Activity Day	5-7 years	1
	Multi-Activity Day	8-11 years	1
	Rock Climbing	12-14 years	1
	Wilderness Skills/Sandboarding	8-11 years	1
	Beach day	5-7 years	1
	Canoe River Trip	12-14 years	1
	Forest Walk/Wilderness Skills	5-7 years	1
	Burnovat Day	8-11 years	1
	Mountain biking	12-14 years	1
Middlefield Community Project	Holiday club with various trips and activities across Aberdeen	P7-S1	6
		P1-P6	12
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	12
Denis Law legacy Trust (Streetsports)	Variety of outdoor sports activities	8-18 years	54
Printfield Summer Playscheme	Holiday club with various trips and activities across Aberdeen	5-16 years	8
ALC	Summer Food and Fun Project	5-11 years	15

Transition Extreme	Climb and Dine (Transition Extreme)	5-16 years	18
	BMX Workshop	8-15 years	18
Holiday Club (CLICC)	Sports, arts and face painting.	5-14 years	5
Fersands and Fountain	Fersands Youth Holiday Project	11-16 year	12
	Fersands and Fountain SCIO-Junior Summer Playscheme	5-12 years	5
Fun in the Sun Holiday Club (Tillydrone)	Games, drama, arts and crafts	8-12 years old	20
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	6
	Relaxed Family Swimming	Families	3
	Relaxed Ice Skating	Families	1
North East Sensory Services (NESS)	Outdoor rope obstacle course	8-18 years	1
Early Intervention Aberdeen	The Critter Keeper	Primary School Age	1
	Wynford Farm	Primary School Age	2
	Animal Assisted Therapy Pony & Pygmy/Lego & Visit to Pets Corner	Primary School Age	2
	Under the Sea Stay & Play	Primary School Age	2
	Hoodles Indoor Playbarn area visit	Primary School Age	1
	Interactive Pizza Making Workshop Fun	Primary School Age	2
	Numberblocks/Alphablocks Stay & Play	Primary School Age	2
We Too	Snowsports - Tubing	5+	2
	Relaxed Cinema Screening	5+	2
	Farm Stop	5+	2