

Service Update

Name of Function	Education and Lifelong Learning
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Title of Update	Autumn 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.

Autumn in the City:

An Autumn 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. 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 26.6k reach (number of times customers saw the posts on their social media channels). Across the entire campaign we saw 71 likes and 58 shares/retweets. The Autumn in the City webpages had 17,446 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 2,192 times since its launch in September 2025, which was consistent with the views from the previous What's On pages.

The universal programme provided 366 bookable opportunities, and the priority programmes provided a total of 1,692 bookable opportunities. In addition to these bookable sessions, multiple drop-in sessions were also made available in communities throughout the holidays. The programme received an average enjoyment rating of 9.4/10.



Throughout the priority programme 30% 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 Autumn in the City programme were met from the resource allocated at Full Council. The total cost of delivery of the Autumn 2025 programme was £23,800.10

Partner	Total Cost
Sport Aberdeen	£6,010.10
We Too	£2,050
CLICC	£640
Creative Learning	£800
Transition Extreme	£4,350
Family Learning	£350
Early Intervention Aberdeen	£2,333.00
Denis Law legacy Trust (Streetsport)	£1,200
Fersands and Fountain SCIO	£1,470
Russell Anderson Foundation	£1,200
North East Sensory Services (NESS)	£567
The Kings Community Foundation	£300
Sheddocksley Baptist Church	£425
Tillydrone Community Campus SCIO	£1,100
Station House Media Unit (shmu)	£1,005
TOTAL	£23,800.10

There is £28,785.60 within the 25/26 budget to fund the Easter 2026 programme.

APPENDICES

Appendix A – Full Autumn in the City Programme

APPENDIX A- Autumn 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 Mini Library Art Activity	10-15 years	8
Sport Aberdeen	Family swimming sessions	Families	3
	Family ice skating session	Families	1
	Family Footgolf at Hazlehead	Families	1

Targeted offer for Priority Groups

Provider	Event Description	Ages	Sessions
Sport Aberdeen	Hillwalk	12-14 years	1
	Family Tennis	Families	2
	Multi-Activity Day	5-7 years	1
	Forest Walk/Sandboarding	8-11 years	1
Station House Media Unit (Shmu)	Podcast in a day, Film in a day and Radio in a day	P7-S3	3
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	2
Denis Law legacy Trust (Streetsports)	Variety of outdoor sports activities	8-18 years	18
Family Learning	Family activities including lunch for all, arts & crafts, games from Sports Aberdeen, fun with Aberdeen Science Centre.	Families	2
Russell Anderson Foundation	Football coaching, sports activities and group games	P4-7	5
Transition Extreme	Climb and Dine (Transition Extreme)	5-16 years	6

	BMX Workshop	8-15 years	6
	TX All Day Camps	5-15 years	6
Holiday Club (CLICC)	Sports, arts and face painting.	5-14 years	2
Fersands and Fountain	Fersands Youth Holiday Project	P1-7	6
Holiday Club (Tillydrone)	Games, drama, arts and crafts	9-12 years	6
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
	Relaxed Family Swimming	Families	1
	Relaxed Ice Skating	Families	1
North East Sensory Services (NESS)	Half-day Climbing Wall Activity	8-18 years	1
Early Intervention Aberdeen	Trick or Treat Bucket Making with Alice and Mad Hatter	Primary School Age	2
	Pumpkin Decorating with Cinderella and Prince Charming	Primary School Age	2
	Wand Making with Harry Potter and friends	Primary School Age	1
	Critter Keeper	Primary School Age	1
	Soft Play Exclusive Hire at Wynford Farm	Primary School Age	1
We Too	Snowsports - Tubing	5+	2
	Relaxed Bowling	5+	2
	Halloween Crafts @ Ninja HQ	5+	2
	Picnic with the Ponies at Gordon Riding School	5+	1