

ABERDEEN CITY COUNCIL

COMMITTEE	Education Operational Delivery Committee
DATE	8 September 2022
EXEMPT	No
CONFIDENTIAL	No
REPORT TITLE	Summer in the City Programme
REPORT NUMBER	OPE/22/168
DIRECTOR	Rob Polkinghorne
CHIEF OFFICER	Eleanor Sheppard
REPORT AUTHOR	Sharon Skene and Eleanor Sheppard
TERMS OF REFERENCE	1.1.1

1. PURPOSE OF REPORT

- 1.1 This report shares a high level evaluation of the Summer in the City programme and seeks delegated authority to design and deliver a similar programme for the October school holiday period using underspend from the summer programme.

2. RECOMMENDATIONS

That the Committee:-

- 2.1 note the high level evaluation of the Summer in the City programme;
- 2.2 instructs the Chief Education Officer to design and deliver a programme for the October school holiday using underspend from the summer programme; and
- 2.3 instructs the Chief Education Officer to report to Committee on the impact of the October 2022 programme following delivery.

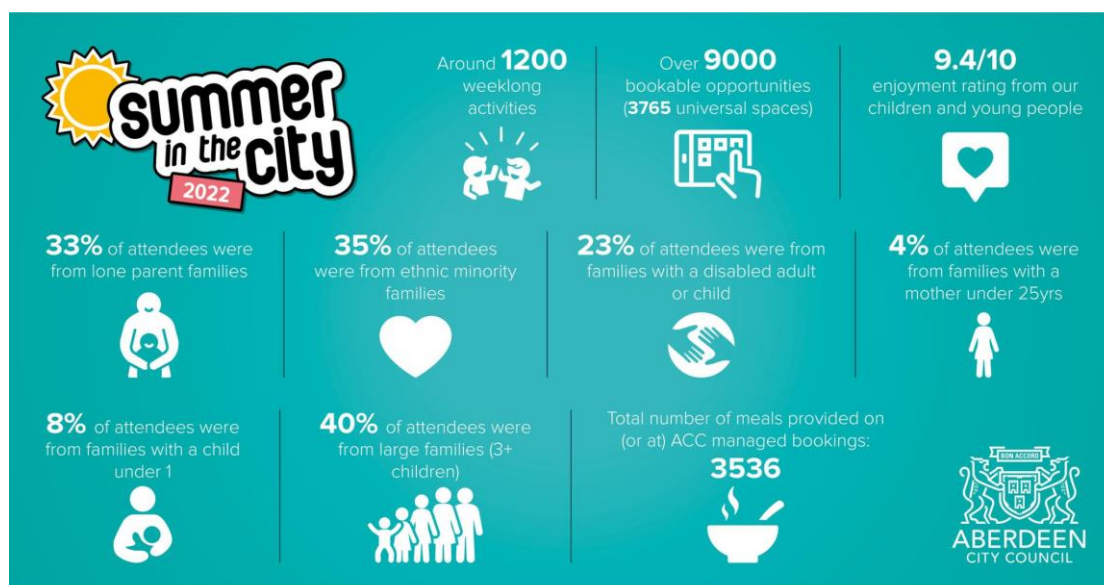
3. CURRENT SITUATION

- 3.1 A Summer in the City programme was made available to children and young people across Aberdeen City over the school holiday period. In keeping with national guidance, the priority groups for summer 2022 were:
- Children from lone parent families
 - Children from ethnic minority families
 - Children from families with a disabled adult or child
 - Children from families with a young mother (under 25)
 - Children from families with a child under 1 year old
 - Children from larger families (3+ children)
- 3.2 Officers from across the organisation and wider partnership pooled resource and expertise to plan and deliver the programme. Officers took advantage of local flexibility given to Local Authorities to offer universal activities such as

swimming and ice skating to all children and young people and extended the definition of those with a disability to include those with additional support needs given the known needs of families in the city. Officers also worked with partners to provide opportunities for young people beyond the age of 14 and worked with young people to review the programme branding to address the issues identified in the Easter programme evaluation (OPE/22/090). The full Summer in the City programme delivered is available in Appendix A.

- 3.3 We Too and Community Assets involved in delivering the programme operated their own bookings as did Sports Aberdeen for the universal part of their Sports Programme. Microsoft bookings was used to support Council Officers to manage all remaining bookings. The Aberdeen City Microsoft booking system allowed families to book siblings onto the same activity given how successful this approach had been previously. Bookings opened on Monday 20th June and around half of the opportunities had been booked by the end of day. Families eligible for targeted activities were asked to book only 4 per child and restrict their ask to one week long activity to ensure that as many families had the opportunity to utilise invaluable week long childcare as possible. Other opportunities made available to families by partners were also advertised on the city website to provide a comprehensive overview of summertime activities available for children and young people (both free through the programme and those available to purchase from partners).
- 3.3 The Council social media channels were used to highlight the programme and available places over the summer holiday period in order to maximise uptake. Colleagues in the customer function updated webpages, delivered an associated social media campaign and responded to social media enquiries. The overall campaign saw a 171,200 reach (this is the number of times customers saw our posts on their social media channels). Across the entire campaign we saw 569 likes and 361 reshares/retweets. Our summer in the city webpages had 25,702 page views with 19,977 customers landing on our webpage directly from the summer in the city link shared on social media.
- 3.4 The universal programme made 3,765 bookable opportunities available to all children and young people in the city as well as numerous drop-in activities in parks, museums, galleries and local communities. It is conservatively estimated that over 7,000 children benefited from these opportunities. Community assets in priority areas offered programmes to local children and young people and hundreds of further children benefited from these offers.
- 3.5 The programme for priority groups made a total of 6,636 bookable opportunities available. A significant change from previous programmes was the expansion in the number of week-long activities in keeping with the national direction of travel. 1,197 of the 6,636 activities were weeklong camps/childcare clubs and this provided greater flexibility for many parents to use the programme to support their childcare needs. The remaining spaces were made up of day long activities (these activities included biking, beach days, scrambling and included lunch) and shorter activities such as dance and art. Figures from the ACC booking system showed over 96% occupancy was achieved on weeklong, multi day and day long activities. Proactive social media coverage of available spaces is thought to have realised this high uptake figure.

- 3.6 A bespoke programme was delivered for those with complex additional support needs. 42 Orchard Brae pupils benefited from a Holiday Club at Orchard Brae and Children's Social Work allocated additional places over the seven week period to targeted children and young people in partnership with Autism and Neurodiversity North East. Sadly, staffing challenges experienced by Autism and Neurodiversity North East prevented this offer from being fully delivered and colleagues worked with Orchard Brae and families to put alternatives in place.
- 3.7 Data is still being compiled by all partners to help provide a comprehensive overview. However, there is clear evidence that the programme benefited those in the priority groups with participation statistics for the ACC managed bookings as follows:
- 33% of children and young people were from lone parent families
 - 35% of children and young people were from ethnic minority families
 - 23% of children from families with a disabled adult or child (or those with additional support need)
 - 4% of children and young people were from families with a young mother (under 25)
 - 8% of children and young people were from families with a child under 1 year old
 - 40% of children and young people were from larger families (3+ children)
- 3.8 The data above does not take account of those with additional support needs/disabilities who benefited from the WeToo and complex additional support needs offer.
- 3.9 The average enjoyment rating for the ACC Managed programme was 9.4/10.



- 3.10 Officers are extremely grateful to all of the partners listed in para 4.1 who helped deliver a varied and high quality Summer in the City Programme.

3.11 It is proposed that the Chief Education Officer be given delegated responsibility to design and deliver a similar October holiday programme and report on the impact of the programme to the Education and Children's Services committee before the end of 2022.

4. FINANCIAL IMPLICATIONS

4.1 Costs for the Summer in the City programme were met from underspend from the resource allocated at Full Council, and from the Scottish Government Grant of £279,262.

Partner	Total Cost
Sport Aberdeen	£95,149.45
Library Service	£500.00
Peep	£200.00
Museums and Galleries	£372.30
Techfest	£2,000.00
Creative Learning	£10,000.00
CLICC	£23,006.40
ACC Holiday Club	£6,000.00
Lads Club	£11,236.17
Kidsize	£1,290.00
AFCCT	£3,000.00
Transition Extreme	£4,100.00
ASV	£6,550.83
Citymoves	£2,808.00
Youth Work	£1,833.00
We Too	£16,602.00
GAS	£42,959.84
Touch of Love	£10,600.00
Kings Community Foundation (Torry)	£1,710.00
Kings Church (Bridge of Don)	£5,250.00
Northfield Church	£2,300.00
Shmu	£5,000.00
Russell Anderson Foundation	£12,650.00
Jesus House (Torry)	£4,000.00
FaceYouth	£3,775.00
Middlefield Hub	£4,545.00
Woodside Junior Club	£800.00
Aberdeen Science Centre	£586.67
Sound Scotland	£1,000.00
Cleaning	Still to be determined
Admin Cost	£4,887.10
Lunches (provided by ACC facilities for ACC Music activity)	£548.60
TOTAL	£285,260.36 (subject to cleaning costs)

4.2 £173,463 remains in the programme budget and it is proposed that this underspend be used to develop a similar programme for the October holidays.

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?
Strategic Risk	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	Yes
Compliance	Risk of not complying with national guidance	Making a small charge for families not within the priority groups will ensure that our approach is in keeping with national policy	L	Yes
Operational	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	Yes
Financial	No significant risks identified			

Reputational	Risk that charging will be perceived to limit opportunities for those not eligible according to national guidance	The resource allocated as part of the Council budget meeting will help provide opportunities to those not provided for in the national guidance such as those aged over 14.		Yes
Environment / Climate	No risks identified			

8. OUTCOMES

<u>COUNCIL DELIVERY PLAN</u>	
	Impact of Report
<p>Aberdeen City Council Policy Statement UNICEF Child Friendly accreditation.</p> <p>Commit to closing the attainment gap in education while working with partners across the city.</p> <p>Continue to promote diversion activities for youths and adults in our city with enhanced focused on our three locality areas</p>	<p>The proposals within this report support the delivery of Child Friendly City accreditation as the programme is fully shaped by young people giving them ownership of the services being delivered and how they are delivered.</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.</p>
<u>Aberdeen City Local Outcome Improvement Plan</u>	
<p>Prosperous Economy - 500 Aberdeen City residents upskilled/ reskilled to enable them to move into, within and between economic opportunities as they arise by 2026</p> <p>1.1 Mitigating the causes of immediate and acute poverty.</p> <p>1.3 Supporting vulnerable and disadvantaged people, families and groups.</p>	<p>The proposals in this report will help mitigate the impact of poverty on families due to those who are identified as being in poverty, or at risk of being in poverty being given priority access to the programme at no charge.</p>

Prosperous People - 95% of all our children, including those living in our priority neighbourhoods, will sustain a positive destination upon leaving school by 2026

Mitigating the causes of immediate and acute poverty

Supporting vulnerable and disadvantaged people, families and group

Poverty affecting those with protected characteristics and in specific communities

95% of children (0-5 years) will reach their expected developmental milestones by the time of their child health reviews by 2026

Ensuring that families receive the parenting and family support they need

90% of Children and young people will report that their experiences of mental health and wellbeing have been listened to by 2026. This is reflected in interactions, activities, supports and services

Improving health and reducing inequalities.

Increasing children's knowledge and understanding of their own physical and mental wellbeing and take an early intervention and prevention approach.

As corporate parents we will ensure 95% of care experienced children and young people will have the same levels of attainment in education, health and emotional wellbeing, and positive destinations as their peers by 2026

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.

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:

- Those living in our priority areas
- Those in receipt of free school meals
- Those living in single parent households
- Those impacted by disability and additional support needs
- Those who have caring responsibilities
- Those who are care experienced or on the edge of care

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.

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.

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>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>	
<p>Regional and City Strategies</p> <p>Regional Cultural Strategy</p> <p>Prevention Strategy</p> <p>Children’s Services Plan</p> <p>National Improvement Framework 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 to address poverty in both the Children’s services plan, the Child Poverty Action Plan and the National Improvement Framework Plan</p>

9. IMPACT ASSESSMENTS

Assessment	Outcome
Integrated Impact Assessment	Not required
Data Protection Impact Assessment	Not required
Other	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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