

ABERDEEN CITY COUNCIL

COMMITTEE	Education and Children's Services Committee
DATE	12 September 2023
EXEMPT	No
CONFIDENTIAL	No
REPORT TITLE	Summer in the City Programme 2023
REPORT NUMBER	CFS/23/257
DIRECTOR	Eleanor Sheppard
CHIEF OFFICER	Shona Milne
REPORT AUTHOR	Sharon Skene
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 2023 and outlines a planned approach for delivering a holiday programme for the 2023 autumn holiday period.

2. RECOMMENDATIONS

That the Committee: -

- 2.1 note the high level evaluation of the Summer in the City programme; and
- 2.2 notes that the Chief Education Officer will report to Committee on the impact of the autumn (2023) 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. This programme, shaped by the feedback of young people and their families, included a range of short, half-day, full-day and week-long activities ranging from sport, dance and outdoor activities to drama camps, museum trails 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)
 - 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 2023, and Easter 2024. Shortly before the launch of the Summer 2023 programme, additional funding was allocated to Aberdeen City Council by the Scottish Government resulting in an additional allocation of £107,169 being available for the 2023 summer holiday. This budget helped increase the offer being made to families.
- 3.4 Officers from across the organisation and local partners worked together to quickly increase the number of spaces and activities being offered through the Summer 2023 programme. The full Summer in the City programme delivered is available in Appendix A.
- 3.5 Sport Aberdeen, We Too and community assets involved in delivering the programme operated their own bookings. Microsoft Bookings was used to manage all remaining bookings. Bookings opened on Monday 26 June at 12pm and 71% of all opportunities available through Microsoft Bookings had been booked in the first 90 minutes. Families eligible for priority activities were asked to only book 3 half or full day activities OR 2 half/full day activities and 1 weeklong camp per child to ensure that as many families had the opportunity to utilise invaluable weeklong, 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. Colleagues in the customer function updated webpages, delivered an associated social media campaign and responded to social media enquiries. The overall campaign saw an 84.4k reach (number of times customers saw our posts on their social media channels). Across the entire campaign we saw 186 likes and 188 shares/retweets. Our Summer in the City webpages had 49,448 page views with customers landing on our 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 2,788 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 3,516 bookable opportunities available. 567 of the 3,516 bookable opportunities were weeklong and multi-day camps/holiday clubs, and this provided greater flexibility for many parents accessing the programme. 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

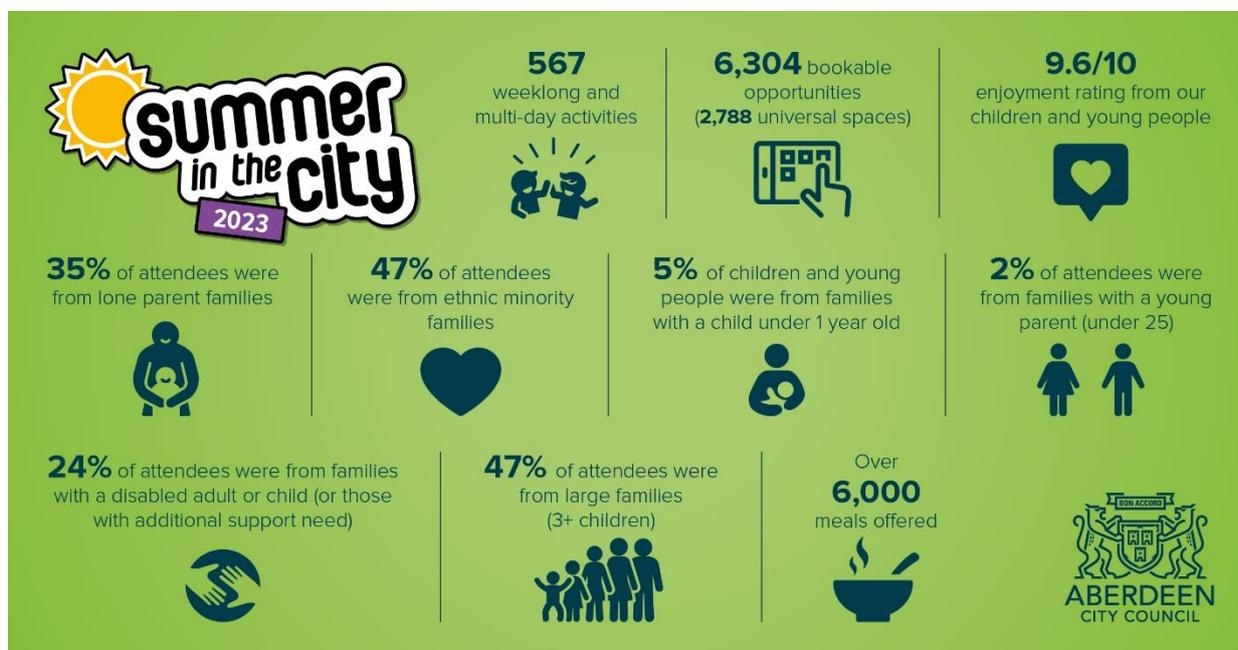
spaces is thought to have contributed to this high uptake figure, in addition to the popularity of previous programmes.

3.9 There is clear evidence that the targeted programme benefited those in the priority groups with the ACC booking system showing participation statistics as follows:

- 35% of children and young people were from lone parent families
- 47% 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)
- 2% of children from families with a young parent (under 25)
- 5% of children and young people were from families with a child under 1 year old
- 47% of children and young people were from larger families (3+ children)

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 the We Too and Early Intervention services. It should also be noted that some young people / families may identify as part of more than one group, such as a child of a larger family may also identify as a lone parent family.

3.11 The average enjoyment rating as given by children and young people who attended the activities was 9.6/10. This high rating was consistent with the previous programme.



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 can 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 2,183 times since its launch in June 2023.

3.14 The Chief Education Officer, who has already been given delegated authority to design and deliver similar programmes for autumn (2023) and spring (2024), will report to Committee on the impact of the autumn (2023) programme following delivery.

4. FINANCIAL IMPLICATIONS

4.1 Costs for the Summer in the City programme were met from the resource allocated at Full Council, and from the Scottish Government Grant of £107,169 awarded for the summer programme 2023. The total cost of delivery of the Summer 2023 programme was £125,885.98.

Partner	Total Cost
Sport Aberdeen	£59,999.98
Peep	£500
Museums and Galleries	£600
Techfest	£1,200
Creative Learning	£4,000
CLICC	£5,400
Kidsize	£3,124
AFCCT	£2,000
Transition Extreme	£6,552
ASV	£2,000
We Too	£8,010
Community Groups – Aberdeen Lads Club, Russell Anderson Foundation, Printfield Community Project, Early Intervention Aberdeen, Middlefield Youth Flat @ the Hub, King's Foundation (VicTorry Summer Camp), Aberdeen City Council Family Learning Team, Fersands and Fountain SCIO, Shazam Theatre Company SCIO, Hip-Hop School Scotland, Devana Parish Church of Scotland, and Cummings Park Community Association	£31,000
Cleaning	TBC (Approx. £1,500)
TOTAL	£125,885.98 (subject to cleaning costs)

4.2. There is £81,283.02 within 23/24 budget to fund the autumn (2023) and spring (2024) 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?
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	Continuing to provide a priority group exclusive programme, in addition to the universal offering, actively increases the opportunity for priority families to participate.	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 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	Yes
Environment / Climate	No risks identified			

8. OUTCOMES

<u>COUNCIL DELIVERY PLAN</u>	
Impact of Report	
<p>Aberdeen City Council Policy Statement</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 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>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>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>

<p>1.3 Supporting vulnerable and disadvantaged people, families and groups.</p>	
<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</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>95% of children (0-5 years) will reach their expected developmental milestones by the time of their child health reviews by 2026</p> <p>Ensuring that families receive the parenting and family support they need</p> <p>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</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>As corporate parents we will ensure 95% of care experienced children and young people will have the same levels of attainment in</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"> • children and young people from lone parent families • children and young people from ethnic minority families • children from families with a disabled adult or child (or those with additional support need) • children and young people from families with a young parent (under 25) • children and young people from families with a child under 1 year old • children and young people from larger families (3+ children) <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>education, health and emotional wellbeing, 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>	
<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 has been done to address poverty in the Children’s services plan, the Child Poverty Action Plan, and the National Improvement Framework Plan.</p>

9. IMPACT ASSESSMENTS

Assessment	Outcome
<p>Integrated Impact Assessment</p>	<p>Previous Integrated Impact Assessment (stage 1 / stage 1 and 2) relating to In the City Programmes has been reviewed and changes made.</p>
<p>Data Protection Impact Assessment</p>	<p>Not required</p>
<p>Other</p>	<p>None</p>

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
Libraries	Young people are invited to join sessions playing board games.	All	Throughout holiday
	Coding club for young people interested in learning to code	8+ years	4
	Join the libraries team for a story and crafting session	5+ years	15
	Building fun with Lego Club	8+ years	15
	Learn about animation and create your own	8+ years	7
	Bookbug library session	0-5 years	22
Museums and Galleries	Join the springtime fun with a self-led spring trail.	Families	Throughout the holiday
Creative learning	Artist Assemble: Building A Play Factory	8-12 years (AM) and 12-17 years (PM)	1 full week
Sport Aberdeen	Family swimming sessions	All ages	28
	Family ice skating session	All ages	6
	Family Footgolf	All ages	12
Peep	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.	0-12 months	6
		1-3 years	6
		1-4 years	1
		2-5 years	4
		0-5 years	4
Tech Fest	Sociable science drop-in sessions at local parks	All ages	4

Targeted offer for Priority Groups

Provider	Event Description	Ages	Sessions
Sport Aberdeen	Let's Dance camp	5-12 years	2 weeklong camps
	Get Active Camp Weeklong Spaces (Hazlehead Primary School)	5-12 years	1 weeklong camp
	Get Active Camp Weeklong Spaces (Beacon Sports Centre)	5-12 years	1 weeklong camp
	Get Active Camp Weeklong Spaces (Kincorth Sports Centre)	5-12 years	1 weeklong camp

	Get Active Camp Weeklong Spaces (Aberdeen Tennis Centre)	5-12 years	4 weeklong camps
	Get Active Camp Weeklong Spaces (Cults Sports Complex)	5-12 years	2 weeklong camps
	Get Active Camp Weeklong Spaces (Bucksburn Academy)	5-12 years	1 weeklong camp
	Leadership days-The young leaders will gain confidence and experience in leading multi-sport sessions to support reaching a positive destination.	14-17 years	9
	Multi Active Day (AM or PM)-	5-12 years	8
	Family Tubing at Snowsports	All ages	6
	Multi Active Days	5-11 years	4
	Burn O Vat Day trip	5-7 year	2
	Burn O Vat Day trip	8-11 year	1
	Beach day at Balmedie	5-7 years	2
	Biking trail	8-11 years	1
	Biking trail	12-14 years	1
	Scrambling/sandboarding	8-15 years	3
	Gorge walking	9-15 years 12-14 years	2
	Mountain Biking	8-11 years 9-15 years	2
	Forest Adventure	5-7 years 8-11 years	2
	Mini Riders Bronze Award	4-8 years	6
	Coasteering/Scrambling	9-15 years	1
	Hill walking	8-11 years 12-14 years	3
Aberdeen Sports Village	Multi Sports Camp	5-14 years	2 weeklong camps

Middlefield Community Project	Holiday club with various trips and activities across Aberdeen	11-14 years	3
Fersands	Youth led holiday programme- young people develop their own holiday programs working within a set budget and incorporating informal learning.	12-17 years	3 weeks (Tuesday, Wednesday, and Thursday)
Printfield Summer Playscheme	Activities for children and young people including day trips, sports sessions, arts and crafts, street play, making healthy food, music, dance.	5-16 years	12
Family Film event (Cummings Park Community Association)	Child friendly film at Cineworld Aberdeen beach, with lunch	Family activity	1
Kidsize	Summer themed activity holiday club	5-12 years	6
Creative Learning / City Moves	Creative dance sessions	5-8 years	3
	Artists Assemble arts and crafts session	8-12 years 5-8 years 8-12 years	9
Family Learning Team	Family Learning Summer Sessions- a variety of activities such as arts, summer treasure trail, map making, sports, dance etc. Sessions will be held all over the city	Families	10
King's Church Aberdeen	Summer holiday club	P1-7	1
Transition Extreme	Skate and scran multi activity session	8-14 years	6
	Climb and Dine	5-14 years	6
Shazam Theatre Company SCIO	Drama and musical weeklong workshop	8-11 years	2 full weeks
Aberdeen Football Club Community Trust (AFCCT)	Go Fitba sessions with AFCCT	9-12 years	2 full weeks
Music School	Musical activities at Muirfield Primary School	7-14 years	Full week (AM and PM)
Russell Anderson Development School (RADS)	Fun sporting activities	7-11 years	2 weeklong camps

Aberdeen Lads Club	Children can expect to have fun filled days with many activities and a trip.	5-11 years	4 weeklong camps
Summer Holiday Club (Devana Parish Church of Scotland)	Children enjoy a varied programme of activities including games, stories, crafts, movie time & snacks.	P1-P3	6
Community Link Childcare	Seaton holiday club	5-12 years	1 full week
Hip-Hop School Scotland presents	The camp will involve children and young people learning: <ul style="list-style-type: none"> - how to write Street poetry (Rap) or song, - how to DJ (mixing different songs together) - new and exciting Hip-Hop Dance moves - how to draw Graffiti art. 	P2-upwards	6

Additional Support needs specialised sessions	<p>A range of activities were provided for children and young people with additional support needs and their families including a comprehensive programme delivered by We Too including session such as 'relaxed' activities and gaming-based activities.</p> <p>Early intervention Aberdeen also ran workshops, sensory play, messy play, therapy ponies, trips to a farm, silent disco, and pond dipping amongst other activities throughout the holidays.</p> <p>Sport Aberdeen ran stay and play and relaxed swimming sessions.</p>
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