

ABERDEEN CITY COUNCIL

COMMITTEE	Education and Children's Services Committee
DATE	20 February 2024
EXEMPT	No
CONFIDENTIAL	No
REPORT TITLE	Autumn in the City Programme 2023
REPORT NUMBER	CFS/24/047
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 Autumn in the City programme 2023.

2. RECOMMENDATIONS

That the Committee: -

- 2.1 notes the high level evaluation of the Autumn in the City programme;
- 2.2 agrees to utilise the £27,914.83 which remains in the In the City 23/24 budget to design and deliver a more limited programme for the Easter holiday period; and
- 2.3 instructs the Chief Education Officer to report to Committee on the impact of the Easter (2024) programme following delivery.

3. CURRENT SITUATION

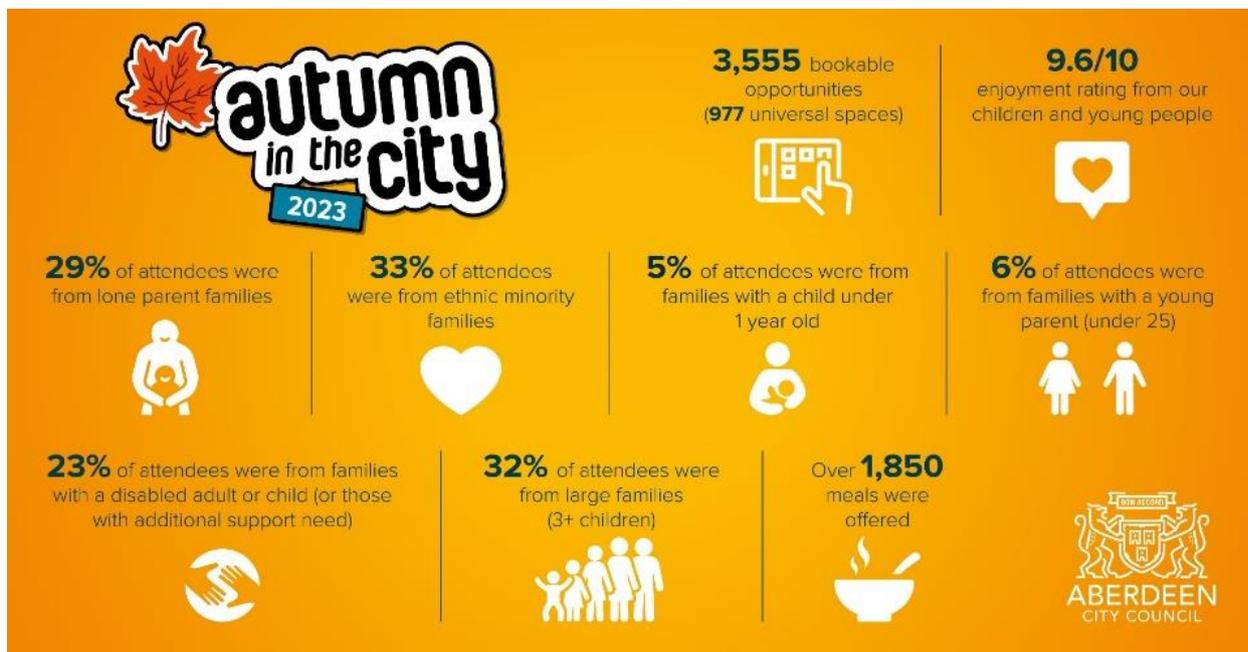
- 3.1 An Autumn in the City programme was made available to children and young people across Aberdeen City over the school holiday period. This programme, shaped by the feedback of young people and their families, included a range of short, half-day and full-day activities ranging from sport, dance and outdoor activities to drama camps, 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 years old)
 - Children from families with a child under 1 year old
 - Children from larger families (3+ children)
- 3.3 A budget was allocated by Council in March 2023 to deliver holiday programmes over summer, autumn 2023, and Easter 2024.
- 3.4 Officers from across the organisation and local partners worked together to deliver the programme. The full Autumn 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 Wednesday 4 October at 12pm and 83% of all opportunities available through Microsoft Bookings had been booked in less than 24 hours. Families eligible for priority activities were asked to only book 3 half or full day activities OR 2 half/full day activities and 1 multiday activity per child to ensure that as many families had the opportunity to utilise invaluable 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 a 41.3k reach (number of times customers saw the posts on their social media channels). Across the entire campaign we saw 67 likes and 97 shares/retweets. The Autumn in the City webpages had 26,483 page views with customers landing on the 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 977 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 2558 bookable opportunities available. These included, short sessions, half day and full day camps/holiday clubs, and this provided greater flexibility for many parents accessing the programme. These spaces included activities such as biking, beach days, scrambling and included lunch, as well as shorter activities such as dance and art. Figures from the ACC booking system showed over 96% occupancy was achieved on 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:

- 29% of children and young people were from lone parent families
- 33% 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)
- 6% 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
- 32% 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. 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 paragraph 4.1 who helped deliver a varied and high-quality Autumn in the City programme.

3.13 In addition to the Autumn in the City activities programme, an October Holidays What's On webpage was created as a resource for parents and families. On this webpage, families could access information on other activities -outside of the Autumn 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 1,834 times since its launch in September 2023.

3.14 £27,914.83 remains available in the In the City budget and it is proposed that this resource be used to design and deliver a more limited programme for Easter.

3.15 It is further proposed that the Chief Education Officer report to Committee on the impact of the Easter (2024) programme following delivery.

4. FINANCIAL IMPLICATIONS

4.1 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 2023 programme was £37,712.00.

Partner	Total Cost
Sport Aberdeen	£10,000.00
Peep	£100
Techfest	£800
Creative Learning	£3,000
CLICC	£3,600
Transition Extreme	£2,952.00
We Too	£3,210.00
Community Groups – Russell Anderson Foundation, Early Intervention Aberdeen, Middlefield Youth Hub, King's Foundation (VicTorry Camp), Aberdeen City Council Family Learning Team, Fersands and Fountain SCIO, Shazam Theatre Company SCIO, Children 1 st , Denis Law legacy Trust (Streetsport), Team Jak Foundation, Balnagask Community Centre, Middlefield Community Project, Northfield Community Centre, Ukrainian Hub Aberdeen, Sheddocksley Baptist Church, Stockethill Church of Scotland, and Station House Media Unit	£14,050.00
TOTAL	£37,712.00

4.2. There is £27,914.83 remaining within the 23/24 budget to fund the Easter (2024) programme.

5. LEGAL IMPLICATIONS

5.1 There are no direct 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>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>
<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>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

<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 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>	<ul style="list-style-type: none"> • 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>Regional and City Strategies</p> <p>Regional Cultural Strategy</p>	

Prevention Strategy Children's Services Plan National Improvement Framework Plan	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.
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9. IMPACT ASSESSMENTS

Assessment	Outcome
Integrated Impact Assessment	Previous Integrated Impact Assessment relating to In the City Programme has been reviewed and no changes required.
Data Protection Impact Assessment	Not required
Other	None

10. BACKGROUND PAPERS

10.1 None

11. APPENDICES

Appendix A – Full Autumn in the City Programme

12. REPORT AUTHOR CONTACT DETAILS

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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	My hero workshop	Families	1
Sport Aberdeen	Family swimming sessions	All ages	9
	Family ice skating session	All ages	2
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	2
		1-4 years	2
Tech Fest	Sociable science drop-in sessions at local parks.	All ages	2

Targeted offer for Priority Groups

Provider	Event Description	Ages	Sessions
Sport Aberdeen	Multi Active Day (AM or PM)	5-12 years	4
	Multi Active Day Adventure Aberdeen	5-12 years	2
	Scrambling/sandboarding	8-15 years	1
	Mountain Biking	12-14 years	1
	Forest Adventure	5-7 years	1
	Hill walking	12-14 years	1
	Young family Stay and Play session	Family (under 1 and siblings)	1
Middlefield Community Youth Hub	Day trips programmed in consultation with the young people. Trips included Ice Skating, Cinema	11-18 years	4
Middlefield Community Project	Holiday club with various trips and activities across Aberdeen	5-11 years	3

Fersands	Fersands and Fountain SCIO October Playscheme, included Arts & Crafts and Science/ messy play	P1-7	2 weeks (Monday, Tuesday and Wednesday)
October playscheme (Balnagask community)	Activities for children and young people including, sports sessions, arts and crafts, Lego, baking, obstacle course	P1-7	4
Northfield P1 to P5s Group	Variety of activities	P1-5	4
Make Lunch (Sheddocksley Baptist Church) Activities and lunch	2 hour programme in partnership with TLG Make Lunch. This involves 1 hour of fun activities, crafts and arts (holiday club style) followed by a 2 course hot meal for every child present.	Primary School Age	6
Creative Learning / City Moves	Creative dance sessions	5-8 years	1
	Artists Assemble arts and crafts session	8-12 years 5-8 years 8-12 years	3
Family Learning Team	A variety of activities such as arts, spooky walk, music etc. Sessions were held all over the city	Families	3
VicTorry October Holiday Club (King's Church Aberdeen)	Holiday club	P1-7	2
Transition Extreme	Skate and scran multi activity session	8-14 years	2
	Climb and Dine	5-14 years	6
Things that go Bump in the dark! (Tillydrone Community Campus with Shazam Theatre Company SCIO)	Drama and musical session	8-12 years	4
Denis Law legacy Trust (Streetsports)	Variety of outdoor sports activities	8-18 years	8
Music School	Musical activities at Muirfield Primary School	5-11 years	1 AM and PM
Russell Anderson Development School (RADS)	Fun sporting activities	5-11 years	5

Holiday Lunch Club (Stockethill Church of Scotland)	Session for families which include games, crafts and lunch.	Families with primary aged children	4
Shmu	Day Challenge, record a song, film school and radio day	Secondary Age young people	6
Community Link Childcare	Seaton, Gilcomstoun and Kaimhill holiday club	5-12 years	3 sessions per venue

Additional Support needs specialised sessions

Provider	Event Description	Ages	Sessions
Sport Aberdeen	ASN Stay and Play sessions	5-12 years	2
Family Learning	ASN and Kinship baking and crafts session	Families	1
We Too	Witches Woodland Wander at Hazelhead Park, den building, build a fire and join us for hot chocolate and marshmallows	3+ years	1
	Relaxed Bubble Football	10+ years	1
	Relaxed Creepy Cupcakes and Crafts	5+ years	1
	Lego & Board Games	5+ years	1
	Pumpkin Carving	5+ years	1
	Gordon Highlanders Museum	All	1
	Spooky, Sensory Stories with Pauline Coordinator	3+ years	1
	Relaxed Tubing	5+ years	1
	Relaxed Movie Screening	3+ years	1
	Relaxed Bowling	3+ years	1
	Relaxed Amine Art Academy	7+ years	1
Early Intervention	ASN Pumpkin Decorating Session for Children	3-9 years	2
	ASN Wizard School & Visit to pets corner	Primary school age & younger siblings	2

	ASN Fancy Dress Party	4-11 years	2
	Music Session ran by a music therapist	5-8 years	2
	ASN Animal Assisted Therapy Pony & Pygmy and Halloween Crafts	3-9 years	2
	The Critter Keeper Session	4-11 years	1
	ASN Mad Hatters Sensory Seekers Messy Play Session & Visit to Pets Corner	primary school age & younger siblings	2