

## ABERDEEN CITY COUNCIL

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<b>COMMITTEE</b>	Education and Children's Services Committee
<b>DATE</b>	2 July 2024
<b>EXEMPT</b>	No
<b>CONFIDENTIAL</b>	No
<b>REPORT TITLE</b>	Easter in the City Programme 2024
<b>REPORT NUMBER</b>	F&C/24/189
<b>EXECUTIVE DIRECTOR</b>	Eleanor Sheppard
<b>CHIEF OFFICER</b>	Shona Milne
<b>REPORT AUTHOR</b>	Sharon Skene
<b>TERMS OF REFERENCE</b>	1.1.1

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### 1. PURPOSE OF REPORT

- 1.1 This report shares a high level evaluation of the Easter in the City programme 2024 and seeks delegated authority to design and deliver a programme for the upcoming school holiday periods (autumn 2024 and spring 2025). The summer 2024 programme is currently live and evaluation on the impact of the programme will be reported to committee following delivery.

### 2. RECOMMENDATIONS

That the Committee: -

- 2.1 note the high level evaluation of the Easter in the City programme;
- 2.2 instructs the Interim Chief Officer – Education and Lifelong Learning to design and deliver a programme for the autumn (2024) and spring (2025) holiday periods using the budget allocated by Council; and
- 2.3 instructs the Interim Chief Officer – Education and Lifelong Learning to report to Committee on the impact of the summer, autumn (2024) and spring (2025) programmes following delivery.

### 3. CURRENT SITUATION

- 3.1 An Easter 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, art 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 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 Easter 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 20 March at 12pm and 96% 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 49.7k reach (number of times customers saw the posts on their social media channels). Across the entire campaign we saw 211 likes and 152 shares/retweets. The Easter in the City webpages had 29,744 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 508 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 3529 bookable opportunities. 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 football, beach days, scrambling and included lunch, as well as shorter activities such as dance and art. Figures from the ACC booking system showed over 98% 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 bookings showing participation statistics as follows:
- 28% of children and young people were from lone parent families
  - 36% of children and young people were from ethnic minority families
  - 14% of children from families with a disabled adult or child (or those with additional support need)
  - 10% of children from families with a young parent (under 25)
  - 12% 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 delivered by the We Too, Early Intervention services and Sport Aberdeen. 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 programmes.



- 3.12 Officers are extremely grateful to all partners listed in para 4.1 who helped deliver a varied and high-quality Easter in the City programme.
- 3.13 In addition to the Easter in the City activities programme, an Easter 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 Easter 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 2,124 times since its launch in March 2024, an increase of 290 views from the previous holiday programme page for autumn 2023.

- 3.14 It is proposed that the Chief Officer – Education and Lifelong Learning be given delegated authority to design and deliver similar programmes for autumn (2024) and spring (2025) and report on the impact of the programmes to the Education and Children’s Services Committee following delivery of each programme.

#### 4. FINANCIAL IMPLICATIONS

- 4.1 Costs for the Easter in the City programme were met from the resource allocated at Full Council. The total cost of delivery of the Easter 2024 programme was £27,322.96.

Partner	Total Cost
Sport Aberdeen	£ 9,107.96
ASV	£1,000
Techfest	£400
Kidsize	£2,000
Transition Extreme	£2,460
We Too	£2,155
Community Groups –  Russell Anderson Foundation, Early Intervention Aberdeen, Middlefield Youth Hub, King's Foundation (VicTorry Camp), Kincorth Community Hub Development Group, Tillydrone Community Campus with Shazam Theatre Company SCIO, Barnardo's Scotland, Denis Law legacy Trust (Streetsport), Team Jak Foundation, Middlefield Community Project, Ukrainian Hub Aberdeen, Sheddocksley Baptist Church, Stockethill Church of Scotland, Station House Media Unit, The FACEYOUTH Skill Club and Tullos Community Garden	£10,000
Cleaning	£200(TBC)
<b>TOTAL</b>	<b>£27,322.96</b>

- 4.2. There is £100,000 within 24/25 budget to fund the Summer, Autumn (2024) and Easter (2025) programme.

#### 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?
<b>Strategic Risk</b>	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	<b>Yes</b>
<b>Compliance</b>	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	<b>Yes</b>
<b>Operational</b>	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	<b>Yes</b>
<b>Financial</b>	No significant risks identified			
<b>Reputational</b>	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	L	<b>Yes</b>

		available budget and delivery constraints.		
<b>Environment / Climate</b>	No risks identified			

## 8. OUTCOMES

<u><b>COUNCIL DELIVERY PLAN</b></u>	
<b>Impact of Report</b>	
<p><b>Aberdeen City Council Policy Statement</b></p> <p>Build on the success of the Summer of Play, extending these learning experiences at least into school holidays, including the Spring and October holidays.</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 has been extended to include spring, summer and October to allow young people the opportunity to extend their learning experiences into the school holidays through a variety of activities.</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><b>Aberdeen City Local Outcome Improvement Plan</b></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"> <li>• children and young people from lone parent families</li> <li>• children and young people from ethnic minority families</li> <li>• children from families with a disabled adult or child (or those with additional support need)</li> <li>• children and young people from families with a young parent (under 25)</li> <li>• children and young people from families with a child under 1 year old</li> <li>• children and young people from larger families (3+ children)</li> </ul> <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><b>Regional and City Strategies</b></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><b>Integrated Impact Assessment</b></p>	<p>Previous Integrated Impact Assessment relating to In the City Programmes has been reviewed and no changes required.</p>
<p><b>Data Protection Impact Assessment</b></p>	<p>Not required</p>
<p><b>Other</b></p>	<p>None</p>

## 10. BACKGROUND PAPERS

10.1 None

## 11. APPENDICES

Appendix A – Full Easter in the City Programme



## 12. REPORT AUTHOR CONTACT DETAILS

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## APPENDIX A- Easter in the City programme

Universal Offer available to all children and young people

Provider	Event Description	Ages	Sessions
<b>Libraries</b>	Young people are invited to join sessions throughout the holidays.	All	Throughout holiday
<b>Museums and Galleries</b>	10 Things to do on your visit (Trail)	Families	Throughout holiday
<b>Sport Aberdeen</b>	Family swimming sessions	All ages	6
	Family ice skating session	All ages	2
<b>Peep</b>	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.	0-4 years	4
<b>Family Learning</b>	Fun filled family session, including; golf, crafts & outdoor fun and Easter egg hunt	Families	4
<b>Artists Assemble (Creative Learning)</b>	Artists Assemble	10-15 years	Full week
<b>Tech Fest</b>	Sociable science drop-in sessions at local school.	All ages	1

### Targeted offer for Priority Groups

Provider	Event Description	Ages	Sessions
<b>Sport Aberdeen</b>	Multi Active Day (AM or PM)	5-12 years	10
	Boccia and a bite - family lunch and play (Sport Aberdeen)	Families	5
	Multi Active Day Adventure Aberdeen	8-11 years	1
	Scrambling/sandboarding	8-15 years	2
	Forest Adventure	5-7 years	1
	Young family Stay and Play session	Family (under 1 and siblings)	2
<b>Middlefield Community Youth Hub</b>	Day trips programmed in consultation with the young people. Trips included Ice Skating, Cinema	11-18 years	4

<b>Middlefield Community Project</b>	Holiday club with various trips and activities across Aberdeen	5-11 years	3
<b>Make Lunch (Sheddocksley Baptist Church) Activities and lunch</b>	1 hour of fun interactive holiday club activities followed by 1 hour of a hot meal around tables.	Primary School Age	4
<b>Easter at Tullos Garden in partnership with Family Learning</b>	Session offering egg painting, making daffodil windmills, making our own cress heads, and a visual Easter egg hunt. Also funday session.	Families	2
<b>VicTorry Holiday Club (King's Church Aberdeen)</b>	Holiday club- games, fun and lunch	P1-7	2
<b>Transition Extreme</b>	Skate and scran multi activity session	8-14 years	2
	Climb and Dine	5-14 years	6
<b>Tillydrone Community Campus with Shazam Theatre Company SCIO</b>	Drama and games workshop	8-12 years	5
<b>Denis Law legacy Trust (Streetsports)</b>	Variety of outdoor sports activities	8-18 years	16
<b>Music School</b>	Musical activities at Muirfield Primary School	5-11 years	1
<b>Russell Anderson Development School (RADS)</b>	Fun sporting activities	7-11 years	5
<b>Holiday Lunch Club (Stockethill Church of Scotland)</b>	Session for families which include games, crafts and lunch.	Families with primary aged children	4
<b>Shmu</b>	Day Challenge, record a song, film school and radio day	Secondary Age young people	4
<b>Intensive learn to swim</b>	Intensive learn to swim classes are the perfect way to learn to swim.	5-10 years	3 days
<b>FACEYOUTH</b>	Games, crafts and creative skills.	5-18 years	10
<b>Kidsize Holiday Club</b>	Multi-activity holiday clubs with games, crafts and outdoor play	5-12 years	5

### Additional Support needs specialised sessions

Provider	Event Description	Ages	Sessions
<b>Sport Aberdeen</b>	ASN Stay and Play sessions	5-12 years	6
<b>Kincorth Community Hub</b>	DANCE with Jen	Primary School Age	1
<b>We Too</b>	Relaxed Bowling at Codonas	3+ years	2
	Relaxed Mini Golf – Codonas	3+ years	2
	Relaxed Nerf Wars @ Innoflate	5+ years	1
	Lego & Board Games	5+ years	1
	Relaxed Tubing at Aberdeen Snowsport	5+ years	2
	Relaxed Ice Skating at Linx Arena	3+	1
	Relaxed Sensory Messy Play	5+ years	1
	Relaxed Bowling	3+ years	2
<b>Early Intervention</b>	ASN Easter Bonnet Decorating / Special Guests Meet & Greet Mad Hatter	4-10 years old	1
	ASN Easter Arts & Crafts and Therapy Dogs at Pets Corner Hazelhead	4-10 years old	2
	Music Session ran by a music therapist	5-8 years	2
	ASN Faries & Pirates Stay & Play with Bouncy Castle	Primary school aged children	1
	ASN Easter Wonka Chocolate Experience/ Special Guests Meet & Greet	4-10 years	1
	ASN Easter Party Hosted by Love Rara Children	Primary school aged children	2
	ASN Animal Assisted Therapy Pony & Pygmy - Lego & Duplo	primary school age & younger siblings	2