

Classification: Public

Key Decision: No

Gravesham Borough Council

Report to: Community & Leisure Cabinet Committee

Date: 25 November 2019

Reporting officer: Assistant Director (Communities)

Subject: Summer Fun 2019

Purpose and summary of report:

To report the outcome of the Summer Fun programme 2019.

Recommendations:

1. That the Committee notes the levels of participation in this year's Summer Fun programme and makes its views known in respect of future programming.

1. Overview

- 1.1 The Gravesham Summer Fun Guide supports the objectives of the original Active Gravesham Strategy as well as the 2017-2021 Strategic Framework for Sport and Physical Activity in Kent and Medway which is; '*more people, more active, more often*'.
- 1.2 The council, as a contributing partner of the Kent and Medway Sports Board, work to deliver the key themes and priorities set out in the Framework, which also relates to the Gravesham Health Profile results and Gravesham Active Lives Survey. The Summer Fun Guide's particular focus is on 'supporting the inactive to become active' and 'providing appropriate opportunities for children and young people'.
- 1.3 The 2019 Summer Fun programme ran over the school summer holidays for both young people and families. A total of 15,000, 24 page Summer Fun Guides were printed and distributed to every primary and secondary school across the borough. They were also available from children's centres, libraries, doctor's surgeries, leisure centres and community hub points. Promotional posts for some activities went out on social media and an online copy of the Guide was available on the council's website.
- 1.4 The Guide was split between activities solely organised by the Leisure Team and those by partner organisations. The programme included a mix of free and paid for activities. A list of the events and attendance figures is included in Table 1 and, where available, this gives a split between children and adult participants.

2. Activities

- 2.1 First delivered to tie in with the 2012 Olympic and Paralympic Games, this is the seventh year of delivering the Park Life scheme. Park Life events aim to encourage families to use their local parks and activities and cater for children aged approximately between 3 and 12. Four sessions were held at Gordon Promenade, Cascades Leisure Centre, Higham Recreation Ground and Camer Park, between 11am and 3pm. Activities included a bouncy castle, climbing wall, football coaching, laser tag, football darts, LED games and a miniature railway (Camer only), with additional entertainment provided by Micky the Magician.
- 2.2 As with previous years, attendance numbers at Camer Park were the highest and the events again were held out in the main park area to open up the green next to the car park for extra parking. There were favourable weather conditions at all sites apart from Gordon Promenade which still gained good numbers in spite of heavy showers and strong winds.
- 2.3 Numbers at Higham Recreation Ground were the highest yet seen at that site.
- 2.4 Other activities delivered by, or in partnership with the council included the very popular fishing workshops, pond dipping, nature trail, bug hunting and street dance workshops together with traditional sporting activities such as basketball and cricket.
- 2.5 The council match funds the Big Local Summer of Activity which takes place around Northfleet and this offers free sports sessions for ages 5 to 15.
- 2.6 Further activities were delivered by external organisations and included gymnastics, wheelchair rugby, tennis and swimming.
- 2.7 An additional programme of fitness workshops were delivered in the summer holidays in Fort Gardens - '*Fitness in the Fort*' - to encourage positive use of the park and discourage anti-social behaviour within the area. 129 people took part in 18 sessions in total of boot-camp fitness, yoga and tai-chi. While the Tai-Chi has been tried in previous years and proved popular again, the attendance for the boot-camp was low and maybe if this is to be delivered in future years an alternative sporting activity could be found.

3. Results/Conclusions of Summer Fun programme

- 3.1 The summer programme was again successful and well received by those that took part. Numbers at the Park Life Events remain positive and regular Guide inclusions such as the Meapa Summer Camps and Gravesham Community Leisure Limited (GCLL) holiday clubs, have continued to perform well. As a result, an estimated 6197 people participated in physical activity over the summer period.
- 3.2 The main outcomes of organising a centralised programme of activities include;
 - 3.2.1 raising awareness with communities in the borough of the benefits of a more active lifestyle,
 - 3.2.2 improving access to a wide range of "activities" for all sections of the community and in some instances they are free of charge,

- 3.2.3 providing an ideal way for local organisations to market themselves and to gain members for their particular club/sessions throughout the rest of the year and
- 3.2.4 promoting local parks and open spaces for families to use and access
- 3.3 The Summer Fun Guide continues to be a cost effective way to advertise the range of events that are available for families to attend during the summer months and although digital media and website copies are now available, the vast majority of the public still prefer a traditional hard copy. The distribution of guides to local schools prior to the holiday period has become a good way to make sure that families/parents receive them, which is also supplemented by being available at other major community hub sites.

Table 1 – Participation in Activities Promoted through the Summer Fun Programme

Activity	Child Attendance	Adult Attendance	Total Attendance
Park Life – Promenade@			350
Park Life – Cascades@			500
Park Life – Camer Park@			700
Park Life – Higham@			400
Pond Dipping@	24	11	35
Bug Hunting@	18	10	28
Fishing@	52	23	75
Wheelchair Rugby			6 (new sign ups only)
Meapa			1099
Gravesham Tennis	65		65
Match Point Tennis	135		135
Team Kaizen Dance Workshops@	38		38
Parkrun	240		240
Meopham Holiday Club	473		473
Nature Trail@	34	21	55
KCC Fun day			465
Riverside Fun Day			223
Big Local@			133
GCLL Holiday Club	1012		1012 (41 with additional needs)
GCLL Crash Course Swimming	64		64
GCLL Disney Swim Sessions	22	13	35
Cricket@	24		24
Basketball@	42		42
Kent Libraries Reading Challenge~			1269 (signed up) 685 (completed)
Kent Libraries Community Events~			1700
Total attendances#			9166

Notes

@ Activities organised or supported financially by GBC.

~ Attendance figures not included in the physical activity count for the quarterly performance report.

Total attendance figures include all numbers generated from the Summer Fun Publication, excluding KCC Country Parks and Geocaching. These figures weren't provided in time for report publication.

4. BACKGROUND PAPERS

4.1 There are no background papers pertaining to this report.

Anyone wishing to inspect background papers should, in the first place, be directed to Committee & Electoral Services who will make the necessary arrangements.

IMPLICATIONS	APPENDIX 1
Legal	Event Management Plans are put in place for Summer Fun events and Police/Safety Advisory Group support/guidance where required.
Finance and Value for Money	The Summer Fun Programme is funded from the council's G202 Sports Development budget.
Risk Assessment	Risk assessments are in place for all Summer Fun events.
Data Protection Impact Assessment	<p><i>A data protection impact assessment (DPIA) should be carried out at the start of any major project involving the use of personal data or if you are making a significant change to an existing process.</i></p> <p>a. Does the project/change being recommended through this paper involve the processing of personal data or special category data or criminal offence data? A definition of each type of data can be found on the Information Commissioner's Office website via the above links.</p> <p>b. If yes to question a, have you completed and attached a DPIA including Data Protection Officer advice?</p> <p>c. If no to question b, please seek advice from your nominated DPIA assessor or the Information Governance Team at gdpr@medway.gov.uk.</p>
Equality Impact Assessment	<p>a. Does the decision being made or recommended through this paper have potential to cause adverse impact or discriminate against different groups in the community? If yes, please explain answer.</p> <p>b. Does the decision being made or recommended through this paper make a positive contribution to promoting equality? If yes, please explain answer.</p> <p><i>In submitting this report, the Chief Officer doing so is confirming that they have given due regard to the equality impacts of the decision being considered, as noted in the table above</i></p>
Corporate Plan	Objective #2 Place – <i>A vibrant economy and connected community.</i>
Crime and Disorder	Event Management Plans in place for all major events, including risk assessments, licencing involvement and Police/Safety Advisory Group support/guidance where required.
Digital and website implications	Use of social media and website are key to the promotion of all council events for pre-promotion and live updates.
Safeguarding children and vulnerable adults	All major events are risk assessed, all 1-2-1 interacting events require staff to be DBS checked, photo consent forms are carried out where necessary, all large scale events will have a lost children point and nominated member of staff.