

**Classification:** Public

**Key Decision:** No

## Gravesham Borough Council

**Report to:** Community & Leisure Cabinet Committee

**Date:** 11 November 2021

**Reporting officer:** Assistant Director (Communities)

**Subject:** Summer Fun 2021

### **Purpose and summary of report:**

To report the outcome of the 2021 Summer Fun programme

### **Recommendations:**

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

## **1. Overview**

- 1.1 The Summer Fun programme contributes to the achievement of one of the Council's priorities for sport, leisure & active recreation; that of encouraging regular active and healthier lifestyles. The programme focuses on supporting inactive young people, aged between 4 and 12, to become more active.
- 1.2 This is consistent with Sport England's 'Uniting the Movement' Strategy (2021-2031) in ensuring that '*Every child and young person has the right to be active, to benefit from being active in a safe, positive and trusted environment, and to have an equal chance to achieve their potential*'; and, also with the 2017-2021 strategic framework for sport and physical activity in Kent and Medway - '*More People, More Active, More Often.*'
- 1.3 The Coronavirus pandemic meant that the majority of the planned activities for the 2020 Summer Programme were cancelled. In order to work within government Covid-19 guidelines and to prevent activities being cancelled for a second year in succession, a smaller scale summer programme was delivered between July and September 2021. The advertising for this year's activities was done solely online and the usual 24 page Summer Fun Guide was not produced.
- 1.4 Activities were split between those delivered by the Council's Leisure Team and those delivered with partner organisations, including The Woodville and KCC Libraries, with all events (except for fishing) provided free of charge. 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 *Fun in the Fort Gardens* - Delivered in the Fort Gardens every Wednesday between 28 July and 25 August, activities included: storytelling delivered by The Woodville Education and Outreach Team alongside KCC Libraries; arts and crafts sessions; heritage themed events in the Milton Chantry, physical activity games (relay races, 'cups and domes' games); magic show; interactive history talk with the Monk of Milton Chantry and nature trail and pond dipping sessions provided by the North West Kent Countryside Partnership.
- 2.2 *Magic and Movement* - The events were delivered on Tuesdays and Fridays across the holidays and took place at a number of different open spaces across the borough (sites listed in the table below). Activities included football coaching; dodgeball; racing; cone games; magic and parachute games from Micky the Magician; bouncy castle and story-telling with The Woodville Education and Outreach Team alongside KCC Libraries.
- 2.3 *Introduction to Fishing* - The sessions took place at Shorne Woods Country Park on 5 and 12 August. Participants booked in advance via Eventbrite and were charged a small fee to take part. Qualified angling coaches showed young people aged 5 to 16 years how to fish safely.
- 2.4 *Family Fitness with Northfleet Big Local* - Activities took place on Tuesdays throughout the summer and were aimed at young people aged 5 upwards, encouraging participation of adults/carers to join in. The sessions aimed to promote the open spaces around the Northfleet area and entice young people outdoors and away from their screens. Families participated in age appropriate circuit training, alongside mindfulness meditation provided by Primal Roots CIC.
- 2.5 *Tai-Chi Tuesdays* - Aimed at those aged 14+ there were weekly Tai-Chi sessions held in the Fort Gardens every Tuesday morning across the summer.

## 3. Results/Conclusions of Summer Fun programme

- 3.1 The ambition of the Leisure Team was to deliver a smaller scale, more localised summer activity programme to provide the opportunity for young people across the borough to take part in some form of activity during the holidays. This was achieved by providing fewer activities at each site, but increasing the number of sites across the borough where Leisure Team lead activities took place, encouraging people to attend an event at their local park rather than travel by car. A booking system (provided by The Woodville), encouraged people to book onto an event of their choice and capped the amount of attendees at each site to keep numbers manageable.
- 3.2 Participation numbers were around 10% of usual attendance figures expected during a normal summer programme year. Council led activities were promoted via social media this year and no hard copy of the Summer Fun guide was produced, this resulted in no advertising of activities by external organisations, so the overall amount of events on offer were less. Lower attendance could also be attributed to residual nervousness from some people around Covid-19, despite procedures put in place to keep people safe.
- 3.3 Attendance figures at sites which usually generate high numbers – in particular Woodlands and Camer Park – saw lower than expected turnouts. The lower numbers at Woodlands were likely due to inclement weather, but across the

summer only the events at Woodlands and Wombwell Park were affected by rain and wind.

- 3.4 In contrast, at Rosherville Open Space, a site the council have not delivered a summer activity at in recent years, and St Gregory’s Recreation Ground, where numbers have historically been low; attendance was higher than expected. This may be attributed to people attending events local to them rather than travelling to other sites.
- 3.5 Despite the greater overall cost and extensive staff hours involved and lower attendance numbers, delivering a smaller scheme for Summer 2021 succeeded as intended in this particular year. The success of hosting events at new sites, such as Rosherville could be replicated moving forward, but it is hoped that it will be possible to deliver a full Summer Fun programme in 2022.
- 3.6 The benefits of a returning to the normal programme will enable the council to:
- 3.6.1 raise awareness of the benefits of a more active lifestyle, with a greater number of residents across the borough
  - 3.6.2 improve access to a wide range of “activities” for all sections of the community with a high proportion offered free of charge,
  - 3.6.3 enable local sports clubs/organisations, who promote activities in the Summer Fun Guide, to increase members and provide exit routes to participants who show an interest in a particular activity
  - 3.6.4 continue to promote local parks and open spaces for families to use and access

*Table 1 – Participation in Activities advertised as part of the Summer Fun Programme*

<b>Activity</b>	<b>Child Attendance</b>	<b>Adult Attendance</b>	<b>Total Attendance</b>
Tai-Chi (Fort Gardens)			39
Fun in the Fort Gardens (28/07/21)	54		
Magic & Movement (Woodlands Park)	44		
Magic & Movement (Kings Farm)	13		
Fun in the Fort Gardens (04/08/21)	42		
Magic & Movement (St Gregory’s Rec)	47		
Fun in the Fort Gardens (11/08/21)	31		
Magic & Movement (Rosherville Open Space)	55		
Magic & Movement (Wombwell Park)	9		
Fun in the Fort Gardens (18/08/21)	40		
Magic & Movement (Vigo Rec)	21		
Magic & Movement (Camer Park)	48		
Fun in the Fort Gardens (25/08/21)	29		
Magic & Movement (Culverstone Rec)	21		
Northfleet Big Local Family Fitness	76	48	124
Introduction to Fishing	64		
<b>Total attendances<sup>1</sup>#</b>			<b>681</b>

<sup>1</sup> Notes

All activities listed in the table were organised or supported financially by GBC.

# Total attendance figures include all numbers generated from advertising via GBC social media channels.

#### **4. BACKGROUND PAPERS**

4.1 There are no background papers pertaining to this report.

IMPLICATIONS	APPENDIX 1
<b>Legal</b>	Event Management Plans are put in place for Summer Fun events and Police/Safety Advisory Group support/guidance where required.
<b>Finance and Value for Money</b>	The Summer Fun Programme is funded from the council's G202 Sports Development budget.
<b>Risk Assessment</b>	Risk assessments are in place for all Summer Fun events. Additional Covid-19 safety procedures were incorporated. At least one member of staff at each event is fully first aid trained.
<b>Data Protection Impact Assessment</b>	<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 <a href="#">personal data</a> or <a href="#">special category data</a> or <a href="#">criminal offence data</a>? 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 <a href="mailto:gdpr@medway.gov.uk">gdpr@medway.gov.uk</a>.</p>
<b>Equality Impact Assessment</b>	<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>
<b>Corporate Plan</b>	Objective #2 Place – <i>A vibrant economy and connected community.</i>
<b>Crime and Disorder</b>	Event Management Plans in place for all major events, including risk assessments, licencing involvement and Police/Safety Advisory Group support/guidance where required.
<b>Digital and website implications</b>	Use of social media and website are key to the promotion of all council events for pre-promotion and live updates.
<b>Safeguarding children and vulnerable adults</b>	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.