

## AREA COMMITTEE REPORT– SHORT FORM

### 1. Item of business and issues for consideration

#### Introduction

This report outlines the Council's plans to deliver a summer holiday programme of free sport activities across the town. The outcomes behind this programme are to increase physical activity levels in young people across the town by offering local and free to access activities, breaking down to barriers to participation (travel and cost). The programme also aims to introduce young people into sport that provides potential exit routes into regular activity after the holidays. This provides a longer term strategy for young people engaging in regular activity and transitioning to clubs.

The programme will all be delivered under the brand Jumpers for Goalposts as it is a well-known and trusted brand. Within the programme we will have a range of activities. The first are the park activities delivered by Catch 22 Positive Futures. They have delivered over the last few years and every year we have seen participation numbers increase.

#### Jumpers for Goalposts Participation

Total:

2014 – 398 visits / 202 participants

2015 – 672 visits / 224 participants

2016 – 809 visits / 290 participants

2017 – 702 visits / 248 participants

The park activities will include football, street golf, tag rugby, tennis, kwik cricket and rounders and provides qualified coaches delivering these activities in a safe environment. The casual nature of the activities fits with the participation style of the young people the programme is targeting.

We are continuing the This Girl Can programme by running Girls Football. This has consistently been a popular sport for girls and Ipswich has a strong girl's football club structure and league. Ipswich Borough Council are also looking to establish an entry level girls football programme from April 2018 so these sessions will be a great way to recruit and build this programme, which will ensure progression and continuity in football. The primary focus for this programme is on 5-14 yr olds as there are fewer opportunities at club level for girls to play together. As a result the age category on this programme will be 5-14 yrs old and for training purposes the groups will be separated depending on numbers. With good numbers we can separate into 5-9 yrs old and 10-14 yrs old. The plan is that this will be run at the various sports centres and sports grounds we have within Ipswich and likely to be (although needs to be confirmed):

North West – Whitton Sports Centre

North East – Ransomes Sports Ground

South East – Gainsborough Sports Centre

Central – Suffolk New College Sports Centre

South West – Maidenhall or Chantry

The reason for this is we found the girls activities weren't as strong in the parks and the feedback we got from some participants that attend rugby clubs is that they felt self-conscious playing in parks as girls only, particularly when other people were around. When we surveyed 25 girls at the East Suffolk Girls rugby programme, 19 of them said they didn't attend as they didn't want to play in the parks because they didn't want to be stared at, which was surprising.

Over previous years the Council has partnered with Tennis For Free to offer family sessions at Christchurch Park. This has been separate to the Jumpers for Goalposts programme. Tennis For Free (TFF) is a community sports charity working with tennis clubs and coaches to provide free coach led family oriented tennis sessions throughout the UK on public facilities. The sessions are designed to offer the sport to all parts of the community, particularly families and remove the accessibility issue that is sometimes associated with tennis. The equipment is provided along with free coaching and the aim of the programme is to expand what was a success 2017 into an even more successful 2018. The programme in 2017 saw 239 attendances in July and August from 178 attendees with 150 of those 178 new participants in the programme. This had more than doubled on the 2016 numbers and put the Ipswich programme in the top 5 in the country on attracting new people to tennis. By offering this programme in the holidays we are hoping to expand even more on those numbers and become an established top 5 town/city for tennis. We are also looking to attract more people to play at Christchurch Park, Northgate Sports Centre and join tennis clubs.

The final activity that will be run is basketball, which has proved successful in the last couple of years. In 2017 we took the approach to run a mixed approach of using some outdoor courts and some indoor courts due to the accessibility and usage of some. The same approach will be taken this year as this worked well last year. Stats from 2017 were very good for the basketball:

North West – 14 participants / 54 visits  
North East – 15 participants / 31 visits  
South East – 18 participants / 43 visits  
South West – 26 participants / 56 visits  
Central – 42 participants / 61 visits

Jubilee Park was very busy in terms of numbers but we found we didn't have as many repeat people due to the nature of the young people. They didn't turn up because they'd heard about it, they turned up because they were there and 'hanging around' with very little to do. When we started they all came to play and we found that both males and females were joining in. Hawthorne Road courts were similar and we tended to get people who were there doing nothing, whereas at the sports centres they were people that had seen the publicity and actively turned up. When surveyed we found that 100% of those that played in the North West, North East and South East all wanted to join a regular basketball session, which is great for the regular programme that is being established. In the South West and Central this dropped to 41%.

### **Marketing and Publicity**

This year we are going to continue with the social media promotion and target the below:

- Mothers and Fathers with children aged under 17 years old
- Females aged 13 – 18 years old
- Males aged 13 – 18 years old

We are, however, going to work closer with the primary and secondary schools and are arranging to deliver a promotional assembly in some of the primary schools, particularly those that have a high number of disadvantaged young people. Every school will get either a hard copy leaflet or an electronic copy depending on their preference for delivering to parents and we will also be working with the Schools Games Organiser to get promotion and publicity at their inter-school events.

We will work closer with the CYP team at Suffolk County Council who work closely with vulnerable and less-engaged young people and work with local charities such as 4YP, Suffolk Young Carers and other young people's charities. We will also be promoting through Community Action Suffolk so it gets direct to all these charities as well.

We will also produce banners to get up across the parks and other key sites and ensure we promote the activities in other Ipswich Borough Council sites and tie into the holiday programme that gets sent out.

We will also be advertising in Net Mums which provides a large local reach for activities for children to do.

The website will also have a standalone section for Jumpers 4 Goalposts that makes it easy to find and is accessible for people searching.

We are also going to do more work with our Housing team so we can use them to promote out into our supported housing and tenants. That way we are able to directly communicate with those with families.

## 2. List of supporting documents for consideration

Appendix 1 - Jumpers for Goalposts programme and financial summary  
Appendix 2 - Jumpers for Goalposts risk assessment

## 3. Summary of any other consultation carried out and outcomes

[Note - It's not necessary to include any consultation referred to in documents listed in Box 2]

## 4. Links to Area Action Plan or other adopted policies

Priority 3 - An Enjoyable Place to Live, Work and Study

Priority 4 - A Healthy Community

Priority 6 - Safe Communities

## 5. Financial implications

**The amount requested from the North West Area Committee Budget is £4,350.44**

Area committee funding is required to allow this to happen as there is no other budget.

The alternative financial model is to charge participants a reasonable rate to cover the associated costs. This would add the financial barrier to participation.

6. Proposed Date of Decision

22 March 2018

7. Recommended Decision

**It is recommended that the Area Committees fund the full cost of the activities.**

8. Reasons for decision

The Jumpers for Goalposts programme has increased participation numbers over the last 4 years and this will allow young people across the town to participate in physical activity over the summer.

9. Alternatives considered and reasons why rejected

Charging for activities was rejected as this would add the financial barrier that is there for people living in more deprived areas.

Reducing the programme to one activity was rejected as you would only capture one part of the market. A variety of activities makes it more accessible to more people.

10. Conflicts of interest

Name of all members who were consulted AND declared a conflict of interest	Nature of interest	Did the Audit & Governance Committee give a dispensation for that conflict of interest? (if yes give details and date of dispensation)

11. Risks considered

Please see Appendix 2- Jumpers for Goalposts risk assessment

12. Record of Decision taken

13. Exemption from call in (if applicable)

I certify that this decision is urgent and therefore exempt from call-in for the following reasons:

Signed.....  
[This must be signed by the Chair of the Area Committee]

**This is a public document.**