

COMMITTEE: NORTH EAST AREA **REF NO:** NEAC/18/05
DATE: 14 JUNE 2018
SUBJECT: HOLIDAY SPORTS PROGRAMME
REPORT AUTHOR: ANDREW WILESMITH
HEAD OF SERVICE: MARTYN FULCHER

Short description of report content and the decision requested:

This report outlines the funding request for the Jumpers For Goalposts programme, which delivers engaging and inclusive sports activities at a local level in Ipswich. The amount requested from the North East Area Committee budget is £2,249.

List of Appendices included in this report:

- a) *Appendix 1 – Jumpers 4 Goalposts Programme & Financial Summary*
- b) *Appendix 2 – Jumpers 4 Goalposts Risk Assessment*

This report has been prepared by Andrew Wilesmith Tel: 01473 433527

Email: andrew.wilesmith@ipswich.gov.uk

This report was prepared after consultation with:

Internal consultees

External consultees

The following policies form a context to this report:

(all relevant policies must also be referred to in the body of the report)

Building a Better Ipswich – The Council's Corporate Plan

The North East Area Committee Action Plan

1. Introduction

- 1.1 This report outlines the Council's plan 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 by offering local and free to access activities, breaking down 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 school holidays. This provides a longer-term strategy for young people engaging in regular activity and transitioning to clubs.

2. Background

- 2.1 The programme will 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 been 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

- 2.2 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 informal nature of the activities fits with the participation style of the young people the programme is targeting.
- 2.3 We are continuing the This Girl Can programme by running Girl's Football. This has consistently been a popular sport for girls, and Ipswich has a strong girl's football club structure and league. The Council also established an entry-level girl's football programme in April 2018 called 'Wildcats', so these sessions will be a great way to recruit and build this programme, which will ensure progression and continuity in football.
- 2.4 The target age group is 5-11 year olds as there are fewer opportunities at club level for girls of this age to play together. As a result, the age category on this programme will be 5-14 years old, for training purposes, the groups will be separated depending on numbers. With good numbers, we can separate into 5-9 year olds and 10-14 year olds. This will be run at the various sports centres and sports grounds within Ipswich – in the North East Area, it is likely to be held at Ransomes Sports Pavilion.
- 2.5 We found the girl's activities were not as successful in the park settings and the feedback received from some participants was that they felt self-conscious playing

in parks, particularly when there were other people around. When we surveyed 25 girls at the East Suffolk Girls rugby programme, 19 of them said they did not attend as they did not want to play in the parks for fear of being stared at.

- 2.6 The final activity is basketball, which has proved successful in the last couple of years. In 2017, we used some outdoor courts and some indoor courts due to the accessibility and usage. The same approach will be taken this year as this worked well previously. Statistics from 2017 were good for basketball. In the North East Area, 15 participants took part and there were 31 visits in total. In a survey, we found that 100% of those that played in the North East Area wanted to join a regular basketball session, which is great for the regular programme that is being established.
- 2.7 With regards to marketing and publicity, this year we are going to continue with the social media promotion and target the following groups:
- Parents with children under 17 years old
 - Females ages 13-18 years old
 - Males aged 13-18 years old
- 2.8 We are going to work more closely with the primary and secondary schools and are arranging to deliver promotional assemblies 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, to be shared with parents. We will also be working with the Schools Games Organiser to promote and publicise the programme at their inter-school events.
- 2.9 We will also work more closely with the Children and Young People teams at Suffolk County Council who support more vulnerable and less-engaged young people and work with local charities and organisations such as 4YP, Suffolk Young Carers, Netmums and the Council's own Housing team. We will also promote the programme through Community Action Suffolk.
- 2.10 We will produce banners to be put up across the parks and other key sites and make sure to promote the activities in other Council sites to tie in with the holiday programme. The website will have a standalone section for 'Jumpers 4 Goalposts' that makes it easy to find and accessible for people searching for activities.

3. Relevant Policies AND Area Action considerations

- 3.1 In line with the priorities identified in the Council's Corporate Plan and the North East Area Committee Action Plan, the project seeks to contribute towards a Healthy Community, Safe Communities and an Enjoyable Place to Live, Work and Study.

4. Options Considered / Under Consideration

- 4.1 Option 1 – Approve funding of £2,249 towards the cost of the programme.

4.2 Option 2 – Agree a contribution towards the total cost of the project less than £2,249.

4.3 Option 3 – Do not approve funding towards this project.

5. Consultations

5.1 Feedback is given by participants and parents to Catch 22 Positive Futures and we use this feedback to shape the programme and to decide on delivery.

6. Risk Management

6.1 See Appendix 1

7. Environmental Impact Assessment

7.1 There are no environmental impacts identified within this report.

8. Equalities and Diversity Implications

8.1 The range of activities provide opportunities for people of all genders and backgrounds to participate. All activities are made inclusive.

9. Financial Considerations

9.1 Area Committee funding is required to enable this programme to take place as no other funding is available through the Council. The alternative financial model is to charge participants a reasonable attendance rate to cover the associated costs. This would add a financial barrier to participation for many. **The amount requested from the North East Area Committee budget is £2,249.** See **Appendix 2** for a full breakdown of costs.

10. Legal Considerations

10.1 The Council has the power to make available grants for community projects through the Area Committees. The Area Committees have delegated executive powers and devolved budgets.

10.2 Area Committees have the power to award grants in accordance with part 3, section 2 of the Council's Constitution i.e. the Area Committee terms of reference.

11. Performance Monitoring

11.1 We will report back to the Committee on the numbers, throughput and age and gender.

12. Conclusions

12.1 This programme of activities offers value for money and continues to provide quality activities for a range of young people in Ipswich.

13. Recommendations

13.1 That the North East Area Committee consider funding £2,249 from the budget to enable the programme to go ahead as outlined above.

Reason: To meet the priorities of the North East Area Committee Action Plan and the Council's Corporate Plan and to increase young people's participation in physical activity over the school holidays.