

## AREA COMMITTEE REPORT– SHORT FORM

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

#### Introduction

This report outlines a spending proposal to all Area Committees toward the Council's plans to deliver a summer holiday programme of free sport activities across the town. The outcomes behind this programme are to divert young people from potential Anti-Social Behaviour, prevent vulnerability to crime & exploitation and 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 with the option to continue into regular activity after the holidays. This provides a longer-term strategy for engaging young people in regular activity and club sports.

The programme will be commissioned by the Sports Service and be delivered under the Jumpers for Goalposts brand, as it has been in previous years. The brand is now well-known and trusted by families in the target catchment.

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

2018 – 858 visits / 294 participants

The park activities will include football, street golf, tag rugby, tennis, kwik cricket, rounders as well as other activities 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.

The full Jumpers for Goalposts programme for this summer has yet to be determined, as this will be built to compliment and support the free iCard initiative & wider summer holiday programme, which will be running again this year.

The Jumpers for Goalposts programme has an existing relationship and take-up with families that are hard to reach and for this reason, it is important that the programme and identity be preserved.

The Jumpers for Goalposts programme needs to be planned alongside the wider summer holiday programme in order that the audience and staff resource is not divided. For this reason, it is not yet possible to determine the Jumpers for Goalposts schedule. The intention is to provide a more comprehensive and coordinated series of activities to reach families of all backgrounds.

The overall number of sessions will be the same as in the preceding year and approach of the programme won't change though with the following elements being included in the programme:

- Free to access
- Activities for females to encourage participation in an under-represented group
- An inclusive activity that will attract young people from all backgrounds, socio-economic groups and demographics
- Activities across the whole town in facilities that are accessible and appropriate for the activities
- Parks and open spaces will be used

As part of the wider initiative, there will be a Leadership Programme for young people. The feedback from the communities in Ipswich affected by gang activity is that a lack of prospects and meaningful employment put young people at greater risk of involvement in gang activity. Feedback from residents is that sport related training and employment would be popular and we could work with those young people at risk.

The Level 2 Sports Leaders course (L2) will be delivered without charge to young people aged 14-19 years old. They would do the L2 over the summer and once qualified could be used as assistant coaches and leaders in the Jumpers for Goalposts October and February programmes.

### **Marketing and Publicity**

The programme will keep its own branding under the Jumpers 4 Goalposts banner and the marketing and promotion that goes out will have two strands to it.

1. Its own online and offline promotion and marketing which would include targeted and paid for promotion on social media, particularly Facebook and Instagram (due to the age range) and flyers to be distributed to schools and partners that interact with young people plus partners such as Suffolk Sport, Suffolk County Council Most Active County and into all our sports centres, libraries, youth clubs.

2. Built into the wider summer holiday brochure and programme so all the promotion of the free iCard and summer holiday programme will benefit the J4G programme too. This way it can reach a wider audience as well as the focussed target market.

### **Finance**

As the full programme is not known at this time, the total amount requested will be the same as 2018 for the summer and October parts of the programme as the programme this year will look be designed around the same activities and costs (see Appendix 2). The programme will contain the following:

- 4 weeks in summer
- 1 week in October
- 1 week in February

Once the wider programme and Jumpers for Goalposts programme is determined, this will be reported to the Area Committees as early monitoring. Where there is variation in the cost

this will be absorbed by the Sport Service operational budget if it is higher or returned to the Area Committee budgets if it is lower.

The total amount being requested across all Area Committees is £14,800. The amount requested from the North East Area Committee Budget is £2,960.00

**Option 1** – Approve the proposed spending of £2,960 to the Sports Service for the Jumpers For Goalposts programme from the 2018/19 North East Area Committee budget.

**Option 2** – Do not fund

2. List of supporting documents for consideration

Appendix 1 - 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 East Area Committee Budget is £2,960

Area Committee funding is requested to approve this service request, 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 a financial barrier to participation.

6. Legal considerations

The North East Area Committee is asked to make a delegated executive function decision in relation to this service spending-proposal. This delegation is granted in the Council Constitution under Part 3, Section 2, in paragraph 6.6.6.

The proposed project is to be provided in the North East Area & out of the North East Area Committee budget, under the delegation from the Executive for the Area Committee to instigate and/or contribute to crime prevention measures.

7. Proposed Date of Decision

21 March 2019

8. Recommended Decision

It is recommended that the Area Committee determine the merit of funding the full cost of the activities and consider & select one of the options in Section 1.

9. 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.

10. Alternatives considered and reasons why rejected

Charging for activities was rejected as this would add a financial barrier 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.

11. 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)

12. Risks considered

Please see Appendix 1 - Jumpers for Goalposts risk assessment

13. Record of Decision taken

14. 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.**