

AREA COMMITTEE REPORT– SHORT FORM

1. Item of business and issues for consideration

Introduction

This report outlines a spending proposal to all Area Committees which will go toward the Council's plans to deliver a targeted school holiday programme. This will include an offer of free sport and physical activity opportunities across the town.

The outcomes behind this programme are:

- To use physical activity as a tool to divert young people from potential Anti-Social Behaviour, prevent vulnerability to crime & exploitation
- To increase physical activity levels among children and young people and reduce the barriers they face to participate.

This will be achieved by using a number of techniques including offering local and free activities, working in partnership with colleagues that have experience in working with difficult to engage young people and co-designing activities with young people (promotes enjoyment and purposeful experiences).

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 delivery on the Park Activities will be in partnership with Catch 22 Positive Futures, who have had great success in delivering the park activities of this project in previous years as demonstrated by previous years' figures. The proposed locations for North West are Whitehouse Park, Whitton Rec, Bramford Lane Rec and Castle Hill Rec.

As with previous years, the park activities will include football, street golf, tag rugby, tennis, kwik cricket, rounders and others. As well as the Park Activities, a programme of basketball sessions will be offered under the same banner. This will be delivered at both indoor and outdoor courts, in the North West this will be at Northgate Sports Centre.

Jumpers for Goalposts sessions will be delivered by qualified coaches in a safe and fun environment. The casual nature of the activities fits with the participation style of the young people the programme is targeting.

Statistics from 2019 Jumpers for Goalposts Participation

Park Activities Total:

2019 – 509 visits / 177 participants

Basketball Total:

2019 – 212 visits

Tennis Total:
2019 – 189 visits

Girls Football Total:
2019 – 147 visits

Qualified Leaders:
2019 – 3 leaders qualified

Whilst the participation numbers in the Park Activities total is down on 2018 (612 visits/204 participants) this was due to two main reasons; 1) the Jubilee/Maple Park redevelopment wasn't ready in time to deliver 4 sessions, which normally have very high numbers and 2) a sharp drop in engagement at Alexandra Park.

Area	Location	2018	2019
Cen	Jubilee/Maple Park	60	25
Cen	Alexandra Park	86	11
NE	Newbury Rd Rec	85	86
NE	Dumbarton Rd Rec	57	70
NW	Bramford Lane Rec	52	45
NW	Castle Hill Rec	45	53
NW	Whitton Rec		23
NW	Whitehouse Park	15	
SE	Murray Rd Park	70	68
SE	Landseer Park	25	25
SE	Cobham Rd	24	31
SW	Bourne Park	62	40
SW	Gippeswyk Park	31	32
	Total	612	509

We did see an increase in the number of young people take part in the basketball and girls' football, both of which are now either part of our regular junior programme or are just about to launch.

The leadership programme was new to the 2019 programme and we qualified 3 young people aged 14-17 as a result. One of these has now found successful employment with the Sport and Leisure service as a coach and will be assisting in the delivery of this programme in 2020.

2020 Programme

The full Jumpers for Goalposts programme for 2020 can be found in Appendix 2. As per previous years, as many of the parks and recreational grounds are used as possible to provide a good local spread and enable activity on as many young people's doorsteps.

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 overall number of sessions delivered within each area will remain the same as in previous years and will follow the same model. The programme has continued to bring in new young people and is now an important programme for young people to be signposted to by the police. The messages continue to be:

- Free to access
- Local
- Activities for all young people
- Activities available across the whole town in facilities that are accessible and appropriate for the activities

To promote legacy for this programme and provide a more holistic approach to health and wellbeing among young people in Ipswich, Jumpers for Goalposts will also include opportunities for young people to train and develop as coaches and leaders.

In Easter and Summer 2020, a Level 1 and Level 2 Sports Leaders course will be offered to young people to engage them in different ways with the project and to enable them to gain qualifications and skills that can lead to employment in the sector.

Feedback from residents has also included that sport related training and employment would be popular.

The Sports Leaders courses will be delivered without charge to young people aged 13 - 19 years old. Once completed, young people will have the opportunity to gain work experience and employment opportunities through the council's sport and leisure service and other partners, both within the wider programme that takes place as well as on our outreach programmes such as Jumpers for Goalposts.

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. Clear marketing which would include targeted and paid for promotion on social media, particularly Facebook and Instagram (due to the age range). Flyers to be distributed to schools and partners that interact with young people such as the Police, Children and Young People teams at Suffolk County Council, 4YP, Suffolk Family Carers and other, as well as Active Suffolk and the School Games programme. We will also ensure a presence in our centres and the local libraries, children's centre and 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

The programme will be built on the following weeks with the full schedule for the Parks activities in Appendix 2. The Basketball sessions have not been set yet as this needs to

be done in conjunction with the wider holiday programme due to hall availability. There will be 10 sessions in Easter (1 in each area for 2 weeks), 20 sessions in Summer (1 in each area for 4 weeks) and 5 sessions in October (1 in each area for 1 week). The Leadership programme will see a Level 1 delivered in Easter 2020 and a Level 2 delivered in Summer 2020.

The total amount being requested across all Area Committees is £9,635. The amount requested from the North West Area Committee Budget is £2,081.

Option 1 – Approve the proposed spending of £2,081 to the Sports & Leisure Service for the Jumpers for Goalposts programme.

Option 2 – Approve the spending of a lesser amount than £2,081 for elements of the same.

Option 3 – Do not fund

The North West Area Committee has sufficient budget in 2020/21 to approve any of the proposed options, and also has £6,022.22 currently unallocated in the 2019/20 budget, which has been requested to be carried forward to 2020/21.

The North West Area Committee is asked to make a delegated Executive function decision in relation to this service, to be provided in its area & out of its budget, under the delegation to instigate and/or contribute to crime prevention measures.

2. List of supporting documents for consideration

Appendix 1 – Jumpers for Goalposts risk assessment
Appendix 2 – 2020 activities and indicative costs

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

To alleviate deprivation in the domains of;

- Health
- Crime

To serve Ipswich residents in line with the aims of the Council

- **Priority 3 - An Enjoyable Place to Live, Work and Study**, which is an Action Plan Priority
- **Priority 4 - A Healthy Community**, which is an Action Plan Priority
- **Priority 6 - Safe Communities**, which is an Action Plan Priority

5. Financial implications

The amount requested from the North West Area Committee Budget is £2,081.

	£
Total costs to run programme	2,081.00
2020/21 budget allocation (if agreed)	2,081.00
Net cost	0.00
Band B equivalent	0.00

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 West Area Committee has the delegated power from the Executive to take decisions in relation to works or services to be provided in its area out of its budget pursuant to and as defined in Part 3, Section 2, in paragraph 6.6.6.

The proposed project relates to the instigation and/or contribution to crime prevention measures.

7. Proposed Date of Decision

Thurs 5 March 2020

8. Recommended Decision

It is recommended that the Area Committee determine the merit of funding the full cost of summer holiday and half-term 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 5 years and this will allow young people across the town to participate in physical activity over the summer and half-term holidays.

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 this 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.