

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 antisocial 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 the Central area are Maple Park and Alexandra Park.

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 Central this will be at Maple Park.

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 numbers in the Park Activities total is down on 2018 this was due to two main reasons;

- 1) Maple Park wasn't ready in time to deliver on the sports facility, so we lost 4 sessions which have very high numbers
- 2) We lost 5 sessions were lost due to heavy rain, whereas in 2018 we only lost 1 session.

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 been successful in obtaining 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 will 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 others, 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 Jumpers 4 Goalposts 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 Central Area Committee Budget is £1,871.

Option 1 – Approve the proposed spending of £1,871 to the Sports & Leisure Service for the Jumpers for Goalposts programme.

Option 2 – Approve the spending of a lesser amount than £1,871 for elements of the same.

Option 3 – Do not fund

The Central 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.

There is sufficient budget in 2019/20 to carry forward to 2020/21 pay for the programme.

2. List of supporting documents for consideration

Appendix 1 – Jumpers for Goalposts risk assessment
Appendix 2 – 2020 activities and 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**, which is an Action Plan Priority

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

- Priority 3 - An Enjoyable Place to Live, Work and Study
- **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 Central Area Committee Budget is £1,871.

	£
Total costs to run programme	1,871.00
2019/20 budget carry forward allocation	1,871.00
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 Central 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

Wednesday 11 March 2020

8. Recommended Decision

That the Central Area Committee consider the options for funding set out in Section 1 and determine the allocation of funding from the Central Area Committee budget to deliver the programme of summer holiday and half-term activities in Central Ipswich in 2020.

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

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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]