

Cheltenham Borough Council
Social & Community Overview and Scrutiny Committee
27th November 2003

Holiday activities for children and young people
Report of Assistant Director Health & Wellbeing

1. Summary and recommendation

- 1.1 My report provides information in respect of a non-user survey carried out with regard to children's and young peoples' activities during the summer holiday period. It comes as a follow up to the overview of the current levels of provision, presented at the previous meeting of this Committee, which as members may recall, was based upon user consultation information.
- 1.2 **I recommend that Committee notes the results of the non-user survey in respect of summer holiday provision for children and young people.**

2. Introduction

- 2.1 The council provides a broad range of subsidised activity programmes for children and young people during the school summer holidays through a number of different schemes and projects, namely, PlayZone, DayCamp, SportsZone and Massive, All of the programmes are slightly different in their composition, operation and customer base, and all are a direct service of the Health & Wellbeing Division.
- 2.2 Notwithstanding that total attendances at the 2003 activity programmes exceeded 13,000, officers recognise the need to consider the factors which contributed to non-users of provision, in order to ensure the service develops and remains successful and viable in the future

3. Non User Survey

- 3.1 A non-user survey of 1800 children and young people was conducted throughout September and October. Working with schools, MAD, the school sports co-ordinators programme, and the library service, questionnaires and focus groups were used to investigate the major factors which contributed to the non-attendance of children and young people on the provision offered throughout the summer.
- 3.2 Appendix 1 contains the full details and results of the feedback received, with the following key issues identified:
- 3.2.1 Awareness & Information:

- 47% did not know that the services were provided
- 36% wanted poster advertising
- 67% required information through schools
- 22% required information by text

3.2.2. Image & peer pressure

- 27% did not use services because their friends did not use them
- 9% did not use the service because of image
- 7% of those surveyed thought they were too young/too old

3.2.3 Price and access

- 10% of those surveyed could not afford to attend
- 8% did not attend due to transport difficulties
- 3% did not attend because of their culture or religion

4. **Future developments**

4.1 Members may recall that a number of improvements were identified as a result of the user consultation exercise, conducted at the end of this summer's activity programme, which included:

4.2 **PlayZone/DayCamp:**

- Extension of opening hours
- Limited provision in town centre
- Disabled access/policy for special needs requires review

4.3 **SportsZone:**

- Accessibility - limited provision with only the Pates site available
- Expand the provision to other holiday periods
- Sports coaching to be reduced to be replaced with additional less formal/structured activities
- Less than one third of participants were girls

4.4 **Massive:**

- Greater promotion and marketing required in advance of the project.
- Registration needs to take place in the town centre as well as taken out to the young people; e.g., to schools, community centres.
- Low numbers of 14-16 year olds, further development of the 'Master class' provision (introduced to encourage the 14-16 year group to participate.)

5. **Conclusion**

5.1 Health & Wellbeing Division provides an extensive range of activity programmes throughout the summer holiday period for children and young people that is considered to be of a high standard, and which is mostly well used. However, the results of the user and non-user survey identify gaps in the existing user profile, and highlight a number of factors which contribute to the provision not being accessible and available to a wider public. These are now being considered and appropriate improvements made to ensure the continued improvement and development of the service

5.2 Members considered the development of increased provision in these areas as part of the budget setting process. Officers are currently considering other options including increasing charges generally, or specifically for non-residents.

6. Implications

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|---|---|
| 6.1 Financial | None as a direct result of this report. |
| 6.2 Legal | None as a direct result of this report. |
| 6.3 Human resources | None as a direct result of this report. |
| 6.4 Equal opportunities, social justice and anti-poverty | None as a direct result of this report. |
| 6.5 Environmental | None as a direct result of this report. |

Background papers

PlayZone/DayCamp/SportsZone/Massive Annual reports

Leisure Committee Report – Review of CHRP
November 1999

Overview & Scrutiny Committee Report - October
2003

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Social and Community Overview and Scrutiny
Committee

NON-USER SURVEY RESULTS & FEEDBACK

Why People did not take part in our Summer Provisions

47% of people that replied did not know about our services.
27% did not use our services because their friends do not use them.
10% of people thought there was a problem with the cost.
9% did not use because of the image.
8% of people did not use us because of transport problems.
7% of those surveyed thought they were too old or too young.
4% of people used a different holiday provision over the summer.
3% decided not to use us because of their culture or religion.

Of those people who did not know about our provision:

67% wanted information through schools
36% wanted posters put up
25% would like information in the local newspaper
24% to put stuff on website
22% by text message
21% on radio
17% by a mailing list
4% in council premises
Other ways that were suggested to let people know about our provision were to hand out leaflets in town, via email and by advertising on TV.

If we made changes, which provision would you then attend:

37% of those surveyed would use Massive
23% would use Sports Zone
12% would use Play Zone
11% would use Day Camp
7% of those surveyed would use the Youth Sports Project

What can we change of our provision to encourage more people to use us

'I hadn't heard about it. You could put posters up around Cheltenham to advertise it'
'You could advertise on TV or radio'
'More advertising where not a lot of people know about it'
'Give out leaflets'
'In advertisements you could give more of an idea of what would actually happen in the activity time'

'I wanted to stay home for the summer holidays so I didn't want to go'
'I prefer to spend time with my children in the holidays, not send them off somewhere'
'I prefer to enjoy my summer holidays doing my own stuff'
'I don't go because since I came to Secondary School my mum trusts me to stay at home'
'I go on holiday a lot and do not have time'

'Do more things like archery'
'Rock climbing and assault courses are my interest'
'More activities like skateboarding and blading'
'You could have an art club'
'Dance and drama workshops'
'Everything seemed to revolve around football'

'We are mollycoddled'
'Have a smaller range of ages'
'Make them just suit older children'
'Different age groups so you are with people your own age'

'Some parents can't afford to send their children to camps'
'The price is a bit high'
'Lower cost'

'Have activities all around the town so people who do have trouble with transport can walk'
'There could be a private bus to get on because some people don't have a car'
'Make transport easier'

'I need childcare 8am to 5.30pm'
'Need something that goes on to between 5pm and 5.30pm'
'Hours not compatible with working parent – starts too late'

'Aim them at a wider audience'
'Son felt intimidated'
'There is a negative ethnic minority image in this town'
'More chances to join up'

Is there anything else you would like to tell us about the council's holiday programmes?

'I would have liked to have used the Youth Sports Project but as the age is 8yrs and up I wouldn't have been able to have both children there. Play Zone was great, would recommend it to anyone, children loved it and would like to say a big THANKS!!'

'I think it is a very good idea'

'Not enough publicity'

'They need more information on when it is on'

'I have never heard of them'

'At Play Zone it is a first come, first served basis, we sometimes need to queue very early to secure a place'

'Not enough places in bookable activities'

'I think they need more activities teens would enjoy'

'Most of them are mainly for young children because of the activities'

'Do a music zone'

'Should be more non-sport activities'

'Make more chance to sign up to them'

'A BMX/Skate camp (helps beginners improve)'

'Please do a medical class (First Aid etc)'

'Dance would attract a lot of people, I think, because there are not many dance workshops in Cheltenham'

'More arty, musical clubs, summer concerts'

'There is too much sport'

'They are good'

'Lower the prices'

'They should all be free'

'Change their names to things that would be more interesting to convince people that its good'

'Do free taster days'