

Report No.
ES13116

London Borough of Bromley

PART ONE - PUBLIC

Decision Maker: PUBLIC PROTECTION AND SAFETY PDS COMMITTEE

Date: 5th November 2013

Decision Type: Non-Urgent Non-Executive Non-Key

Title: SUMMER DIVERSIONARY ACTIVITIES 2013:
END OF PROGRAMME REPORT

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Chief Officer: Nigel Davies, Executive Director of Environment & Community Services
Terry Parkin, Executive Director of Education, Care and Health Services

Ward: Boroughwide

1. Reason for report

As requested by the PDS committee this report provides an end of programme report for the Summer Diversionary Activities Programme 2013.

2. **RECOMMENDATION(S)**

Members of the Public Protection and Safety PDS Committee are asked to consider and comment on the contents of the report.

Corporate Policy

1. Policy Status: Existing Policy
 2. BBB Priority: Children and Young People Safer Bromley
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Financial

1. Cost of proposal: Not applicable as reporting back on spend relating to summer activities
 2. Ongoing costs: N/A
 3. Budget head/performance centre: Youth Diversion Grant Budget within Community Safety and Youth Service Budget, Staying Healthy Budget within ECHS.
 4. Total current budget for this head: £80k plus £25k 'in kind' staffing hours from ECHS
 5. Source of funding: Existing revenue budget for 2013/14 and contributions from partners.
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Staff

1. Number of staff (current and additional): 32
 2. If from existing staff resources, number of staff hours:1,745
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Legal

1. Legal Requirement: None
 2. Call-in: Not applicable
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Customer Impact

1. Estimated number of users/beneficiaries (current and projected): 11,000 + children and young people participated in the programme.
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Ward Councillor Views

1. Have Ward Councillors been asked for comments? No
2. Summary of Ward Councillors comments:

3. COMMENTARY

Background

3.1 Following a report to the meeting of the PPS PDS in March 2013 (ES13013), the Portfolio Holder gave approval to fund a programme of activities for young people in the Borough's parks, youth hubs and projects during the summer of 2013. The contribution agreed was £40,000 from the Youth Diversionary fund. The Portfolio Holder has subsequently agreed an additional sum of £2,000. In a report to the September meeting of the PPS PDS (ES13092) the contribution of other partners was confirmed as £63,000 (see section 4 below). The same report also provided detail of the content of the programme and the methods used to publicise the programme. The purpose of this report is to provide an account of the performance of the programme in terms of its key objectives of:

- increasing individual participation
- encouraging community participation
- providing a diversion from anti-social and criminal activity
- providing an opportunity for Council partners to reach more people
- increased participation in other services provided by Bromley Youth Support Programme

3.2 The 36 day programme started on Saturday 20 July 2013 and ran until Sunday 1 September in parks across the borough. The programme was intended for young people aged between 10 and 19 (or up to 25 for those with disabilities). It included activities such as sports; football, basketball, hula hoops and rounders; creative activities including henna tattoos, jewellery making, nail art, paper mache statues and smoothie making. Delivery was through a combination of commissioned and directly delivered services organised by the Bromley Youth Support Programme.

Increasing individual participation

3.3 The programme was set a performance target to exceed the level of participation achieved by the previous years' programme by 20%. As total participation in the previous year's programme had been 6,451 (with an average of 179 people attending each individual event) a target of 7,741 was set.

3.4 By the end of this year's programme the target had been exceeded by 146%. There were 11,293 attendances at the programme and an average attendance of 314 at each event. 5,278 under 8's attended and 6,015 over 8's attended. Given that many of the under 8's also attended with their parents we can reasonably assume that roughly 5,000 parents also attended the park days.

3.5 The most popular day was at Poverest Park in Cray Valley East Ward, where 778 young people attended. This attendance at an individual event was just 85 less than the total number of young people who attended the complete summer programme in 2011. A comprehensive demographic breakdown will be available following completion of the data entry and analysis of the attendance registration documents for the 11,000+ attendances at the programme.

3.6 **Appendix 1** provides full attendance details for the complete programme and allows comparison between this and the previous year.

Encouraging community participation

- 3.7 In all of our park days we had large number of parents and young people in attendance. We had many comments on the positive impact of the days in bringing communities together and enabling families to spend time together with their children doing something where they didn't have to worry about the cost.
- 3.8 However, in some of our parks many of the parents attending were drinking alcohol and smoking cannabis. This presented some challenges to staff but also identified a real opportunity for other LA to make contact with some of the more marginalised communities in Bromley to provide them with public health messages and build contacts.
- 3.9 In Alexander Rec, Royston Fields, Betts Park and Crystal palace it was particularly encouraging to see an increase in the number of women and girls from the Somali community attending our park days.
- 3.10 Across the board there was also an increase in the number of young people with disabilities attending the park days.
- 3.11 We also shared an event with the Children's Social Care Living In Care Council which saw young people in care from across London attend one of our parks days.
- 3.12 In St Paul's Cray we had volunteers from our local youth centre working on the programme and the police cadets also provided invaluable support on some of our busiest days.
- 3.13 Repeat visits increased dramatically this year. This was in part due to the increased offer and wider variety of activities on offer where we made sure that we didn't provide the same activities every day, the weather also helped as did the profile of the programme across social media (see also below). This was the first year when we had people coming along to events having received a tweet to their twitter account.

Providing a diversion from anti-social and criminal activity.

- 3.14 During August, when the programme was operating for the majority of the time, data drawn from the Metropolitan Police Crime Mapping Database indicates that local crime rates in Bromley appear to have fallen relative to the previous month and to the same period in the previous year.

Anti-social behaviour:

- 3.15 When compared with August 2012, reported anti-social behaviour in Bromley in August 2013 shows a 5% reduction. Similarly, when compared with July 2013, reported anti-social behaviour for August 2013, when the programme operated on 26 days decreased by 18%.
- The rate for August 2013 was 2.84 per 1,000 people (878 offences)
 - The rate for July 2013 was 3.46 per 1,000 people (1070 offences)
 - During August 2012 the rate was 2.99 per 1,000 people (925 offences).

Criminal activity

- 3.16 When compared with August 2012, reported crime in Bromley in August 2013 shows a 10% reduction. Similarly, when compared with July 2013, the notifiable crime rate dropped by 10% for August 2013, when the programme operated on 26 days.
- The rate for August 2013 was 4.87 per 1,000 people (1506 offences)
 - The rate for July 2013 was 5.45 per 1,000 people (1685 offences)
 - During August 2012 the rate was 5.39 per 1,000 people (1680 offences)
- 3.17 As in previous years, PCSOs reported that the park days were very good at providing a venue where they could meet local residents. They also reported anecdotal decreases in reported incidences of anti-social behaviour and criminal activity.
- 3.18 The Bromley Fire Brigade Borough Commander reported that over the summer period the Fire Brigade saw a 90% drop in deliberate fire setting by young people. With figures falling from 40 in Summer 2012 to 5 in Summer 2013, the Commander attributed much of this reduction to participation of young people in the BYSP summer programme.
- 3.19 While it is not possible to attribute the cause of these reductions entirely to the programme, it is perhaps reasonable to propose that, for the time they were participating, the programme may have been a contributory factor in diverting young people from participating in anti-social and criminal activity.

Providing an opportunity for Council partners to reach more people

- 3.20 A range of partners supported the park days including Safer Neighbourhood Teams, PCSO's, Transport Police, Sexual Health, Metro (Chlamydia Screening), KickZ, Crystal Palace FC, Army, Bromley District Cricket Coaching, Affinity Sutton, Charlton Athletic FC, Sport for Streets, Darrick Wood Community Association, Healthwatch and NHS Healthchecks. See comment below.

Appendix 1 includes a column detailing the participation of partners.

Increased participation in other services provided by Bromley Youth Support Programme

- 3.21 Through the parks programmes and linked programmes at our local youth centres we were able to offer a wide range of activities. The contact with young people at our park days has resulted in more young people attending our Hubs and this again means that more young people are receiving help, support and the opportunity to take part in other positive activities. Overall we have seen 39 new young people attending our centres with 5 people asking to become volunteers and work with our year round programmes.

Use of Facebook to promote the programme

3.22 We continued to use Facebook as an effective means of publishing the park days. It is evident that there has been an increase in the number of people who have attended the parks as a result of seeing the information on Facebook.

	2013	2012
Total Likes	1,093	267
Friends of Fans who have seen page	167,353	60,308
Weekly average Total Reach	38,093	36,767
Individual comments posted	246	103
Individual posts	1,096	563

3.23 The following is a selection of the 246 comments posted on Facebook.

- It was great kids loved it as usual! So lovely to have free activities to keep the kids entertained thank you Bromley! Well done! We will be there Monday and Tuesday next week! Xx
- great afternoon today, thanks to the team who organised the event, lovely to see so many smiles on faces ;)
- These days are brilliant we've been to a few now...so impressed that its free and the staff are so friendly and just want to give the kids a good day! Thank you Bromley youth activities x
- It's so good to hear about these types of activities being run locally by Bromley for young people, it gives the youngsters the opportunity to meet up and do activities they enjoy without it costing an arm and a leg, and stops them getting bored. Running the arts and craft, alongside the sporting activities is a really good idea as not all children are sporty but won't want to miss out on the fun. Keep up the good work.
- Just wanted to say a huge thank you to all the staff Bromley youth. All staff were friendly and lovely. Bought my children along today at queensmead and they had a fantastic time. I can't believe it's free of charge. Had a wonderful afternoon. THANK YOU
- Thank you so much for providing us with some great activities over the summer! The kids have had great fun and you have made our summer more bearable! Will try and come to one or two more we are away from Friday! So thanks again its been brill! Xx
- Thank you to all the staff ,my girls and niece really enjoyed all the activities i've taken them to about five park events through the summer holidays and they have enjoyed themselves each time even my mum has come along and had fun with her grandchildren its a big thumbs up from all thank you .x
- Who ever thought up the idea of going to parks round the borough is brilliant. Such a good way for the activities to be available to everyone. The staff were all lovely and good with the children.

A complete breakdown of the comments received is available on request from the contact officer for this report.

Parks Evaluation Forms

3.24 Of the 315 evaluation forms completed, 270 (or 85%) thought the day was excellent with just one person thinking it was poor. The most popular activities were the bouncy castles and arts and crafts. Respondents would have liked to see more toilets, food and drink being offered and improved advertising. People heard about

the park days through a range of media including Facebook and LBB website but the most frequently recorded medium was by word of mouth from a friend.

- 3.25 A complete summary of the evaluation form data received is available on request from the contact officer for this report.

Summary

- 3.26 This report has shown how the continued financial support from PPS has maintained improvement to the Council's Summer Diversionary activities programme enabling the programme to achieve its key objectives.
- 3.27 In 2011, 15 park days were delivered with a total attendance of 863 and an average daily attendance of 58 people. In 2012, following investment from PPS, total attendance increased to 6541 and to 179 on average per day. This year's total attendance increased to 11,293 with an average attendance of 314 on each day of the programme.
- 3.28 This report has also provided information on the community benefits, such as increased attendance by a range of communities and age groups, and has also indicated a positive association between the delivery of the programme and a reduction in the local incidence of anti-social and criminal behaviour. The programme has also been successful in encouraging financial investment by Council partners and also in providing them with a potential opportunity to reach more people to promote their services. A further outcome has been an increase in participation in the other services for young people provided by the Council through the Bromley Youth Support Programme.

Future developments

Partner Participation

- 3.29 The involvement of partners was substantially enhanced this year. Funding was secured from Public Health and it is likely that they, along with Affinity Housing, will want to invest in next year's programme. Officers are currently working with partners to investigate how this financial investment can be matched through an increased involvement in the presence of partner staff at the programme. It is evident from the number of parents, carers and child minders who attended that there is scope for promoting more comprehensively the range of health preventive and development services provided by the Council and partners, for example through use of the Health Service Van which was present at a number of events and which could promote immunisation to parents and carers.

Programme Content

- 3.30 The content of the programme was developed on the basis of the feedback received in response to the delivery of the 2011 and 2012 programmes and on the knowledge of workers delivering the programme of "what works". Specific improvements to the programme to attract an older teenage group included separate and age appropriate arts and crafts activities and delivery spaces for under and over 11's, henna tattoo tutorials, team sports activities such as cricket and volleyball and specialist providers such as lazer tag, zorb balls and pedal go karts.
- 3.31 However the numbers of people accessing the programme and the pressure on activities did result in some of those programme activities being simplified or changed to satisfy the numbers and the demands of the younger age range.

Officers had sought to interest and potentially co-ordinate the delivery of the parks programme with existing provision by other providers (for example Mytime and Affinity Sutton) However, neither provider was delivering activities on the same scale as our summer programme. We are seeking to work with these providers at an early stage next year to support an increase in our offer to the senior age range.

4. FINANCIAL IMPLICATIONS

4.1 The table below summaries the financial position of the Summer Activities programme for 2013/14: -

<u>Summer Activities</u>	£
Costs	
Staffing	16,842
Specialist equipment & activities	45,930
Other equipment & activities	15,000
Marketing	2,228
Total costs	80,000
Funded by:	
Community Safety contribution	42,000
Public Health contribution	10,000
Contribution from the 'Tackling Troubled Families' Programme	20,000
ECS contribution	8,000
Total Funding	80,000

4.2 In addition to the £8,000 contribution shown above, ECHS also provided 'in kind' funding totalling £25,000, by supplying staff for planning and organising delivery of the Summer Programmes as well as diverting BYSP staff to deliver the activities for the park days.

4.3 Based on a total budget (in-kind and financial contributions) of £105,000 and 11,293 attendees the cost per individual attendance at this year's programme is £9.30. For last year's event which had a total budget of £84,951 and 6,451 attendees the cost per individual attendance was £13.17.

Non-Applicable Sections:	Legal, Personnel and Policy Implications
Background Documents: (Access via Contact Officer)	

BYSP PARK DAYS AND DATES 2013:
APPENDIX 1
Opening times: 2pm - 6pm.

Dates:	Park	Ward	Under 8	Over 8	Total Young People	Weather	Partners
Week 1							
Mon 22nd July	Penge Rec	Penge and Cator	89	163	252	Very Hot 30+	
Tue 23rd July	Shaftesbury Park	Plaistow and Sundridge	31	66	97	Good	
Wed 24th July	Hoblingwell Wood Rec	Cray Valley West	53	87	140	Good	Friend of the park
Thurs 25th July	Norman Park	Hayes and Coney Hall	131	215	346	Good	BYPASS
Fri 26th July	Queens Gardens	Bromley Town	152	131	283	Good	
Sat 27th July	Biggin Hill Rec	Biggin Hill	103	115	218	Rain	BYC
Week 1 Total:			559	777	1336		
Week 1 2012 total					889		
Week 2							
Mon 29th July	Royston Fields	Penge and Cator	199	198	397	Warm/ Overcast	Police
Tue 30th July	Mottingham Sports Ground	Mottingham and Chislehurst North	43	87	130	Rain	Police, Army, Charlton Athletic - Affinity Sutton, BYPASS,Sport For Streets,Bromley District Cricket Coaching
Wed 31st July	Goddington Park	Chelsfield and Pratts Bottom	48	145	193	Light Showers/ Overcast	Sport For Streets,Bromley District Cricket Coaching
Thur 1st Aug	Parkfield Rec	Bromley Common and Keston	41	107	148	Very Hot 30+	Sport For Streets,Bromley District Cricket Coaching
Fri 2nd Aug	Tillingbourne Green	Cray Valley West	31	112	143	Warm/overcast	Bromley Health Care - C card
Sat 3rd Aug	Priory Gardens	Orpington	82	134	216	Good	BYC
Week 2 Total:			444	783	1227		
Week 2 2012 total					969		
Week 3							
Mon 5th Aug	Churchfields Rec	Clockhouse	61	265	326	Overcast/ Heavy rain	Sport for Streets, CPFC Foundation
Tue 6th Aug	Kingsmeadow	Plaistow and Sundridge	136	102	238	Good	
Wed 7th Aug	St Mary Cray Rec	Cray Valley East	166	127	293	Good	Transport Police
Thur 8th Aug	Mc andrews recreation Ground	West Wickham	120	78	198	Good	Transport Police
Fri 9th Aug	Norman Park	Hayes and Coney Hall	340	232	572	Good	BYPASS, Transport Police, NHS Healthchecks
Sat 10th Aug	Church House Gardens	Bromley Town	126	96	222	Good	BYC
Week 3 Total:			949	900	1849		
Week 3 2012 total					1257		
Week 4							

Dates:	Park	Ward	Under 8	Over 8	Total Young People	Weather	Partners
Mon 12th Aug	Croydon Road Rec	Kelsey and Eden Park	312	270	582	Good	Transport Police, Bromley District Cricket Coaching
Tue 13th Aug	Whitehall rec Ground	Bickley	303	181	484	Good	BYPASS, Transport Police
Wed 14th Aug	Grassmead Rec	Orpington	112	124	236	Good	
Thur 15th Aug	Tugmutton	Farnborough and Crofton	183	242	425	Warm/Overcast	
Fri 16th Aug	Petts Wood Rec	Petts Wood and Knoll	161	151	312	Good	
Sat 17th Aug	Betts Park	Crystal Palace	112	127	239	Rain/Overcast/ Cold	BYC, CPFC Foundation
Week 4 Total:			1183	1095	2278		
Week 4 2012 total					1280		
Week 5							
Mon 19th Aug	Crystal Palace park	Crystal Palace	380	371	751	Good	BYPASS, Bromley District Cricket Coaching, CPFC Foundation
Tue 20th Aug	Queensmead	Shortlands	173	170	343	Good	
Wed 21st Aug	St pauls cray rec	Cray Valley East	236	238	474	Good	NHS Healthchecks
Thur 22nd Aug	Coney Hall Rec	Hayes and Coney Hall	130	77	207	Good	
Fri 23rd Aug	Tubbendon Lane	Farnborough and Crofton	151	250	401	Warm/Overcast	
Sat 24th Aug	Walden Road Rec Ground	Chislehurst	12	8	20	Torrential rain	BYC
Week 5 Total:			1082	1114	2196		
Week 5 2012 total					1213		
Week 6							
Mon 26th Aug	NO EVENT						
Tue 27th Aug	Mottingham Sports Ground	Mottingham and Chislehurst North	127	197	324	Good	BYPASS, Sport for Streets, NHS Healthchecks
Wed 28th Aug	Poverest Park	Cray Valley East	333	445	778	Good	Transport Police
Thur 29th Aug	Biggin Hill Rec	Biggin Hill	200	248	448	Good	Transport Police
Fri 30th Aug	Leamington Ave Playground	Chelsfield and Pratts Bottom	153	166	319	Good	
Sat 31st Aug	Cator Park	Copers Cope	144	135	279	Good	CPFC Foundation
Sun 1st Sep	Alexandra Rec	Penge and Cator	104	155	259	overcast/good	
Week 6 Total:			1061	1346	2407		
Week 6 2012 total					843		
Overall Total:			5278	6015	11293		
Target:					7741		
% of Target Reached					146		
Last year total					6451		