

Report No.
ES14105

London Borough of Bromley

PART ONE - PUBLIC

Decision Maker: PUBLIC PROTECTION AND SAFETY PDS COMMITTEE

Date: 2nd December 2014

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

Title: SUMMER DIVERSIONARY ACTIVITIES 2014:
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 2014.

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: £73k plus £32.7k 'in kind' staffing hours from ECHS
 5. Source of funding: Existing revenue budget for 2014/15 and contributions from partners.
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Staff

1. Number of staff (current and additional): 30
 2. If from existing staff resources, number of staff hours:1,700
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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): 11,424 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 a previous meeting, the Portfolio Holder gave approval to fund a programme of activities for young people in the borough's parks during the summer of 2014. The contribution agreed was £36,000 from the Youth Diversionary fund. Since the previous meeting the actual contribution of statutory partners and other income received has been confirmed as £73,001 and detailed in a report to the September meeting of the PPS PDS (ES14090) 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 29 day programme started on Wednesday 23 July and ran until Friday 29 August 2014 in parks across the borough. The programme was designed for young people aged between 10 and 19 (or up to 25) for those with disabilities. It included activities such as sports; football, basketball, laser quest, hula hoops and rounders; creative activities including henna tattoos, jewellery making, nail art, papier-mâché and smoothie making; adventure type activities such as Zorbs, Go Karting and Wipeout. Delivery was a combination of commissioned and directly delivered services organised by the Bromley Youth Support Programme.

Increasing individual participation

3.3 The programme had been set a target to match levels of participation in the previous years' programme. Participation in the previous year's 36 day programme was 11,293 in total with an average of 314 attending each individual event. Attendance in this year's 29 day programme was 11,424 with an average of 394 per day attending each individual event. This improved performance was gained even though there was significantly more rain in August this year compared to 2013.

3.4 By the end of this year's programme the daily average attendance had increased by more than 25% compared to the average daily attendance in 2013. Of the 11,424 attendances at the programme, 4,847 under 8's attended compared to 6,577 over 8's. Given that many of the under 8's also attended with their parents it can reasonably be assumed that roughly 4,800 parents also attended the park days. The programme had a slight shift in the age profile with 58% of the attendees being in the over 8 range, compared with 52% of attendees in 2013.

3.5 The most popular day was at Norman Park in Hayes and Coney Hall Ward, where 942 young people attended. This attendance at an individual event was more than the total number of young people who attended the complete summer programme in 2011, and is equivalent to one weeks attendance at the 2012 summer programme. 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.

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 we continued to encounter parents attending who 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 It was particularly encouraging to see different communities engaging together and coming to the parks programme. Early analysis of the statistical data suggests that 15% of attendees over the age of eleven were from Black and Minority Ethnic communities.
- 3.10 Across the board there was also an increase in the number of young people with disabilities attending the park days, this was visible on the 4 programme days that provided specialised activities for young people with disabilities, several of whom continued to attend on other days of the programme.
- 3.11 Repeat visits increased significantly 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. Evidence for the over eight age range show that of the 5,787 individual young people who attended, 2% of young people returned to five or more park events, more than 10% of young people came to three or more park events.

Providing a diversion from anti-social and criminal activity.

- 3.12 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:

- 3.13 When compared with August 2013, reported anti-social behaviour in Bromley in August 2014 shows a 27% reduction. Similarly, when compared with July 2014, reported anti-social behaviour for August 2014, when the programme operated on 22 days decreased by 9%.
- The number of offences recorded for August 2014 was 635
 - The number of offences recorded for July 2014 was 698 offences
 - During August 2013 the number of offences recorded was 878 offences.

Criminal activity

- 3.14 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

- 3.15 A range of partners supported the park days including; Safer Neighbourhood Police Teams, PCSO's, Bromley Safer Transport Police team, Bypass, Mindful, Bromley Healthcare, Bromley's road safety cycle staff, Metro (Chlamydia Screening), Crystal Palace FC, Bromley District Cricket Coaching, Affinity Sutton, Brook Lane Community Church, Darrick Wood Community Association, Healthwatch, Bromley Children's Project, Big Man Boxing and Bromley Mytime.
- 3.16 The number of community partners we engaged with increased substantially, with many returning regularly to park events. Feedback received from Healthwatch Bromley said: "This environment meant that the children and young people were enthusiastic and happy to talk about their experiences at dentists, hospitals, GP's and opticians. We were able to gain very interesting and helpful insights in to young people's experiences with health services"

Increased participation in other services provided by Bromley Youth Support Programme

- 3.17 Through the parks programmes and linked activities at our local youth hubs, centres and projects 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 and direct access to targeted support work. Overall we have seen 42 new young people attending our centres since the summer programme.

Increased participation in the programme by targeted young people

- 3.18 This year we saw 10% of Bromley's looked after children between the ages of 8 and 16 attend the summer activities programme.
- 3.19 Figures are currently being sought from Tackling Troubled Families team and the Anti-social Behaviour team regarding the involvement of young people they are working with.

Use of Facebook to promote the programme

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

	2014	2013	2012
Total Likes	2,043	1,093	267
Friends of Fans who have seen page	376,871	167,353	60,308
Weekly average Total Reach	53,765	38,093	36,767
Individual comments posted	304	246	103
Individual posts	2,358	1,096	563

3.21 The following is a selection of the 304 comments posted on Facebook:

- You guys are great! I couldn't believe the rain at 2.15pm and you all stayed put carried on smiling and having fun! Thank you
- It was great and the 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
- My children had a fabulous time. Lots of great games to play and the staff were very friendly and we had great fun!
- All of these events are great and all for free (apart from the ice creams). My kids really enjoy them. They are organised brilliantly and the staff are so friendly and fun!
- A fantastic initiative and I hope Bromley Youth Activities do the same again next year. There was a wide range of activities for all ages.
- Really amazing!! We enjoyed every activity. My kids are looking forward to next year already.
- These events are brilliant – young people are safe and looked after by staff and you are all smiling all day! My kids look forward to these every summer.
- These activities are brilliant for parents who struggle afford to do things with their kids during the summer holidays. My children have had a go at things we would never be able to afford like the zorbs, bungee trampoline etc. The staff are really helpful.
- I laughed so much with my son and daughter today at your event! It was truly brilliant. We are so lucky that you do this each year. It is a god send for the summer holidays. We stayed despite the torrential rain and the staff just kept smiling and encouraging us all to join in!

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

Use of Twitter to promote the programme

3.22 This year also saw the launch of our twitter page LBB Youth Activities @BromleyYouth. This was a new marketing pilot for the summer; so publicity was minimal. However, we still managed to reach 138 followers with regular retweets of tweets. There was a minimum of 2 tweets per day – often directing users to the Facebook site for more information as tweets are limited to a maximum of 144 characters.

3.23 Twitter proved a good medium for community groups to share the information with followers, with tweets being retweeted by groups such as Bizshare Bromley, Langley Park Schools, Best of Bromley Borough, HS Bromley, BR3 Mag, Health Watch Bromley and Raring2Go Bromley. This extends the reach of social media networks considerably.

Parks Evaluation Forms

3.24 Of the 341 evaluation forms completed, 274 (or 80%) thought the day was excellent and no one thought the day was poor. The most popular activities were the inflatable activities, including Wipeout, obstacle courses and Lazer Wars, arts and crafts and trampolines. Respondents would have liked to see more toilets, food and drink being offered, more activities for disabled young people and less queues. People heard about the park days through a range of media including Facebook and LBB website.

3.25 The following is a selection of the comments on the 341 evaluation forms:

- A very pleasant and original afternoon with an impressive array of activities.
- Fantastic event – we have really enjoyed it, your staff are wonderful.
- We have been coming for the last three years and as always it has been fantastic.
- It is great that these activities are free.
- Really brilliant facilities – lovely friendly staff – thank you. amazing!! We enjoyed every activity, My kids are looking forward to next year already.
- Excellent idea for the summer holiday – brings local families together for a fun afternoon.
- Days like these are really worth it when needing to entertain children – thank you.
- My teenagers loved it, they had the chance to try new things and be in a safe and supported environment.

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. In 2013, attendance increased to 11,293 with an average attendance of 314 on each day of the programme, and this year attendance increased to 11,424 with an average of 394 per day.

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 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, Affinity Sutton Housing Association and Tackling Troubled Families Programme. Officers are currently working with partners to investigate how this financial investment can be increased and supported via 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.

Commercial Funding Opportunities

- 3.30 Funding was secured this year via Tesco, Weight Watchers and the Ice Cream Vendor. Officers are considering how to tap this marketing opportunity to reduce the financial burden of the programme for 2015, by creating a network of commercial providers that could use the parks programme as a marketing and delivery opportunity.

Programme Content

- 3.31 The content of the programme was developed on the basis of the feedback received in response to the delivery of the past three years 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, delivery spaces for under and over 11’s supported by experienced youth work staff and by increasing the range of specialist providers and resources such as lazer tag, zorb balls and assault courses, as the key recurring comment in last year’s feedback was the need for a wider variety of activity.
- 3.32 One of the key developments in this year’s programme was delivery of activities by partners. Both Bromley Mytime and Affinity Sutton Housing Association brought activities for young people to the park events, this is an element we wish to sustain and develop next year, which will require earlier collaboration and decision making by our partners and 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 2014/15:

	Original Budget	Actual	Variance
Costs	£	£	£
Staffing	11,020	10,086	-934
Commissioned activities	45,090	43,747	-1,343
Other equipment & activities	11,980	17,073	5,093
Marketing	2,630	2,095	-535
Total costs	70,720	73,001	2,281
Funding			
Community Safety contribution	36,000	36,000	0
Public Health contribution	10,000	10,000	0
'Tackling Troubled Families' programme contribution	19,720	20,000	280
Affinity Sutton	5,000	5,000	0
Tesco	0	100	100
Weight Watchers	0	225	225
Ice Cream Vendor	0	1,500	1,500
Gazebo refund	0	176	176
Total Funding	70,720	73,001	2,281

- 4.2 ECHS also provided 'in kind' funding totalling £32.7k, by supplying staff for planning and organising delivery of the Summer Programmes as well as diverting staff to deliver the activities in park days.
- 4.3 In addition to the confirmed programme contributions from partners, additional income has been received from Tesco, Weight Watchers and from an Ice Cream Vendor who attended the park programme. The Ice Cream vendor has a borough license to operate in the majority of parks where the programme operated. An agreement was made with them that they would donate to the programme 10% of takings.
- 4.4 The allocation of Public Protection and Public Safety grant funding enabled leverage of non-core funding from Public Health and Tackling Troubled Families. Based on a total budget (including in-kind and financial contributions) of £105,701 and with 11,424 attendees the cost per individual attendance at this year's programme is £9.25. For 2013, with a total budget of £105,000 and 11,293 attendees the cost per individual attendance was £9.30. The 2012 programme had a total budget of £84,951 and 6,451 attendees and the cost per individual attendance was £13.17.

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

Appendix 1

BYSP PARK DAYS AND DATES 2014:

Opening times: 2pm - 6pm

Dates:	Park	Ward	Aged 7 & Under	Aged 8 & Over	Total
Week 1 Total:					
Wed 23 July	Priory Gardens	Orpington	186	255	441
Thurs 24 July	Queens Gardens	Bromley Town	232	215	447
Fri 25 July	Penge Rec	Penge and Cator	101	145	246
Week 1 Total:			519	615	1,134
Week 2					
Mon 28th July	Norman Park	Hayes and Coney Hall	358	584	942
Tue 29th July	Biggin Hill Rec	Biggin Hill	225	287	512
Wed 30th July	St Mary Cray Rec	Cray Valley East	144	208	352
Thur 31st July	Mottingham Sports Ground	Mottingham and Chiselhurst North	131	215	346
Fri 1st Aug	Kelsey Park	Kelsey and Eden park	377	454	831
Sat 2nd Aug	Special Saturday Norman Park	Hayes and Coney Hall	0	89	89
Week 2 Total:			1,235	1,837	3,072
Week 3					
Mon 4th Aug	Tubbendon Lane	Farnborough and Crofton	213	333	546
Tue 5th Aug	Coney Hall Rec	Hayes and Coney Hall	175	259	434
Wed 6th Aug	Petts Wood Rec	Petts Wood and Knoll	309	429	738
Thur 7th Aug	Walden Road Rec	Chislehurst	95	211	306
Fri 8th Aug	Royston Fields	Penge and Cator	157	234	391
Week 3 Total:			949	1,466	2,415
Week 4					
Mon 11th Aug	Poverest Park	Cray Valley East	161	243	404
Tue 12th Aug	Farnborough Recreation Ground	Farnborough and Crofton	209	383	592
Wed 13th Aug	St Pauls Cray Rec	Cray Valley East	208	173	381
Thur 14th Aug	Whitehall Rec	Bickley/Bromley Common and Keston	102	125	227
Fri 15th Aug	Croydon Road Rec	Kelsey and Eden park	177	218	395
Week 4 Total:			857	1,142	1,999
Week 5					
Mon 18th Aug	Churchfields Rec	Clockhouse	122	189	311
Tue 19th Aug	Glentrammon Rec	Chelsfield and Pratts Bottom	232	242	474
Wed 20th Aug	Hoblingwell Wood Rec	Cray Valley West	195	213	408
Thur 21st Aug	Queensmead Rec	Bromley Town	86	107	193
Fri 22nd Aug	Crystal Palace park	Crystal Palace	220	325	545
Sat 23rd Aug	Special Saturday Queens Gardens	Bromley Town	0	38	38
Week 5 Total:			855	1,114	1,969
Week 6 Total:					
Tue 26th Aug	Biggin Hill Rec	Biggin Hill	35	42	77
Wed 27th Aug	Grassmead Rec	Orpington	89	104	193
Thur 28th Aug	Kingsmeadow	Plaistow and Sundridge	144	112	256
Fri 29th Aug	Church House Gardens	Bromley Town	164	145	309
Week 6 Total:			432	403	835
Overall Total:			4,847	6,577	11,424
Percentage Split			42%	58%	