

CHILDREN AND YOUNG PEOPLE'S OVERVIEW AND SCRUTINY COMMITTEE

Agenda Item 41

Brighton & Hove City Council

Subject: Summer Activities for Children and Families
Date of Meeting: 18 April 2012
Report of: Director of People
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Wards Affected: All

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 The Committee asked for a report on summer activities for children and young people. Both the Council and voluntary and private providers run a wide range of both free and paid for activities for children and families over the summer. Information about the activities is available in a range of leaflets, on the Council website and social media. The Family Information Service acts a single point of contact where families can find out about all the activities on offer.

2. RECOMMENDATIONS:

- (1) To note and comment on the report.

3. BACKGROUND INFORMATION

3.1 Family Information Service

The Family Information Service (FIS) offers a wide range of information and advice to families in the city. Including:

- Family support
- Ofsted registered childcare
- Activities for children and young people
- Free early learning

- Financial support

The team research and collate details of local services to publish on their online directory enabling families to access information via the council website. FIS have also recently started using Twitter on a daily basis to communicate key messages to parents. Families who need extra help and support are able to speak to an adviser via their helpline, or face to face at Turner Children's Centre. The team are also running a pilot starting in April to offer enhanced support to health visitor targeted families.

The booklet, Summer Fun, is published annually by the Family Information Service and distributed during the first week of June with a copy deadline of mid April. The content of the booklet includes:

- Ofsted registered playschemes run by voluntary and private organisations which provide childcare for working parents at a cost
- the summer sports programme and booking form (delivered by the council's sports development team)
- the Playbus programme and details about activities in the city's parks delivered by the Play Service
- activities for children and young people
- a range of useful information for parents such as financial help, useful contacts and how to apply for a school place

This year's print run has been reduced from 28,000 to 23,000 copies and FIS will be promoting online access to the booklet. The booklet is primarily aimed at primary school aged children and around 18,500 copies of Summer Fun are distributed to every primary school aged child in the city through their school, with the rest being distributed to community venues, such as libraries, and children's centres. FIS also produce a Summer Fun Extra listing which is published on the council's website. The listing includes activities which were not finalised before the deadline for Summer Fun.

3.2 The Play Service

Play Service plans for delivery this summer are similar to last year. This will include a six week programme in the school holiday period to include the National Play Day event and five other Play Days. These will run on Wednesdays. On the other four weekdays the Play Bus (in partnership with others where possible) will run three hour sessions every day across the city. The Play Days will mainly be in bigger destination parks and will be spread across the city. The Play Service will also contribute to various weekend events including the People's Day and the Take Part launch day in Preston Park. Where possible the Play Service will link with local community activity to combine

resources, to further enhance what is offered and to promote further community engagement with the service. (e.g. Moulsecoomb Family Fun Day, The Level development, Children's Centres and Library Service.)

The main programme will be published in Summer Fun and will be promoted on the Playbus area of the Council website, plus regular Twitter updates. In addition there will be a flyer for the summer for distribution closer to the holiday period with the programme for the 6 weeks. This gives the opportunity to add any additional details that were not finalised in time for the Summer Fun deadline. These will be given out from the Play Bus, Community Venues and Libraries (see annex 2 for an example of last year's flyer).

3.3 The Youth Service

Planning for the summer programme does not become concrete until about the end of May. This is due to the involvement of young people in the process of planning. This year there is an added complexity in that the Youth Service are co-producing delivery for holiday times in partnership with the voluntary sector which is positive for young people and communities.

All programme information is posted on the Youth Service face book page which is the method of communication, following consultation with young people, they preferred. This has been promoted extensively across the city.

3.4 Children's Centres

Children's Centres run a programme of activities for families and children under 5. In the past some activities have been term time only with a limited range of special activities offered in the summer holidays. This has been revised for 2012/13 with the aim of maintaining a wider range of activities year round in the larger children's centres.

Children's Centres also arrange some additional summer activities which recognise that families will have older siblings with them and to link other community activities, for example the Moulsecoomb festival.

3.5 The Sports Development Team

The Sports Development Team's Active for Life project will be delivering a number of free or reduced rates activities during the Summer holidays, for children and families, who live in neighbourhoods which have high levels of health inequalities.

The programme this year will consist of an Active for Life Summer Club which will target Key Stage 2 young people (7-11 year olds) in the

Active for Life areas to attend a weekly morning activity holiday scheme. This is promoted in the schools and the Active for Life workers work closely with the Head teachers and SENCO's to identify young people to attend this programme. A number of other area specific sessions will also run throughout the holiday period, with groups of young people that we are already working with in these areas. A separate leaflet will promote these activities in these targeted neighbourhoods as the activities are being run for these specific groups and citywide promotion in Summer Fun is not appropriate for this.

Active for life will also deliver six Olympic themed activity mornings in the six neighbourhoods we work in, to get young people and their families to try out Olympic sports in a community setting. They will also work with the Playbus team and support their Wednesday Park events, by providing sporting activities for older children. These activities will be advertised in the Summer Fun brochure alongside the Summer Sports Courses Programme which are also delivered by the Sports Development Team.

The Summer Sports Courses will provide 50 different courses linked to local sports clubs who are supported by the Sports Development Team to increase junior participation. These courses create pathways for young people to experience coaching provided by local sports clubs, and signposted to weekly opportunities to take part in these activities provided by sports clubs through out the year. This year the sports offered reflect the club development programmes supported by the Sports Development Team and Olympic Sports on display at London 2012. Information on all Sports Development activities for young people during the school holidays is included in Summer Fun and will also be provided on the Sports Development Webpage and facebook.

3.6 Museums' Service

The Museum's Service publish a range of activities for children in their "What's on May – August 2012" (see annex 3). This includes activities for adults as well as children and is also publicised on the Council website.

3.7 The Library Service

BHCC Library Services provide a wide range of regular and one-off events and activities for children and young people throughout the summer. The highlight of the holiday period is the very successful Summer Reading Challenge which is designed to maintain children's reading interest and levels over the summer break. Other major events include National Bookstart Week and Fathers' Story Week in June. Libraries also provide regular popular events including arts and craft

activities, and reading and story telling events. Please see further details in annex 4.

4. CONSULTATION

- 4.1 With relevant Council delivery units. The report explains how the different Units have consulted about how they publicise their activities.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 There are no direct financial implications arising from the recommendation to note and comment on this report. The cost of all the planned activities will be met from within the relevant existing budgets.

Finance Officer Consulted: Jeff Coates

Date: 27th March 2012

Legal Implications:

- 5.2 Section 12 of the Childcare Act 2006 gives local authorities a duty to provide information to parents, to ensure parents and prospective parents can access the full range of information they may need for their children up to their 20th birthday. LA's are required to ensure that this service is available to all parents and that it is pro-active in reaching those parents who might otherwise have difficulty accessing the information service.

Lawyer Consulted: Hilary Priestley

Date: 10 April 2012

Equalities Implications:

- 5.3 The summer activities include a range of both universal and targeted services for disadvantaged communities. The holiday childcare schemes reduce poverty by ensuring that parents have access to childcare to allow them to work.

Sustainability Implications:

- 5.4 The summer activities promote sustainable communities by providing positive activities for families and young people. The increased use of social media will reduce the use of paper.

Crime & Disorder Implications:

- 5.5 The activities should have a positive impact on reducing crime and disorder.

Risk and Opportunity Management Implications:

- 5.6 None.

Public Health Implications

- 5.6 The sports activities in particular will support the health and well being of children and young people by promoting exercise.

Corporate / Citywide Implications:

- 5.7 The activities contribute to the Council's corporate priority of tackling inequality and will support to ensure that children have the best start in life.

SUPPORTING DOCUMENTATION

Appendices:

1. Library Service Activities
2. Museum Service Activities
3. Play Service Flyer (as a separate attachment)
4. Adventure Unlimited

Documents In Members' Rooms: Summer Fun

Appendix 1

Libraries Service: **Current listings for children and young people: May-September 2012**

May

Youth Arts Festival 28 April-13 May

Working in partnership to support this annual event that showcases creative work produced by young people, aged 11-25, through the use of exhibition spaces in the Young People's Areas in Whitehawk Library and Jubilee Library. The launch event for the Youth Arts Festival will be held at Jubilee Library for the second year.

Brighton Festival Fringe at Jubilee Library 5 May

Millionaire Mum and Me puppet show by Reigate Grammar School to be hosted in the Children's Library offering an opportunity for us to be part of this city wide festival and offer a free event to families.

June

National Bookstart Week 11- 17 June: All libraries

Family events aimed at pre school children and their parents/carers in libraries and in partnership with children's centres to mark this annual celebration of sharing stories, books and rhymes. This years theme is parties to mark the 20th anniversary of Bookstart and we will be encouraging people to sign the pledge to share 20 books in 2012.

Fathers' Story Week 11- 17 June: All libraries

Study support sessions for ages 9-19 will mark Fathers' Story Week promoting positive male role models. Family event on Saturday 16 June at Jubilee Children's Library including Dads Baby Boogie session.

July-September

Summer Reading Challenge - Story Lab: All libraries

Launch 14 July: to coincide with the Olympic Torch arrival and Peoples Day celebrations.

Continues until 9 September

Head to your local library this summer and you can step into the Story Lab. Story Lab will launch across Brighton and Hove on Saturday 14 July and you can join in free at every library throughout the summer. Step into Story Lab, and you're off on an imaginative adventure. Story Lab attracts stories from all over the world and sends them spinning throughout the city and beyond! Here you can read, collect, share, create, transmit and broadcast stories.

The Summer Reading Challenge is fun, free and is an official project in the Cultural Olympiad's London 2012 Festival. Director of the Cultural Olympiad

Ruth MacKenzie said she wanted to: "...sprinkle some Olympic magic dust in every library as part of the 2012 Summer Reading Challenge."

Target audience for the Summer Reading Challenge 5-11 years.

Young People will be given volunteering opportunities as in previous years.