

Engagement of young people in cultural, sporting and recreational activities

Report published April 2012

Last update April 2013

	Recommendation	Stage	Complete
3	<p>That the Director of city Development and the Director of Children’s Services implement a system of accurate data collection and management which will identify the engagement and take up of Breeze programmes by young people and enable service provision to be targeted. Progress to be reported back to the Scrutiny Board in February 2013.</p>	<p>4 (not achieved – progress made acceptable)</p>	
	<p><b><u>October 2013 update</u></b></p> <p>The ambition to collect data beyond Council delivered activities poses some data protection issues as well as financial considerations. In order to identify the cheapest, most robust system that is both secure in terms of data and user friendly for organisations who are under resourced in staffing, we have piloted 3 approaches over the summer which are currently being reviewed.</p> <p>Breeze on Tour and Breeze events - Hand held swipes were used – through these we were able to collect card numbers and down load them on onto the system. The swipes were backed up by data collected on computers. This system seems at first analysis to be both robust and safe in terms of data protection. Although we are still awaiting data for seven Mini Breeze events, we can confirm that 20,013 under 19’s attended the 6 Breeze on Tour events and 8 Mini Breeze events.</p> <p>The Inner South Wellbeing Pilot – Individual organisations who have been successful at securing Wellbeing funds were asked to upload attendance data onto a web based system via the Breeze Culture Network. This data has yet to be analysed.</p> <p>The Breeze Youth Activities Fund - Spread sheets have been circulated to all organisations who have been granted Activity Funding. The spread sheets will now be collated to give a picture of attendance at the activities funded. We will report back to Scrutiny both on the data collected and the success of the method.</p>		

Director's Response (Received July 2012)

*As part of the work on the cards outlined in Recommendation 2, the data collection the system offers is being rationalised and agreed between the two directorates. City Development is also developing economic and social impact information as part of its grant schemes. This will include a wide range of activity for young people and so is relevant to both directorates who are working together to develop robust measures for the Children's Services Indicator 'having fun growing up' and the City Development Indicator 'engaging more people in cultural activity'. While progress could be reported in February, it is recommended to delay until April/May when a further report could be provided including data for activities for the whole of the 2012/13 financial year.*

April 2013 update

*A system is being trailed this summer in a range of venues. It will collect data that will enable elected members and event organisers to measure take up of their activity by young people. It will show numbers, age range, gender and map where young people have come from to attend the event. It will only use de personalised data so no individual can be identified. The system will test a variety of collection devices in different type of venues from non council run, indoor council venues and outdoor venues to identify which are the most robust and reliable technical approaches.*

*To be tested and refined over summer 2013*

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9	<p><b>That the Director of City Development and the Director of Children’s Services report back to the Scrutiny board in February 2013 on the progress of seeking sponsorship opportunities and the projected budget position for Breeze in 2013/14.</b></p>														
	<p><b>October 2013 update</b>                      Although we have not been successful in securing sponsorship the team has pursued a variety of funding sources securing a total of:                      £74,731 capital spend from Shorts Breaks to purchase additional infrastructure                      £28,000 from Barclays Bank, Leeds Inspired, Pocca, and the NHS to run projects.                      £59,970 from Cluster funding, Wellbeing funds and Youth Activities Funding to provide Mini Breeze and Back Yard Breeze across the city                      £19,979 Gross income from private hire bookings                      The funding and income secured has been to deliver specific pieces of work, or capital infrastructure. It has not enabled us to reinstate the 4 Breeze on Tour Events we lost this year in the West and South of the city. The Breeze on Tour budget has been reduced annually as follows:</p> <table border="1" data-bbox="143 820 1196 973"> <thead> <tr> <th></th> <th>2011</th> <th>2012</th> <th>2013 (target)</th> </tr> </thead> <tbody> <tr> <td><b>Cost to the service</b></td> <td>146,781</td> <td>138,360</td> <td>105,710</td> </tr> <tr> <td><b>Attendance</b></td> <td>18,113 (10 events)</td> <td>21,452 (10 events)</td> <td>16,541 (6 events)</td> </tr> </tbody> </table> <p><i>Director’s Response (Received July 2012)</i>                      Work has been ongoing to seek sponsorship and a detailed sponsorship pack produced. It is a challenging market and currently only small scale sponsorship has been attracted. However this enabled significant activity to progress. The February 2013 Scrutiny Board will include a summary to date.</p> <p><i>April 2013 update</i>                      Sponsorship has proved very hard to achieve with only modest income from Ikea and B&amp;Q and discussions on social media development with Sky.</p> <p>More success has been achieved through funding bids including £57,000 capital for 2013-14 from the Short Breaks fund to refurbish and refresh the Breeze inflatable equipment and event infrastructure.. We have also been successful in bids to support specific activities at Breeze on Tour including health initiatives through NHS funding and financial literacy from the Illegal Money Laundering team at Birmingham Council. We will however continue to approach businesses for sponsorship and in kind support. Budget for Breeze On Tour has been reduced by £50,000 as part of the overall Council reductions</p>		2011	2012	2013 (target)	<b>Cost to the service</b>	146,781	138,360	105,710	<b>Attendance</b>	18,113 (10 events)	21,452 (10 events)	16,541 (6 events)	<p><b>3 - not achieved (obstacle). Scrutiny Board to determine appropriate action.</b></p>	
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