

Engagement of young people in cultural, sporting and recreational activities

Report published April 2012

Last update November 2014

	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><u>April 2015 update</u></p> <p>Breezecard We have mapped the population of young people under 19 with Breeze cards by ward and this shows the average number of Breeze card holders across the city is 80% of the population within that age range. Analysis of the age range of Breeze card holders shows that the numbers peak at 10 years and 16 years with the lowest numbers being the under 5’s. We have found that one of the most successful ways of boosting the membership is by holding Mini Breeze and Breeze on Tour events in an area but in 2014 we also worked with Council Members in Burmantofts and Richmond Hill (one of the wards with the lowest number of Breeze Card holders against under 19 population) to raise awareness of the Breeze Card, Breeze web site and the Breeze activity programme by visiting schools prior to the summer holiday break. We propose to conduct a similar exercise targeting schools in Gipton & Harehills in 2015.</p> <p>Technical developments Improvements in 4G Ways coverage should enable us to access the live XN data base whilst out in the field. In 2015 we hope to trial a direct link into the XN system from the field which will mean we can check live memberships and ensure cleaner data and reduce the amount of additional data entry we require. The Breeze Culture Network is also currently being rebuilt in-house by Leeds City Council and ways to make it more user friendly for event monitoring have been addressed. This will be going live in May 2015.</p> <p>Youth Activity Fund Monitoring for the Youth Activity Fund has been through a dual approach of reports to Area Management and by Breeze Card and Breeze Culture Network. We are working with colleagues in Citizens and Communities to streamline this process, and we hope with their support, to improve the quality of the monitoring data collected through these funding streams; giving a clearer picture of access to resources and so inform future planning.</p>	<p>2 (achieved) or 4 Not achieved (Progress made acceptable. Continue monitoring.)</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

October 2013 update

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 that are under resourced in staffing, we have piloted 3 approaches over the summer which are currently being reviewed.

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. We can confirm that 20,013 under 19's attended the 6 Breeze on Tour events a 8 Mini Breeze events.

The Inner South Wellbeing Pilot – Individual organisations that 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.

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.

March 2014 update

Three different Breeze Card monitoring pilots were conducted in 2013 with learning taken from each so that the best process could be identified. Two of the three processes trailed have been found to suit the different settings where data are collected.

Breeze on Tour and Breeze events – the new scanners trailed were a very safe and effective way of collecting data from such a large audience, issues around data matching arose from the switch to the XN system, these snags in the new system effect all methods of data collection. The Breeze Team along with City Development BRM are looking at ways to resolve these issues and so enhance the quality of future data capture.

The Inner South Wellbeing Pilot – this is continuing until the end of this financial year, and feedback and lessons learnt from this pilot will shape the development of the monitoring system on the Breeze Culture Network. Early learning indicates that this is the most safe and cost effective method for external partners to collect and report on participants data.

This method will be the one that is used to collect data from statutory and voluntary sector organisations accessing the Youth Activities Fund in future. Some development of the Breeze Culture Network is required to enable the system to be as user friendly as possible, this work is being scoped and will be implemented soon. A programme of training is also to be rolled out to funders and those successful at securing funding.

November 2014 update

Breeze On Tour and Breeze events

As reported in March the new scanners are a safe and effective way of collecting data from large audiences. Issues that had arisen from the switch to XN have been largely addressed. Unmatched data has dropped from a possible 30% to 12% and The Breeze Team, The Sport membership Services Team and City Development BRM continue to work to streamline the system.

Youth Activities Fund Monitoring

Feedback and lessons learnt from the Inner South Wellbeing Pilot was scoped, the requisite work identified and this has reached the testing stage prior to going live. This work will inform the move of the Breeze website and Breeze Culture Network (BCN) in house to the Leeds.gov site.

A programme of training on the Breeze Culture Network online monitoring was rolled out to area officers. However the training sessions offered to organisations in receipt of YAF funding had a mixed take up. The Breeze and Youth Offer Teams continue to offer intensive support to organisations in receipt of funding and this has resulted in an improvement in the numbers of organisations submitting online monitoring, but we do anticipate that monitoring of activities for 2014-15 will have to be a combination of on line and paper returns. A more rigorous application of the requirement to submit online monitoring in order to release funding would result in fuller reporting in localities, give a city wide picture of young people's engagement in activities and would also reduce officer time spent in collating area reports. We will continue to support area officers to enable this to take place.