



Report of the Out of School Activities Team

South (Inner) Area Committee

Date: 13 December 2007

Subject: Breeze on Tour Focus on Inner South

Electoral Wards Affected:		Specific Implications For:	
<input type="checkbox"/>	Ward Members consulted (referred to in report)	Equality and Diversity	<input type="checkbox"/>
		Community Cohesion	<input type="checkbox"/>
		Narrowing the Gap	<input type="checkbox"/>
Council Function	<input type="checkbox"/>	Delegated Executive Function available for Call In	<input checked="" type="checkbox"/>
		Delegated Executive Function not available for Call In Details set out in the report	<input type="checkbox"/>

1.0 Purpose of This Report

To provide information, on the number of local young people accessing the Breeze on Tour event at Cross Flatts Park.

To identify the movement of young people from the local mini breeze events to the main Breeze on Tour event.

To look at the figures for young people from across the City accessing the Cross Flatts event and Young People from the South of the City accessing other Breeze on Tour venues.

To recognize that Breeze is not the only Summer event within the area but, is an opportunity for young people to get together at a large open air free festival and to learn of other year round activity opportunities.

2.0 Background Information

Breeze on Tour and the Mini Breeze have completed its 4th year this summer attracting a record number of young people, 15,518 in total.

- The objectives of Breeze on Tour are to provide accessible activities for all young people.
- To promote the range of services available to young people in the local area. Both statutory and voluntary.

- To provide diversionary activity and engage with vulnerable and at risk young people.
- To offer young people something to do across the city that was both physically and mentally challenging to engage all young people not just those interested in physical activity
- To focus on targeting young people into mainstream activities for all.
- To give equal access to the range of mobile equipment purchased through the LCC capital purchase scheme.
- To raise / promote the Breeze brand as the umbrella for all LCC activities to young people through mass participation.
- To offer opportunities for a wide range of groups to access provision.
- To give young people the opportunity to try new, exciting and fun activities.
- To encourage young people to travel around the city and experience other communities

The mini Breeze initiative was devised in response to a need to programme extra activities into sensitive areas following the 7/7/2005 bombings. Small parks venues were identified near to isolated communities who were either suffering the effects of media and police attention, or possible back lash BNP activity. Since 2005 the location for these events have also been guided through Community Safety Priority Areas which link where there is low take up of activity and Breeze card and low representation at the main Breeze on Tour festivals within each area

A breakdown of the figures are on Appendix 1

These include Breakdown of the attendance at the Mini Breeze and Breeze on Tour events in the South by Age, Ethnicity and Gender we also looked at the movement of young people to other Breeze on Tour festivals across the City.

At each main Breeze event we provide a range of activities for all young people aged 0 – 19, the event has the capacity to grow each year and we particularly seek support from agencies to offer information or activities that young people can continue to undertake after the events.

Play zone (under 5's) Inflatables and fun arts and crafts activities, delivered by Leeds Play Network street play team

Information Zone, broad range of information from local and city wide organisations, including Beeston Sure Start, ASHA, South Leeds Health for All, Beeston Bronco's Rugby, Sports Zone, STRIKER coaching sessions, Fun football inflatables, 5 a side, activities from Sports Bodyline gym.

Challenge Zone fun inflatables

Main stage performances and bands.

Fair ground rides (Charge)

Army Climbing tower

Rock Wall

Trampolines (charge)

Range of Arts Activities

3.0 Main Issues

Within South Leeds we have the lowest attendance at both Breeze on Tour and the Mini Breeze events across the city. This has been the case for the past 2 years. It is also clear from the figures that young people from across the South do not attend other area events as much as their peers from other areas. Young people across the city who attended the mini breeze in the main attended one of the main Breeze

Festivals, however in South yet again the movement of young people from mini Breeze events to the main festival was low.

Middleton Park Mini Breeze event

LS10 74

LS11 4

Cross Flatts Breeze Festival

LS10 152

LS11 870

One of the strengths of the monitoring of attendance through use of the Breeze card gathering the level of information and presenting this transparently are we able to identify trends, analyse possible reasons for low take up both of the provision and the use of the Breeze Card and work with partners to address this.

- 3.1 There is recognition that the South Wedge has an excellent multi agency approach to delivering activities for young people, especially this year with the production of the Summer Chill Brochure across the Inner South area. The east wedge is now looking at the model in the South to develop the approach.
Over the summer there was a fantastic number and range of activities pulled together under the Summer Chill brochure, however the monitoring and evaluation of the activities has not been as successful which makes future planning and evaluation difficult.

Currently funding is in place for a coordinator to pull together the information and develop the information available to young people especially through the brochure. This funding is only available until Summer 08.

4.0 Implications for Council Policy and Governance

To identify and discuss

5.0 Legal and Resource Implications

In order to keep improving services to young people across the area involving all agencies can only be achieved when the information, monitoring and evaluation of activities available can be processed quickly and easily to identify gaps and areas to develop either identified, by location, gender, ethnicity or age. Resources need to be found to continue this level of work and reinforce the successful multi agency approach.

As systems are developed within Council services around Breeze card there could be a potential opportunity to engage other sectors in the use of the information systems including the voluntary sector for recording and processing the information gathered through the Breeze card, to provide accurate information to be used in a whole host of way, ultimately to deliver better services to young people.

6.0 Conclusions

There are a large number of agencies delivering a broad range of activities for young people across the area.

This is complimented by the Multi Agency approach to developing and delivering holiday activities for young people that has been moving forward over the last 2 to 3

years and is ahead of other wedges in this approach, there are committed staff from all areas in getting greater access for all young people in South Leeds to a range of activities.

Without unified systems in place to monitor record and evaluate the impact of the activity sessions across the area we are unable to identify clear gaps, issues and models of good practice.

7.0 Recommendations

To recognise the work of agencies across the South in developing and delivering activities for young people and the commitment to continually improve the services available to young people.

Build on the excellent multi agency working group incorporating Breeze (the City wide brand for young people)

There are currently 91,386 Breeze card holders only 7,712 in the Inner South area. At a recent SLIP (South Leeds Information Project) meeting this was agreed as a positive step and stronger links need to be developed.

Assist in Identifying resources for 2008 onwards in order to maintain momentum and implement some exciting ideas through the SLIP group, linking with the central Breeze resource.

Attached Information

Breeze Attendance excel spreadsheets for all events across the city.
Break down of South Events.