

Engagement of young people in cultural, sporting and recreational activities

Report published April 2012

Last update February 2013

	Recommendation	Stage	Complete
3	<p><b>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.</b></p>		
	<p><b><u>April 2013 update</u></b>                      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 out door venues to identify which are the most robust and reliable technical approaches.</p> <p>To be tested and refined over summer 2013</p> <p><i>Director’s Response (Received July 2012)</i>                      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.</p>	<p><b>4 (not achieved – progress made acceptable)</b></p>	

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	<b>Recommendation</b>	<b>Stage</b>	<b>Complete</b>
<b>4</b>	<b>That the Director of City Development and the director of Children’s Services works in collaboration with Area Managers to introduce a published co-ordinated programme of events for distribution to all children and young people on a cluster basis and made available through schools and public buildings in the area.</b>		
	<p><b><u>April 2013 update</u></b>                      All clusters will have activity programmes and all but two (Beeston, Holbeck, Cottingley and Middleton) will produce a printed booklet. These two clusters in Inner South meanwhile have decided to produce a directory of activity providers that will be disseminated via schools to families in the area. Schools will also contact targeted groups of young people directly with an offer of summer activities.</p> <p><i>Director’s Response (Received July 2012)</i>                      Progress has already been made with two areas agreeing to produce printed brochures for the Summer 2012 programme. All activities across the city will again be available on the Breezeleeds website. Further work will be carried out with Area Managers.</p>	<p><b>2</b> <b>(Achieved)</b></p>	

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6	<p><b>That the Director of Children’s Services and the Director of City Development conduct a service review of the culture, recreation and sports offer to young people with a view to providing the best possible co-ordinated and integrated service to the young people of Leeds. The progress of this element of the Youth Offer review is to be reported back to the Scrutiny Board September 2012.</b></p>		
	<p><u>April 2013 update</u></p> <p>Executive Board considered and agreed the Youth Review at their meeting on 13 March 2013. As a result £250,000 to £500,000 will be allocated to Area Committees for spending on activities for young people. The work of both directorates in Arts and Sports have been combined to give a single point of contact for areas and clusters.</p> <p><i>Director’s Response (Received July 2012)</i>  <i>The culture, recreation and sports offer is a fundamental part of the Youth Review. Currently provision is being mapped and brought together in a coherent package for young people, parents and carers and youth workers. Progress on work will be report at the September Scrutiny Board.</i></p> <p><u>October 2012 update (summary)</u>  <i>The Youth Offer Review is currently underway and in the last few months has undertaken significant consultation with elected members, young people, voluntary organisations and service providers within the council. Early in the process young people identified the value to them of sport and culture and their support for Breeze. They have made a number of proposals to build on the current offer to make it more focused and relevant to them. Emerging findings from the review include the proposition that funding should be released to Area Committees in their roles as community champions to stimulate the design and delivery of a ‘places to go, things to do programme’.</i></p> <p><i>Capacity from Children’s Services and City Development would be identified to work with the Council’s Area Leadership teams to support Area Committees in the assessment of need and the design and evaluation of programmes. It is anticipated that a similar approach would be taken identifying the city centre as a locality with specific needs working through the city centre partnership for young people.</i></p> <p><i>Information collected to describe the current offer would be used to underpin planning and to ascertain the most meaningful ways in which this can be publicised and kept up to date for services users. Proposals which include the above are being drafted for consideration by the Council’s Executive Board.</i></p>	<p><b>2 (Achieved)</b></p>	

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	Recommendation	Stage	Complete
8	<p><b>That the Director of City Development, before September 2012, engages with clubs, organisations, voluntary and community groups across the city to promote the benefits of the Breeze Culture Network and increase membership.</b></p>		
	<p><b><u>April 2013 update</u></b>                      Progress continues to attract more and more organisations and individual practitioners to signed up to the Breeze Network.</p> <p>All schools are members of the network making it much easier to commission work.</p> <p>We are working with other council funding schemes to ensure that they are signed up to the Breeze Culture Network and are inputting their activities which are open to young people. This ensures these activities then appear on the the Breeze Web site so young people can see them and get involved.</p> <p>Work is also ongoing with West Yorkshire Sport to link their data base to enable access to information on local sporting clubs.</p> <p>Discussions are currently taking place between the Council and Cape UK who are interested in investing in the Breeze Culture Network to broaden its reach to include organisations across the region.                      CapeUK is the bridging organisation between Arts Council Yorkshire and communities in the Yorkshire and Humber region</p> <p><i><u>Director's Response (Received July 2012)</u></i></p> <p><i>Significant progress has been made with clubs and organisations in the last few months and many are registered on the Culture Network and Leeds Inspired sites so there is greater access to their activity. The family hub also holds a lot of their information for parents and carers. Due to the volume of groups this work will be ongoing.</i></p>	<p><b>2 (Achieved)</b></p>	

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	Recommendation	Stage	Complete
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><u>April 2013 update</u></b>                      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> <p><i><u>Director’s Response (Received July 2012)</u></i></p> <p><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.</i></p>	<p><b>4 (not achieved – progress made acceptable)</b></p>	

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	Recommendation	Stage	Complete
10	<p><b>That the Director of City Development undertakes an audit by March 2013 of organisations who are in receipt of cultural or sporting grants from Leeds City Council to assess if appropriate efforts are made to remove barriers for children and young people, whilst making positive steps to engage and inspire.</b></p>		
	<p><b><u>April 2013 update</u></b>                      The full end of year data has not been received to give total audience figures but in terms of programmes for children and young people, education programmes with schools and out of school activities, all organisations in receipt of a Council grant met their commitments.</p> <p>The work of Sport and Culture to break down barriers and use activity to tackle health inequalities was the subject of the Scrutiny Board in April and there is significant work here. Grants have also been sought to carry out specific pieces of work such as Northern Ballet would commissioned two of its young dancers to produce Ugly Duckling to introduce dance to under fives. They took it on tour to Chapeltown, Armley and Bramley as well as performing it in the City Centre. This was so groundbreaking it was shown on CBeebies at Easter.</p> <p><i><u>Director's Response (Received July 2012)</u></i>                      All organisations in receipt of cultural grants will have to report on their target audiences and how they accessed their activities. 2012/13 will be the first year of implementation and this is an area which will take time to develop. The organisations are due to report in April at year end and so it is anticipated providing a report to scrutiny April/May rather than March.</p>	<p><b>2 (Achieved)</b></p>	