



## **Chester-le-Street** District Council

<b>Report to:</b>	Executive
<b>Date of Meeting:</b>	2nd February 2009
<b>Report from:</b>	Director of Corporate Services
<b>Title of Report:</b>	Review into the Marketing of Activities for Young People - Final Report
<b>Agenda Item Number:</b>	

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### **1. PURPOSE AND SUMMARY**

- 1.1 The purpose of this report is for members to consider and agree the final report of the Overview and Scrutiny Committee on the scrutiny review into the marketing of activities for young people.
- 1.2 The final report is set out in Appendix 1. Members are recommended to:
  1. Agree the review findings, conclusions and recommendations

### **2. CONSULTATION**

- 2.1 The consultations required in respect of the work of the task and Finish Group are fully identified in the attached Appendix.

### **3. TRANSITION PLAN AND PEOPLE & PLACE PRIORITY**

- 3.1 The Transition Plan, in effect, replaces the Corporate Plan 2007/2010. The Transition Plan includes a schedule of proposals from the previous seven priorities which ought to be and can be achieved in the remaining life of the council.
- 3.2 The council's choice to move towards a single priority of '**People and Place**' priority was considered as part of the budget setting process and forms a firm part of the Transition Plan.

3.3 The scrutiny topic has a direct impact on the following area of the ***People and Place*** priority:

- Strengthening Partnerships
- Neighbourhoods.

3.4 Scrutiny recommendations will be incorporated into the 'Handing over the Baton' Report to be presented to the new unitary council in March 2009

#### **4. IMPLICATIONS**

##### 4.1 Financial

There are no financial implications relating to this report to this council at the current time.

##### 4.2 Legal

There are no legal implications relating to this report at the current time.

##### 4.3 Personnel

There are no personnel implications relating to this report at the current time.

##### 4.4 Other Services

The review will create an impact upon service departments required to support Members in relation to information requests and providing support to the investigative process.

##### 4.5 Diversity

There are no known diversity implications relating to this report at the current time. Accessibility to facilities for young people was considered as part of the review

##### 4.6 Risk

There are no risk implications relating to this report at the current time other than human resource capacity issues as a direct result of Local Government Re-organisation. Due to reducing capacity within the Corporate Services Directorate the Acting Head of Leisure Services was lead officer and worked closely with the member champion for Sport to deliver the report.

#### 4.7 Crime and Disorder

There are no specific crime and disorder implications to this report at the current time. Improving the take up of activities could have a positive impact on crime and disorder.

#### 4.8 Data Quality

Every care has been taken in the development of this report to ensure that the information and data used in its preparation and the appendices attached are accurate, valid, reliable, timely, relevant and complete. The council's Data Quality Policy has been complied with in producing this report.

#### 4.9 LGR Implications

The proposals are a fundamental part of the councils Transition Plan. Therefore no agreement of the County Council was required to conduct this piece of work. However it is unlikely that any significant recommendations will be implemented in the lifetime of this council. Once agreed the Review Report will be incorporated into the 'Handing over the Baton' Report to be presented to the new unitary council in March 2009

### 5. **BACKGROUND TO THE REVIEW**

5.1 At their meeting on 30<sup>th</sup> June 2008 and in response to the council's single priority of '**People and Place**', the Overview and Scrutiny Committee agreed to undertake three scrutiny reviews all linked to the corporate priority. This specific review has been undertaken because of specific perceptions of parents that not enough is available for young people when in fact the council actually delivers a significant range of services and activities for them.

5.2 Chester-le-Street market has been a popular attraction for many years. However people's habits change when faced with the development of other different retail opportunities and experiences. In a nutshell the 'market' for markets is changing. The market has been subject to significant investment as part of the regeneration of the Civic Heart project. Its attractiveness has been approved and other work of the Action Learning Set has developed significant programmes of events throughout the year to improve it further. Unfortunately, income from the market has not been achieving targets. It is therefore a right time to consider options for the markets future.

- 5.3 The review is therefore based on direct feedback to District Councillors, and in particular the member Champion for Sport, that there is a lack of awareness amongst young people and parents about what is actually available within the District. The review could have significant outcomes in better engagement of young people in activities and improved viability of Leisure services provided by the council. The outcomes could include improved enjoyment of leisure time, improved health resulting from increased engagement in sport, reduced crime and improved cohesion and social capital.

## **6. OBJECTIVES OF THE REVIEW**

- 6.1 The objective of the review was to:

- Consider the feasibility of Improvements to current marketing of activities provided to young people to secure improved awareness, take up of activities and engagement in sport resulting in improved use of leisure services provided by the council and its partners.

- 6.2 To achieve this review set out to consider the following key issues and questions:

- How aware are young people of the facilities the council has and the activities it provides?
- How aware are parents of the facilities the council has and the activities the council provides?
- Who markets leisure activities for young people well and how do they do it?
- How do private sector facilities market their services?
- How does the council market its activities for young people including how services are promoted at first point of contact?
- How well does this compare with market leaders?
- What are the opportunities for building best practice into the councils marketing arrangements?
- What is the scope for developing communication channels for young people including potential for young peoples web site with young peoples engagement in its design or the development of SMS texting?
- What are the capacity issues for change and how can they be addressed including process change, training and development?
- How can parents engage better with leisure services to help young people take up access to sport, including opportunities for related 'sports cafes'

- What decisions do this and the new unitary authority need to consider making in the light of the research findings?

6.3 Due to capacity issues during the lifetime of the review it was not possible to address all these questions. The review did focus on its purpose and objectives.

## 7. METHODOLOGY AND WORK PROGRAMME

### 7.1 Visits

There were capacity limitations in undertaking this review. Evidence gathering was based on visits to other providers.

### 7.2 Report Findings

The Task and Finish Group prepared a draft report of their findings which was submitted to the People and Place Overview and Scrutiny Committee on 14<sup>th</sup> January 2009.

### 7.3 Timeline

The following timetable was proposed:

- Initial informal discussion on Draft Scoping Report 22<sup>nd</sup> July 2008
- Initial presentation, Scoping report and Task and Finish Group membership agreed 30<sup>th</sup> July 2008
- Visits to other providers by 13<sup>th</sup> September 2008
- Progress Update to **People and Place** Overview and Scrutiny Committee on 10<sup>th</sup> September 2008
- Progress Update to **People and Place** Overview and Scrutiny Committee on 22<sup>nd</sup> October 2008
- Task and Finish Group informal meeting to discuss evidence gained by 14<sup>th</sup> November and agree recommendations
- Findings of Task and Finish Group reported to **People and Place** Overview and Scrutiny Committee on 3<sup>rd</sup> December 2008

7.4 This report was completed slightly behind this target and this has been due to reduced capacity within the Legal and Democratic Services Team.

## 8. RECOMMENDATIONS

8.1 The final report is set out in Appendix 1. Members are recommended to:

1. Agree the review findings, conclusions and recommendations

**9. BACKGROUND PAPERS / DOCUMENTS REFERED TO:**

- Transition Plan & People and Place Priority

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