



Chester-le-Street District Council

Report to: Executive

Date of Meeting: 2nd March 2009

Report from: Director of Corporate Services

Title of Report: Review into the Marketing of Sports Activities for Young People - Final Report

Agenda Item Number:

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 The Executive deferred decision at its meeting on 2nd February to enable some clarity to be made on the nature of the report, to seek inclusion of the engagement of young people in any proposed improvements and for consideration to be given to the Audit Commissions Report 'Tired of Hanging Around' which was published after the review was completed. These issues have been addressed in a final Scrutiny Report. 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

Accessibility to facilities for young people was considered as part of the review. It is accepted that in the design of, improvement to and provision of young people ought to be engaged. The task and Finish group did not have the resources available to do this and the need for this has been added to the reviews conclusions.

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 30th 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.

5.3 The review is 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 '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. In particular had it been possible to properly resource this

review the Task and Finish Group would have based its approach on full engagement of young people and their parents. Without the resources to so it based its findings on what other public service delivers do.

- 6.4 The Task and Finish Group are aware that the County Council are undertaking a more general Scrutiny Review into the provision of leisure facilities for disaffected youths. It was always proposed that the District Council's review will feed into this County Council review. At the end of the review the Audit commission published their report 'Tired of hanging around' This report found that sport and leisure projects involving music, film making and football, when designed in consultation with young people can help them from drifting into anti-social behaviour. The report also found that because of the way services provision is funded youth workers spend more time on bureaucratic processes to secure funding rather than spending time with young people. The District Council's Review was about how we market activities rather than how they are designed and provided. However, it accepted that the Audit Commission publication is an important report which the new Unitary Council ought to take account of.

7. METHODOLOGY

7.1 Visits

There were capacity limitations in undertaking this review. Evidence gathering was based solely on visits to other providers because of the resources available. Had appropriate resources been available the review would have been based on the engagement of young people and parents.

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 14th January 2009.

- 7.3 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
- 'Tired of Hanging around' Audit Commission – January 2009

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