

CANNOCK CHASE COUNCIL

CULTURE AND SPORT SELECT COMMITTEE

29 NOVEMBER 2006

REPORT OF HEAD OF CULTURE AND MAJOR PROJECTS

YOUNG PERSONS CHASE IT ACTIVITY PROGRAMME – ANNUAL EVALUATION

1. Purpose of Report

- 1.1 To inform members of the Culture and Sport Select Committee on the development and outcomes of the 'Chase IT' activity programme for the Districts young people.
- 1.2 To highlight the work undertaken with the Districts disadvantaged young people and benefits of providing a more socially inclusive package of activities.
- 1.3 To show the benefits of delivering a healthy lifestyle message through a range of leisure, arts and sports based activities.

2. Recommendation

- 2.1 That members note the impact of the 'Chase IT' Activity programme, the success of which has secured an additional £105,000 from the Children's Fund until March 2008.

3. Key Issues

- 3.1 The additional funding secured through the Children's Fund has put in place a framework for the provision of an all year round 'Chase IT' activity programme for young people (5-13 years). Enabling the Districts most disadvantaged children to be integrated into mainstream activity programmes, whilst specialist projects have been developed to tackle a range of social issues with new partners.
- 3.2 Target groups of young people include:-
 - Those at risk of offending
 - Disabled
 - Special needs
 - Young people with mental health issues
 - Young people from low income families (Links into the Council's Leisure Pass B scheme)

Some 70% of young people attending this year's 'Chase IT' summer activity trips programme were drawn from these groups.

- 3.3 Partnership working has been a key factor in the success of the 'Chase IT' programme for 2005-06. This has allowed us to maximise resources and impact.

Key Partners include:

- Barnardo's
- Scope
- Said
- Young Carers
- Street Wardens
- Mencap
- William Baxters/Beecroft
- Cannock Chase Primary Care Trust
- Social Services

- 3.4 Key projects undertaken in 2006 have included the following:

- Working in partnership with the Special Friends Club to run an after-school activity club at the special needs adventure playground.
- Integrate young people with access issues into the mainstream Summer 'Chase It' Activity Programme.
- Working with the parents from Beecroft Special School to run a Summer Holiday Trips for Kids programme.
- The running of a series of after school sports and arts club at the Museum of Cannock Chase, Rugeley and Chase Leisure Centre. These include a special needs physical activities session and in-line hockey club.
- The staging of a series of sports festivals.

This work has had a massive impact on those young people involved, providing direct support to their families and key partners.

- 3.5 Partnership work undertaken with the Cannock Chase Primary Care Trust Health Action Team, has enabled us to deliver a healthy lifestyle message through the 'Chase IT' programme. The benefits of good diet and exercise are explored, providing young people with the opportunity to make informed decisions/choices.

- 3.6 In certain instances we have been able to provide one to one support, allowing young people with both physical and special needs to be able to take part in a range of activities through the 'Chase IT' programme.

- 3.7 An ongoing evaluation of 'Chase IT' activities is undertaken, providing an opportunity for partners, carers, parents and young people to feedback their feelings.

A selection of comments are as follows:-

- Partners – pooling our resources made a real difference to the quality of trips we were able to offer young people (trips for kids – Beecroft Special School)
- Carers – the Leaders were great with all the children and I was really impressed by how quickly any potential behavioural situations were diffused.
- Parents – your service has been a lifeline to me and I am sure to many others whose children have some form of disability or special need.
- Young People – a great way to make friends and learn about new things.

Information received helps us to respond to identify needs and further develop the programme. A 99% satisfaction rate was recorded on all 'Chase IT' Activity Trips.

3.8 In response to the evaluation undertaken, we identified a need to provide additional activity programmes for young people (13-19). A group of young people were selected and funded by the local strategic partnership to be taken away on a fact finding mission. Information collected, will be used to help to support external funding bids to develop such projects.

3.9 The work undertaken by the 'Chase IT' activity team and its impact on young people in the local community, received extensive coverage in a number of ways. These involve:

- It's own website – www.cannockchasedc.gov.uk/chaseit
- Chase IT Summer/After-school brochure
- Extensive press coverage
- DVD on activities

'Chase IT' has now become associated with good practice and excellence.

3.10 It should be noted that the work undertaken through 'Chase IT', formed an integral part of the Sports Development Team's successful bid for Quest Registration, a nationally recognised mark of quality in the leisure industry. The 70% score we received puts us in the top 10% of Sports Development Teams in the whole country.

REPORT INDEX

Background	Section 1
Details of Matters to be Considered i.e.: options considered, outcome of consultations etc.	Section 2
Contributions to CHASE	Section 3
Section 17 (Crime Prevention) Implications	Section 4
Human Rights Act Implications	Section 5
Data Protection Act	Section 6
Risk Management Implications	Section 7
Legal Implications	Section 8
Financial Implications	Section 9
Human Resource Implications	Section 10
Conclusions	Section 11
List of Background Papers	

Section 1

Background

Historically the 'Chase IT' scheme has provided the opportunity for the District's young people (5-13 year olds) to take part in a range of exciting and challenging leisure, arts, physical and sports based activities.

'Chase IT' is now the brand name Cannock Chase Council uses to deliver its young persons activity programme, covering a range of local leisure facilities and festivals.

These include:

- Cannock Leisure Centre
- Rugeley Leisure Centre
- Cannock Sports Stadium
- Museum of Cannock Chase
- Prince of Wales
- Local Sports Festival (some 12 festivals held at various sites throughout the District)

In order to provide a framework for the long-term development of an all year round package of socially inclusive activities, member approved was sought to submit an external funding bid to the Children's Fund. This bid proved successful, which has enabled us to provide for a more educational and interactive range of challenging activities. Linking directly into the Council's Key Chase Objectives.

Section 2

Details of Matters to be Considered

That, members of the Culture and Sport Select Committee note the outcomes of the 'Chase IT' programme.

Section 3

Contributions to CHASE

The 'Chase It' programme helps to tackle a number of issues raised through the CHASE objectives. This will help to:-

- Raise participation in a range of sports and physical activities.
- Develop healthy lifestyle choices.
- Provide for a more socially inclusive range of activities.

Section 4

Section 17 (Crime Prevention) Implications

The development and extension of a more inclusive 'Chase IT' programme, providing alternative lifestyle choices to the District's young people who are at risk of offending.

Section 5

Human Rights Act Implication

There are no identified implications in respect of the Human Rights Act 1998 arising from this report.

Section 6

Data Protection Act Implication

There are no identified implications in respect of the Data Protection Act arising from this report.

Section 7

Risk Management Implications

The risk management register for Sports Development has noted over reliance on external funding as a threat to the long-term delivery of services.

It is important that we continue to explore avenues of internal and external funding to ensure that once funding through the Children's Fund finishes in March 2008, that funding is in place to continue the 'Chase It' programme.

Section 8

Legal Implications

The additional funding secured has been provided on the basis of representations made by the Council. The expenditure of the funding must therefore be in accordance with the agreed funding framework.

The Council could expose itself to liability should the funds provided be expended for purposes not specified in the application for funding. However, the Council can seek approval from the Children's Fund to spend the fund (or any part thereof) in respect of other steps/facilities which fall within the remit of the 'Chase IT' programme, but have not specifically been mentioned in the application.

Section 9

Financial Implications

An external funding bid to the Children's Fund was successful. Funding is in place to support the 'Chase IT' programme until March 2008.

- April 06 – March 07 = £52,500
- April 07 – March 08 = £52,500

Total Received £105,000

Section 10

Human Resource Implications

There are no identified implications in respect of Human Resource arising from this report.

Section 11

Conclusion

Overall the programme has been highly successful. Post activity evaluation has shown that participation has raised confidence and self-esteem, enhanced social and personal development, improved interaction, health awareness and given participants a real sense of achievement (feel good factor).

Section 12

List of Background Papers