

Appendix 1: Leisure Summer 2018 Programme Report and Review

Introduction

The 2018 Summer Activity Programme had a wide range of camps and schemes including Summer Schemes, Canoeing, Tennis, Bowling, Gymnastics, Football, Disability, Gaelic, Hockey, Multisport, Dance, Athletics and Golf.

These activities took place right across the District at - Ballyronan, Fairhill, Cookstown LC, Mid Ulster Sports Arena, Cookstown HS, Dungannon LC, Drumcoo, Dungannon Park, Royal School Dungannon, Greenvale LC, Maghera LC, Moneymore RC, Meadowbank Sports Arena, Tobermore Golf Centre, Backrow Draperstown

All summer schemes now run with morning and afternoon sessions making them more accessible.

Early drop offs, breakfast clubs and in most cases supervised lunches were available this year. Summer schemes ran from between 4 and 8 weeks offering free play sessions structured programmes and trips.

Activities offered

All of the Camps were delivered by fully qualified and experienced coaches, in most cases summer schemes were organised by Leisure Department Staff. Details of the activities on offer at camps and schemes are listed below.

Arts & Crafts, Athletics, Badminton, Basketball, Bouncy Castles, Bowling, Canoeing, Climbing Wall, Dance, Disability Sports, Dodge Ball, Football, Gaelic Football, Gymnastics, Golf, Goal Keeping, Hockey, Multi Sports, Olympic Handball, Rugby, Soft Play Area, Swimming, Table Tennis, Tennis, Walking

Extensive programmes were also organised locally by Governing Bodies of Sport. Derry GAA, Tyrone GAA, IFA & Ulster Hockey.

In addition the Everybody Active 2020 Coaches led a range of Schemes and Camps across the District from Draperstown to Dungannon focusing more on community, health and disabled programmes.

Attendance

In total across the summer children took part over 19,000 times in this year's Summer Activity Programme.

The vast majority of the children and young people that attended our programmes came from within the District. Speciality camps advertised externally always draw interest from residents from outside the district - Canoeing at Ballyronan and the Goalkeepers course at MUSA.

The 2018 Summer Activity Programme was successful at keeping children engaged with the range of activities on offer. Just short of 19,000 individuals registered across all programmes.

With 19,000 children attending, this is a significant figure when you also take into consideration the wide range of club camps or youth clubs that we as a council are competing against.

Marketing & Communications

An official launch of the 'Summer Activity Programme took place at Meadowbank Sports Arena with the Council Chair in attendance.

A total of 20,000 Summer Brochures were distributed to local schools, public buildings and leisure centres across Mid Ulster. Promotional banners were also erected outside each leisure facility.

Social media promotion was ongoing throughout the summer with daily and weekly posts across the Facebook pages of all the facilities except the Greenvale LC. Greenvale Leisure Centre ran a Summer Camp for its members. This is offered free as part of the Household Membership package.

All camps and schemes should be available to book online like our competitors Tyrone GAA, IFA Ulster Hockey & Rugby.

Some discussion has taken place as to whether the summer plans should be made available much earlier in the year (approximately Easter) to assist parents with making plans for child care cover over the summer months.

Budget

Like all other Council departments the budgets within Leisure and Sports Development are under ever greater strain and surplus monies are limited. We continue to strive to deliver a wide range of quality activities for District residents.

Summer Activity Programme budget.

2017	Income
<i>Cookstown Leisure Centre</i>	<i>£6,944.50</i>
<i>Sports Development</i>	<i>£12,382</i>
<i>Meadowbank Sports Arena</i>	<i>£7,476.05</i>
<i>Moneymore Recreation Centre</i>	<i>£1622.02</i>
<i>Maghera Leisure Centre</i>	<i>£9,866.76</i>
<i>Dungannon Leisure Centre</i>	<i>£4,535</i>
Total	£43,836.53

2018	Income
Cookstown Leisure Centre	£5,729.92
Dungannon Leisure Centre	£6,520.40
Greenvale Leisure Centre	£3,370.00
Maghera Leisure Centre	£9,978.30
Meadowbank Sports Arena	£7,827.80
Moneymore Recreation Centre	£1,261.70
Sports Development	£8,825.40
EBA	£1,036.00
Total	£44,549.52

Financial Explanation

2018 saw an overall increase in income and participation rates across the Summer Programme.

Recommendations / Proposals

To ensure we continue to improve, it is necessary to review the programme each year.

Recommendations to consider for 2019 include:

	Recommendation
1	Review programme daily duration and associated requirements
2	Earlier planning and programme development to enable early marketing and promotion
3	Review online booking system
6	Review programme delivery to be aware of increased competition

Conclusion

The Summer Programme 2018 was a success with over 19,000 boys and girls attending. This is a significant figure when you also take into consideration the wide range of club camps or youth clubs delivered by other groups and organisations.

The trips on offer at the schemes were a fantastic incentive and although not subsidised this year income did increase.