

Appendix 1: Leisure Summer 2017 Programme Report and Review

Introduction

Summer 2017 saw the widest range of programmes and camps available with more Governing Body Camps being offering sports across the area, these included Cricket, GAA, Athletics, IFA, GAA, Ulster Rugby, Urban Sports, Canoeing, Golf & Tennis.

The Schemes also saw developments within how they delivered their activities, parents and children benefitted from the longer sessions, the introduction of the Breakfast Clubs, early drop offs and supervised lunches as well as running for a longer number of weeks. Cookstown Leisure Centre extended their scheme to 5 weeks, with both Maghera & Meadowbank running for the full summer.

The activities on offer at the schemes varied across the sites depending on the facilities from indoor football, soft play areas, multi sports, climbing wall to dance mats, swimming and bowls. With funding secured from Good Relations the Centres were able to offer enhanced trips and days away for the children. As well as attending other council facilities they also visited the Jungle, local Cinema Dungannon Foot Golf, The Jungle and Lock & Load.

Activities offered

Dance	Swimming	Soccer	Summer Get Fit	Hockey	Hurling	Cricket
Canoeing	Badminton	Bowling	Sailing	Walking	Camogie	Athletics
Tennis	Arts & Crafts	Climbing Wall	IFA	Disability Sports	Gymnastics	Urban Sports
Soft Play Area	Basketball	Cheerleading	Multi Sports	Goalkeepers Camp	Rugby	Golf

All of the Camps & schemes were delivered by fully qualified and experienced coaches or leaders ensuring activities took place in a fun, safe and secure environment.

By having a wide range of activities on offer and having support from many governing bodies it allowed the Everybody Active 2020 coaches to focus more on supporting community led programmes and achieve their own Key Performance Indicators as set by Sport NI. With their support, highly successful programmes took place in Draperstown, Dungannon Youth Resource Centre and the estates in Cookstown and in Pomeroy.

Attendance

In total across the schemes and camps 10473 children took part in this year's Summer Programme. The vast majority of the children and young people that attended our programmes came from within the District, those that came from outside the district did so to attend a specialised sporting programme e.g. Canoeing at Ballyronan, Goalkeepers course at MUSA or the Urban Sports at Meadowbank.

Marketing

An official launch of the ‘Schools Out... Summer is here’ was held in Dungannon with the Council Chair which was included in all local papers. In addition, 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.

Furthermore, the Summer Programme was promoted via Fun Days in the Cookstown area and Meadowbank had a display stand in Meadowlane Shopping Centre.

Social media promotion was steady throughout the summer with daily and weekly posts and photos being uploaded with Sports Development also posting twenty short videos during the time period of 3 July – 25 August across the Facebook pages of all the facilities. A total of 4296 people viewed the videos.

Budget

As a council we strive to deliver activities for our people that are good value, on this basis the Schemes offered pay as you go or Multi Session discount cards whilst the maximum a parent would pay for a council led sports camp was £30 for a full week of Canoeing.

The budget can be broken down into;

	Expenditure	Income	Balance
Cookstown Leisure Centre	£7,503.75	£6,944.50	-£559.25
Sports Development	£9,015	£12,382	£3,367
Meadowbank	£7,286	£7,476.05	£190.05
Moneymore Recreation Centre	£1506.60	£1622.02	£115.42
Maghera Leisure Centre	£9,721.18	£9,866.76	£145.58
Dungannon Leisure Centre	£6,140	£4,535	-£1,605
Marketing	£2,664		
Total	£42,826.33	£43,836.53	£1,010.20

Feedback

Participants attending the camps and programmes delivered through Sports Development were requested to complete evaluation forms after each activity, with responses low, an online Survey Monkey was also initiated.

The results identified that;

- 99% would recommend the programme to others
- 65% would like to hear about the programme via social media/email
- 90% would like to see an online booking system
- 96% rated the camp staff & delivery as very good
- 82% rated the variety of activities very good

Recommendations

To ensure we continue to improve, we must learn from this year's programme, recommendations to consider for 2018 include;

- A dedicated online booking system that would in turn facilitate all sports development, health related and leisure programmes. This year sports development alone will offer over 100 different classes and courses that are currently time consuming for staff throughout the leisure department. This system would allow the leisure department to have an effective and efficient electronic shop front to promote its services, programmes and release staff to engage in other duties.
- The early drop offs at the schemes should be retained and further promoted.
- The variety of trips were popular and should be retained.
- To survey all schemes and camps.
- Greater marketing and promotion of the fact that children can be provided with structured activities for a full day at a good price.
- Provide the staff with specific knowledge & skills to deal with the growing number of children attending with behavioural issues.
- Source additional funding from Good Relations to expand on the trips this year.
- Further trips to other council facilities i.e. Davagh Forest and Blessingburn Mountain Bike Trail
- Consider securing a business to sponsor the programme to provide Goody Bags for all participants and to help with branding.
- Review the inclusion of Summer Teen Fit Programme for next year.
- Explore other options for delivery of the Sailing Programme as it had to be cancelled at the last minute due to lack of resources.

Conclusion

The Summer Programme 2017 was a great success with over 10,000 boys and girls attending, this is a significant figure when you also take into consideration the wide range of club camps or youth clubs that we as a council are competing against.

The trips on offer at the schemes was a fantastic incentive and allowed parents the opportunity to send their children to places at a subsidised rate thanks to the funding from Good Relations.

Being able to action a number of the above recommendations above will only enhance the programme of activities on offer for 2018 and make it much more customer focused from finding out about the programmes, to booking and gathering feedback.



