

North East Derbyshire District Council

Cabinet

23 January 2025

Communities Scrutiny Review on Leisure Activities for Older Children/Teenagers

Report of the Scrutiny Chair for Communities

Classification: This report is public

Report By: Joe Hayden, Senior Scrutiny Officer

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PURPOSE / SUMMARY

To ask Cabinet to approve the recommendations of the Communities Scrutiny Committee's review into leisure activities for older children/teenagers.

RECOMMENDATIONS

1. Review fees and charges around young person activities to ensure activities are inclusive and accessible for all young people, reporting the outcome to committee.
2. Increase the offering to open up the membership to allow access to more activities such as Tag Active, soft play or access to other fitness classes.
3. Increase engagement with older children/teenagers, this includes targeting non-users as well as current users, by way of questionnaire/survey out to schools within the District and using social media channels. Reporting the outcome back to committee.
4. Targeted promotion of the activities we have on offer to children, specifically older children/teenagers.
5. Encourage young people to engage in sports and leisure activities, not just within our Leisure Centres but also outside the Leisure Centres such as Extreme Wheels, Climbing Walls, outdoor sports i.e. football and running.

IMPLICATIONS

Finance and Risk: Yes No

Details:

On Behalf of the Section 151 Officer

Legal (including Data Protection): Yes No

Details:

On Behalf of the Solicitor to the Council

Staffing: Yes No

Details:

On behalf of the Head of Paid Service

DECISION INFORMATION

Decision Information	
Is the decision a Key Decision? A Key Decision is an executive decision which has a significant impact on two or more District wards or which results in income or expenditure to the Council above the following thresholds: NEDDC: Revenue - £125,000 <input type="checkbox"/> Capital - £310,000 <input type="checkbox"/> <input checked="" type="checkbox"/> <i>Please indicate which threshold applies</i>	No
Is the decision subject to Call-In? (Only Key Decisions are subject to Call-In)	No
District Wards Significantly Affected	None
Equality Impact Assessment (EIA) details:	
Stage 1 screening undertaken <ul style="list-style-type: none">Completed EIA stage 1 to be appended if not required to do a stage 2	N/A – EIA will be undertaken if recommendations are taken forward
Stage 2 full assessment undertaken <ul style="list-style-type: none">Completed EIA stage 2 needs to be appended to the report	No, not applicable
Consultation: Leader / Deputy Leader <input type="checkbox"/> Cabinet <input checked="" type="checkbox"/> SMT <input checked="" type="checkbox"/> Relevant Service Manager <input checked="" type="checkbox"/> Members <input type="checkbox"/> Public <input type="checkbox"/> Other <input type="checkbox"/>	Yes Details:

REPORT DETAILS

1 Background

- 1.1 The outcomes from the Residents Survey, undertaken in November 2023, was presented to all four Scrutiny Committees in February 2024. One of the key areas of improvement highlighted within that survey was activities for children. The Communities Scrutiny Committee had noted this area as a potential topic to review and agreed to pick this up as part of the 2024/25 Work Programme.
- 1.2 The review also compliments similar reviews undertaken under the previous administration in 2020/21 regarding childhood obesity and younger residents, and in 2022/23 regarding leisure provisions for older residents.
- 1.3 The review aimed to:
 - Understand and assess what the Council offered, in terms of activities for children;
 - Understand and assess how the Council promoted such activities to children;
 - Identify any opportunities to increase participation and new memberships;
 - Evaluate what had been successful; and
 - Identify room for improvement.
- 1.4 The Communities Scrutiny Committee undertook this review at its meeting in July 2024, by carrying out a 'Spotlight' review on the subject
- 1.5 A briefing paper at Appendix 1 sets out in more detail a synopsis of the review and the views expressed.

2. Details of Proposal or Information

- 2.1 The recommendations are:
 - 2.1.1 Review fees and charges around young person activities to ensure activities are inclusive and accessible for all young people, reporting the outcome to committee.
 - 2.1.2 Increase the offering to open up the membership to allow access to more activities such as Tag Active, soft play or access to other fitness classes.
 - 2.1.3 Increase engagement with older children/teenagers, this includes targeting non-users as well as current users, by way of questionnaire/survey out to schools within the District and using social media channels. Reporting the outcome back to committee.

- 2.1.4 Targeted promotion of the activities we have on offer to children, specifically older children/teenagers.
- 2.1.5 Encourage young people to engage in sports and leisure activities, not just within our Leisure Centres but also outside the Leisure Centres such as Extreme Wheels, Climbing Walls, outdoor sports i.e. football and running.

3 Reasons for Recommendation

- 3.1 The review process highlighted what the Council was already doing to provide activities to older children/teenagers, including the provision of holiday camps, roller discos, karate and other activities for children to get involved in.
- 3.2 Committee Members were impressed with the number of activities on offer, and that these services were well organised.
- 3.3 Members felt that the cost for children/teenagers to access the Council’s leisure facilities were slightly high. Although they appreciated that membership gave the users access to unlimited visits to the pool, gym and aquafun.
- 3.4 The Committee recognised the work the Council was doing to promote the services and activities it offered through a number of different channels which included targeted marketing through social media, leaflets, magazines, and the Council’s website. However, the Committee felt that most of the marketing was targeted towards adults i.e. the parents of children/teenagers, and agreed that it may be beneficial to target children/teenagers directly whether that be through schools or other means.
- 3.5 Members also felt that more work was required to target the older children/teenagers directly to hear their views on what they would like to see being offered in future and suggested that having a questionnaire/survey aimed at this demographic could potentially be beneficial.

4 Alternative Options and Reasons for Rejection

- 4.1 N/A

DOCUMENT INFORMATION

Appendix No	Title
1	Review on Leisure Activities for Older Children
<p>Background Papers (These are unpublished works which have been relied on to a material extent when preparing the report. They must be listed in the section below. If the report is going to Cabinet you must provide copies of the background papers)</p>	