

HELLO SUMMER 2018 – REPORT TO TOWN COUNCIL

SUMMARY

51 activities were offered between 21st July and 31st August

The **total cost** of the programme was **£10,220**, broken down as follows:

Activity costs (paying leaders, materials) - £7,465

Design/printing of leaflet & programme - £540

Promo stall at Colourscape - £150

Town Hall rental - £455

Admin (Participate Arts) - £1,050

Activity assistants - £560

Library events ??

Approximate **number of participants** – **1,100**

Cost per participant - **£9.27**

ATTENDANCE

Activities were well attended in general, with a noticeable decline in numbers during the final week of the programme (the Bank Holiday week) when it's thought quite a few families were away.

The most popular activities were:

- Moorfun Inflatables in the Town Hall (ran every week on Wednesday morning with about 50 attending each week)
- Clockwork Moth events organised by the library & related to Summer Reading Challenge (3 workshops in Town Hall each with about 30 kids plus accompanying adults). Library's Petting Zoo event also attracted about 30 kids.
- Virtual Reality day at Pengelly Caves was fully booked and much appreciated (also expensive!)
- Drop-in juggling/circus/forest skills in Victoria Park and whittling/forging/manga illustration at Bungalow attracted between 20 and 30 kids each time
- Other activities such as craft workshops and Dartmoor Skies had smaller numbers but were very well received by those attending (between 10 and 20)

The less well-attended activities were:

- Singer-songwriter workshop in final week had no-one book
- Final week Play Torbay outing did not fill
- Other final week activities had single figures attending

- Lunch/cookery club (every Wednesday morning) could take 10 kids and generally had between 3 and 9 attending, mostly the same each week. But lunches were very well attended – see evaluation below

PARTICIPANT FEEDBACK

56 feedback forms were completed. Everyone was very positive about the programme and all said they'd like to see it continue next year.

- We have been extremely fortunate as children and parents/carers to have so many varied activities provided for us to enjoy. It is very much appreciated. Thank you!
- It's fantastic! Lovely well run activities for children and the parents enjoy it too! Lots of variety – really helps give a structure of activities for children and for parents to meet up and enjoy and make new friends
- We recently moved to the town and were dreading a long summer with no termtime clubs running. But we were amazed by the programme of Hello Summer events. It provides such a fabulous community feel to the town and we really feel incredibly lucky to have moved here.
- All the activities have made the summer truly memorable and offered my older son some independence as he has been safe to attend day trips and activities on his own.

A number of people suggested providing more mixed-age activities and more for under-sevens:

- As a parent, the only thing I would say as I have two boys of 4 and 6 is that a lot of activities were for over sevens. Need to do activities for all ages.
- Make some more groups mixed age so children don't miss out due to younger siblings
- A lot of activities were for seven plus, so the only thing I would say is try and do activities for all ages

EVALUATION

Overall the programme was well attended and clearly met a need amongst Buckfastleigh families.

In terms of reaching targeted groups i.e. socially disadvantaged, this was achieved primarily by some activities:

- Many of those attending Bouncy Castle joined the Lunch Club as they were leaving the Town Hall. This provided a weekly healthy lunch and chance to socialise for parents and children of all ages and was very much appreciated. The fact that it was right there as they were walking out meant that people attended who would not have made a special effort to come out for lunch. About 30-40 people were eating lunch in the final weeks.
- The drop-in events at the Bungalow and Victoria Park aimed at older children (forging, whittling, etc.) drew in and involved a number of youngsters identified as needing extra attention and help
- The minibus outings with Play Torbay did not attract targeted groups, it's thought because the need to complete forms and get signatures, provide packed lunch, pay £3 deposit would have been obstacles for these families. However these outings did provide valuable opportunities for children in the 10-14 age group to have some independence.

LESSONS FOR NEXT YEAR

Mixed age activities – plan more activities that can be attended by wider range of ages. Where activity is really not suitable for younger children, could provide ball pool or similar alongside activity so parents can bring toddlers as well as older children.

Targeting socially disadvantaged groups – need to plan this well in advance of summer. Work with schools, youth club and Bungalow during spring term to identify popular activities. Get referrals from SENCO, Family Worker and Food Bank. Aim to have 50% of minibus outings filled with targeted groups before end of term, get forms filled out well ahead and provide kids with lunches.