

## NORTH LINCOLNSHIRE COUNCIL

### CABINET

#### SUMMER DAZE'

#### North Lincolnshire Active Free School Holiday Swimming Offer - Summer 2022

### 1. OBJECT AND KEY POINTS IN THIS REPORT

1.1 To provide an update on the 'SUMMER DAZE 2022' – a programme of free school holiday swimming for children and young people during the school summer holiday

### 2. BACKGROUND INFORMATION

2.1 There is strong scientific evidence that taking part in physical activity can have a positive impact on an individual's physical health, social and emotional wellbeing. As well as helping people lead healthier lifestyles, the 'SUMMER DAZE' free-swimming scheme encourages children to visit safe indoor facilities, instead of being drawn to unsupervised outdoor water locations. During hot weather increasing numbers of people, especially children, put themselves at risk of drowning in open water. This offer provides a supported environment to enjoy water safely during the school summer holidays. The free swim offer is based on the principles of equality of access and supports all participants, ensuring that they are treated fairly, based on pool and site capacity, and not discriminated against in terms of ability, or affordability.

#### The aims of the offer:

The 'SUMMER DAZE' free summer holiday programme offers opportunities to take part in swimming to:

- Improve young people's physical and mental health and emotional well-being
- Support the social and personal development of young people
- Provides a safe environment in school summer holiday that helps keep young people out of open water
- Raise young people's aspirations build their resilience and inform their decisions
- Overcome any potential barriers for those wishing to take part, particularly if they are from underrepresented groups or come from economically disadvantaged backgrounds.
- Provide early steps to employment in our leisure centres and the wider leisure industry through exposure to careers such as pool lifeguarding

**Description of the offer** - SUMMER DAZE' is a programme of scheduled pool time for children and young people to access free of charge at the following local venues:

- Baysgarth Community Hub
- Ancholme Leisure Centre
- Riddings Pool
- The Pods
- Axholme North Leisure Centre

- Epworth Pool (a community operated pool, sessions supported by NLC investment)

**Who is eligible?** - 'SUMMER DAZE' sessions are available free of charge for children aged 16 years and under (pool safety ratios apply)

**When is the offer available?**

The 'SUMMER DAZE' offer commenced on Monday 25<sup>th</sup> July ran until Sunday 4 September 2022.

'SUMMER DAZE' and 'SUMMER DAZE FAMILIES ONLY' sessions were programmed on the pool timetables at each venue.

**Alignment with targeted programmes**

The offer was integrated with the HAF programme so that children & young people eligible for HAF places (based on their eligibility for free school meals), were also offered the free sessions alongside their peers, as part of an extended activity session that met the HAF criteria.

**How did young people access the offer**

The 'SUMMER DAZE' offer is an open access programme with no requirement to book. To access the offer, children turned up on the day. A band system was in operation to ensure maximum bather loads were adhered to.

**Marketing & Communications**

'SUMMER DAZE' was promoted in the run up to the school summer holidays and content / PR featured on a range of channels NLC and NL Active socials, NLC website, What's On guides, digital screens, News Direct.

**Data re free school holiday swimming at NLC pools**

**Summer Daze - Free Swimming Take up figures (from 25 July until 4 September 2022)**

	25/7/to 31/7	1/8/to 7/8	8/8 to 14/8	15/8 to 21/8	22/8 to 28/9	29/8 to 4/9	Total
<b>ALC</b>	240	217	178	304	199	177	1315
<b>ANLC</b>	81	91	68	76	84	58	458
<b>BLC</b>	151	117	180	121	75	109	753
<b>ELC</b>							0
<b>RCH</b>	215	186	132	138	90	108	869
<b>TP</b>	567	692	618	624	467	367	3335
<b>Total</b>	<b>1254</b>	<b>1303</b>	<b>1176</b>	<b>1263</b>	<b>915</b>	<b>819</b>	<b>6730</b>

**3. OPTIONS FOR CONSIDERATION**

3.1 To accept and note the report on the 'SUMMER DAZE 2022' free school holiday swimming for children and young people during the school summer holiday

**4. ANALYSIS OF OPTIONS**

4.1 The free summer holiday swimming offer contributes towards the safe and well outcomes in the council plan. It supports community safety and promotes good health and wellbeing by encouraging young people to take part in physical activity in a safe swimming environment.

**5. FINANCIAL AND OTHER RESOURCE IMPLICATIONS (e.g. LEGAL, HR, PROPERTY, IT, COMMUNICATIONS etc.)**

5.1 To enable the provision of the SUMMER DAZE programme in the Epworth locality, a budget was identified to fund the community-operated pool to provide the offer at this site.

NL Active sites planned their summer holiday pool programme to ensure a balanced offer to support paying members, casual users and to enable the continued delivery of other targeted programmes, such as Good Boost and swimming lessons. This was to support all pool users and minimise disruption to the commercial offer.

**6. OTHER RELEVANT IMPLICATIONS (e.g., CRIME AND DISORDER, EQUALITIES, COUNCIL PLAN, ENVIRONMENTAL, RISK etc.)**

**6.1 Links to strategies/plans/council objectives etc**

The free summer holiday swimming offer contributes towards the safe and well outcomes in the council plan. It supports community safety and promotes good health and wellbeing by encouraging young people to take part in physical activity.

On a national level it addresses priorities raised in government strategy Sport Future: Uniting the Movement, “investing more in children and young people from the age of five to build positive attitudes to sport and activity as the foundations of an active live” as a priority along with “focusing more money and resources on tackling inactivity”.

Swimming is a sport which can save lives. Drowning is still one of the most common causes of accidental death in children, so being able to swim is an essential life-saving skill. Building up water confidence helps to prevent fear, which can lead to panic, and panic is the most common cause of drowning. Getting children into the water in a safe and managed environment can teach children about the properties of water and can help to eliminate fear by teaching them how to be safe and have fun in the water.

**7. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)**

7.1 N/A

**8. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED**

8.1 None

**9. RECOMMENDATIONS**

9.1 To accept and note the report on the ‘SUMMER DAZE 2022’ free school holiday swimming for children and young people during the school summer holiday

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**Background Papers used in the preparation of this report – Monitoring data NL Active**