

**ANGUS COUNCIL****POLICY & RESOURCES COMMITTEE - 8 DECEMBER 1998****YOUNG PEOPLE IN SPORT INITIATIVE 1998/99****REPORT BY THE CHIEF EXECUTIVE****ABSTRACT**

This report further enhances the development and implementation of the Angus Community Safety Strategy and the commitment of Angus Council to Community Safety through the adoption of a pilot initiative in partnership with Tayside Police and McDonalds to provide sport and leisure opportunities for young people in the Forfar/Kirriemuir area.

**1. RECOMMENDATIONS**

It is recommended that the Committee approves the pilot "Young People in Sport Initiative" as set out in this Report.

**2. INTRODUCTION AND BACKGROUND**

This is a joint initiative involving Angus Council Departments of Recreation Services and Contract Services, Tayside Police and McDonalds Restaurant, Forfar.

Young people often congregate in groups in public streets. This can, from time to time, lead to unwarranted criticism from other members of the public because of the fear that this can generate, particularly among older people in the community.

The main purpose of this pilot initiative is to encourage young people (8 to 18 years) in Forfar and Kirriemuir to participate in recreational and leisure activities as an alternative pastime, and as an incentive to avoid the pitfalls of becoming involved in criminal activity or, perhaps more importantly, from becoming the victim of crime.

The proposed pilot initiative outlined below aims to place certain recreational and leisure activities within easy reach of young people in Forfar and Kirriemuir throughout the duration of the initiative.

### 3. PROPOSED INITIATIVE

It is proposed to pilot this initiative in the Forfar/Kirriemuir areas during the period 18<sup>th</sup> December 1998 to 8<sup>th</sup> January 1999, both dates inclusive.

It is intended to raise awareness of the initiative by a press launch and the printing and distribution of an informative leaflet to children in the target age group. Distribution will be through schools, libraries, leisure centres/pools, youth clubs and other areas frequented by young people in the target age group.

The initiative will encourage young people to become involved in sporting activity at Websters Sports Centre/Swimming Pool, Kirriemuir, Lochside Leisure Centre, Forfar and Forfar Swimming Pool through the promotion of a scheme which will enable two young people to participate in a sporting activity of their choice for the price of one during the lifespan of the initiative.

5000 "scratch cards" will be printed and made available to young people participating in the initiative. The "scratch cards" will be held at the participating leisure centres and swimming pools and distributed to the young people free of charge. A range of prizes will be available to winning card holders, including free swimming and leisure sessions and vouchers for meals at McDonalds.

In addition to contributing to the prize fund, MacDonalD's Restaurant, Forfar will sponsor the initiative by providing discounted meals for young people during the designated period. The details of this entitlement will be appended to the rear of the "scratch cards" and retained by the young people participating in the "two for the price of one" sporting activity so that they can avail themselves of the discounted meal at McDonalds Restaurant, Forfar.

As part of the Tayside Police Problem Oriented Policing initiative, letters are, in certain circumstances, sent to parents alerting them to situations where their children have come to the notice of the police where they may have been vulnerable to becoming involved in criminal activity or becoming the victim of crime. Letters sent out by Tayside Police to parents of young people in the target age group during the period of the initiative will contain an information leaflet alerting parents to the initiative.

Young people in the target age group who come to the notice of Social Work Criminal Justice Services and Child Care Services will be alerted to the initiative by staff of that department and distribution of the information leaflet.

#### **4. CONCLUSIONS**

The perceived benefits of the foregoing initiative are as follows : -

- A reduction in the fear of crime through young people participating in the leisure and recreational activities provided by the initiative as opposed to gathering in groups in public places;
- Sustained benefit for Angus Council Leisure Services through increased revenue resulting from greater use of facilities by young people during the initiative and beyond;
- Reduced-cost leisure and recreational activities for young people;
- Recreational and leisure activities will act as a diversion for young people to prevent them from becoming involved in crime or a victim of crime;

The narrow scale of the pilot scheme will allow for clear evaluation to be carried out before taking any decision to expand the initiative in other areas of Angus at a later date. Evaluation will be carried out in the following areas : -

- Revenue benefits to Angus Council Leisure Services
- Number of young people participating in the initiative
- Number of young people obtaining discounted meals at McDonalds
- Number of young people encouraged to participate in leisure and recreation activities at prompt of Problem Oriented Policing letters
- Number of young people participating at prompt of Social Work Criminal Justice Services.
- Anecdotal information from young people of a qualitative nature expressing their views of the initiative.

The above information will provide a sound basis for assessing the merits of the initiative prior to implementation elsewhere.

The information gathered from McDonalds will be valuable in considering the benefits of its leveraging private sector support for any similar initiatives in other areas of Angus.

#### **5. FINANCIAL IMPLICATIONS**

Design, printing and distribution of 2000 information leaflets. A4 one side, two colour - £200

Design, printing and distribution of "Scratch cards " Print run of 5000 - £200



Provision of a range of prizes ancillary to those provided by the private sponsor - £100.

These costs will be met by Angus Council Recreation Services and Chief Executive's Department, Community Safety Budget

## **6. CONSULTATIONS**

The Departments of Recreation Services, Contract Services, Finance, Law and Administration and Social Work have been consulted during the preparation of this report.

A B Watson  
Chief Executive

**Note:** No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (other than any containing confidential or exempt information) were relied on to any material extent in preparing the above Report