

Yo! Summer Festival Programme (update)

13 October 2021

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[wolverhampton.gov.uk](https://www.wolverhampton.gov.uk)

Objectives 2021...

- *Deliver a full, fun and exciting programme of activities and opportunities for children and young people over the summer holidays*
- *Give our most vulnerable children and families the opportunity to take part and the support they need*
- *Demonstrate that the council is committed to providing opportunities for our City's children and young people and to dealing with the things that matter to local people*
- *Create opportunities for local organisations to benefit from the funding available, supporting local jobs and creating wider opportunities*

Deliver a full, fun and exciting programme of activities and opportunities for children and young people over the summer holidays

- **490** events in 2021 (compared to **300** in 2019)
- Relight Festival had **19 events/shows** for young people and families – **3,090** attended with **1,583** HAF tickets
- Youngsters attended **12,000** HAF activities (100% booked)
- Beat the Street Wolverhampton saw **9,600** people cover **61,000 miles** over four weeks between 20 July and 17 August – that's nearly 2.5 times around the world!
- **409** children and parents attended library activities - *460 children joined a library*
- **At least 18,000 young people/parents (to date) enjoyed YO! Programme events**



Give our most vulnerable children and families the opportunity to take part and the support they need

- **5,000** children on HAF who took up **12,000** places on activities with food
- New HAF card pilot – scanned **2,800** times
- **21 local** organisations commissioned
- Six-weeks of activities including football, arts and crafts, cookery, dance, holiday clubs, theatre, informal play
- Comprehensive SEND offer coordinated by Voice for Parents (who commissioned over 15 organisations)
- Council catering team delivered over **7,500** packed lunches to HAF activities
- Just over **£700,000** spent on the HAF summer programme



Backed by wider support offer:

Council worked with support groups to help households in need between June and end September – backed with over **£900,000** in Covid Support Grant funding

Food Bank Support: 80% of spend on households with children, reach across all wards <i>12 providers delivered 1,600 parcels a week to families and other households across the city. <u>Gatis St Pop Up Food Hub in Whitmore Reans</u> - 200+ individuals a week.</i>	£220k
Support for households in need of essentials via Wolverhampton Homes and third sector <i>Ongoing support and commitment from Wolverhampton Homes has delivered support to over 500 households in this period.</i>	£120K
Financial support to community cafes – 10 sites £4.5K each <i>Over 1,000 meals provided to children at <u>Bantock Park</u>, <u>West Park</u> and <u>Art Gallery</u>. 100 meals a day continuing throughout September.</i>	£ 45K
Children's and Adults Social Care ringfenced budget for referrals <i>Ongoing support across the service.</i>	£110k
SEND Support <i>250 families + benefited form additional support for children with SEND via <u>Voice 4 Parents</u> and <u>Parent and Child Support Group</u>.</i>	£45k
Support for Voluntary Sector working with families <i>Over 30 different third-party organisations are working in partnership to deliver the grant with varying level of grant support ranging from £5 – 50k per organisation. Awaiting figures for this period ending 30/9/21.</i>	£275k
Community Shop/ Pop Up Food Shop with reach across all Wards in the city. <i>On going discussions , no update at present.</i>	£97K

YO! Beat the Street players

Creating
opportunity:

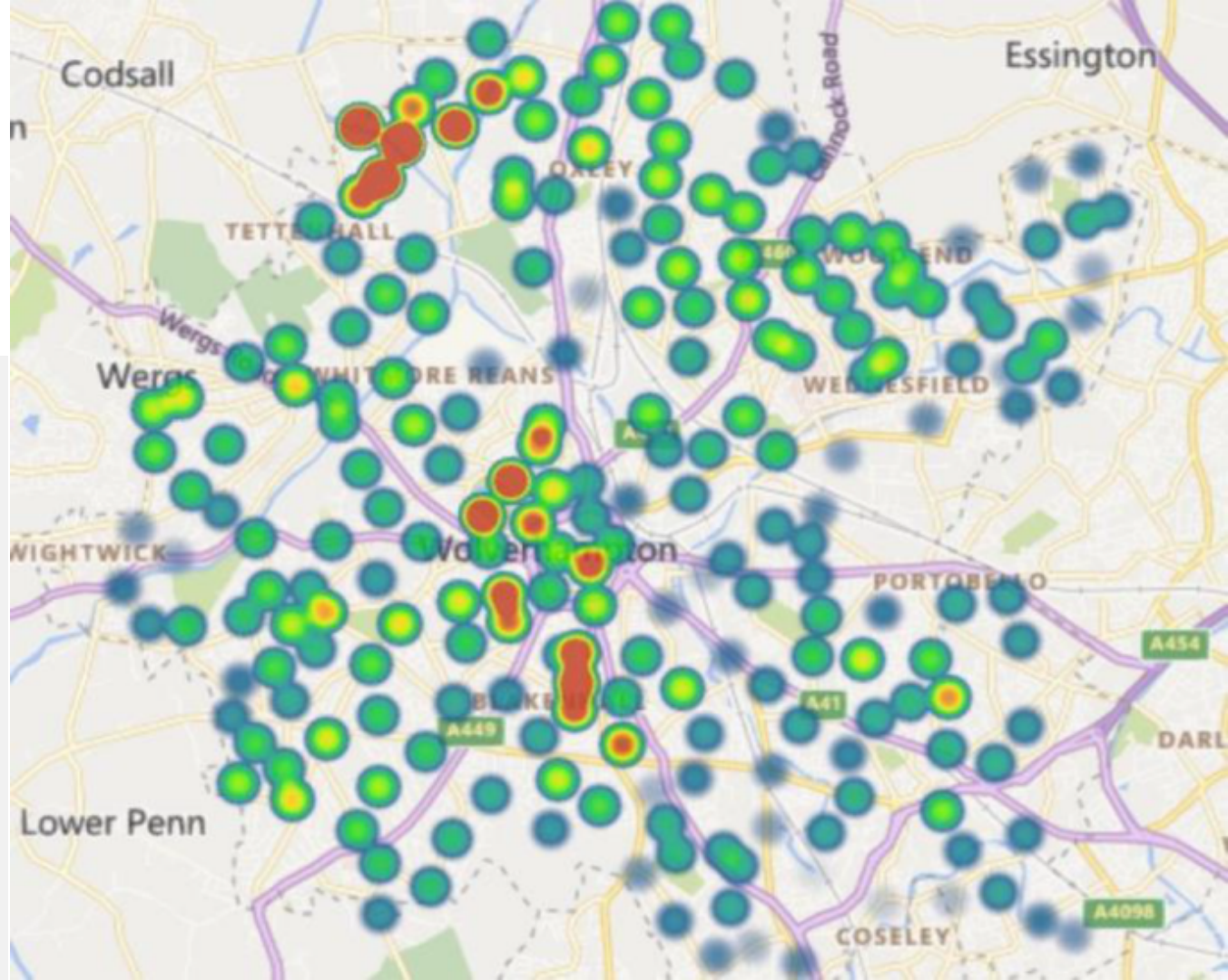
**Almost 3-out-of-4 players
came from our most
deprived communities**

AGE (n=7085)		GENDER (n=7229)	
0-18	67%	Female	59%
19-29	4%	Male	39%
30-49	23%	Non-binary	0.2%
50+	6%	Prefer not to say	2%
ETHNICITY (n=4471)		DEPRIVATION (n=7006)	
White	61%	High	49%
Black, Asian and other culturally diverse communities	35%	Mid-high	22%
Prefer not to say	4%	Mid	12%
		Mid-low	14%
		Low	3%

Beat the Street heatmap...

The map shows the level of participation throughout Wolverhampton.

Areas in red highlight greatest participation whereas areas in blue show lower participation.



FEEDBACK – CHILDREN

Collected from 541 people

“Beat the street helped me because it challenged me and my school to go and walk to school instead of driving this also helps the environment to. I think it's a great way to get people to walk.” – Girl, aged 11 or under

“It helped me by making me discover Wolverhampton and getting me fitter.” – Boy, aged 11 or under

“I spent more time walking and scooting with my dad” – Girl, aged 11 or under

“It allowed me to spend time with my big brother and my family.” – Boy, aged 11 or under

“I got to see lots of different places, like parks and nature. It was nice to go to different places I haven't been to before. It was lots of fun and it was nice spending time with my cousin and nana as a family.” – Girl, aged 11 or under

“We walked & got exercise & we saw lots of wildlife along the canal.” – Boy, aged 11 or under

“It helped me by making me more active and helped me keep healthy and fit during the holiday. It has made me more understanding about why we should keep healthy even in the holidays.” – Girl, aged 11 or under

“I did more movement, like walking, cycling and swimming. I had lots of fun with my mum. We enjoyed it.” – Girl, aged 11 or under

“Beat the street is the best. I used to not walk that much and now I walk” – Boy, aged 11 or under

Demonstrate that the council is committed to providing opportunities for our City's children and young people and to dealing with the things that matter to local people

Over 31,000 unique visitors to the YO!

Programme websites

Website and social media figures:

- 44 posts
- 674,457 reach
- 224,281 impressions/engagements
- 0.62% engagement rate



Beat the Street and get active with new game

A council is tapping into technology to get residents off the sofa and pounding the streets.

The walking, running and rolling Beat the Street challenge will take place across Wolverhampton from July 26 to August 200 accessible Beat Boxes in locations around the city, which players will use to record points as they travel on foot, bike, skateboard, roller or in a wheelchair or pushchair around the game area.

Players will simply need to hear their Beat the Street game audio over a Beat Box to start their journey, and can score points for their team for each Beat Box

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Community News Reporter

they arrive in the next 60 minutes. The game forms a key part of Wolverhampton Council's Yo! Summer Festival, which will offer hundreds of events across the city, many free of charge, to keep children, young people and their families active and entertained throughout the school holidays. Every primary-aged child will receive a Beat the Street game pack, through school in the coming days.

Everyone else can take part by collecting a free game card from one of the 20 distribution points listed on the beatthestreet.mwolverhampton website.

Councillor Beverley Momenabadi, leader of Wolverhampton Council, said: "Given the impact the coronavirus pandemic has had, we want to make this summer the best it possibly can be for our city's children and young people."

Wolverhampton Council is calling on organisations to submit details of their activities so they can be included in official festival plans.

Organisations are being invited to get involved in a summer festival for children and young people.

The Yo! Summer Festival will take place during the school holidays and offer a wide range of events for young people and their families.

Wolverhampton Council is calling on organisations to submit details of their activities so they can be included in official festival plans.

The Yo! Summer Festival will showcase hundreds of events across the city, many free of charge.

It builds on the council's commitment to create more opportunities for children and young people, backed by multi-million-pound investment and will also include activities for children and young

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people with special educational needs and disabilities.

Councillor Ian Brookfield, leader of Wolverhampton Council, said: "Given the impact the coronavirus pandemic has had, we want to make this summer the best it possibly can be for our city's children and young people."

"That means making sure they have plenty to keep themselves busy throughout the long school holidays."

"I urge local organisations to submit details of their events before the deadline so that we can ensure the programme is as extensive as possible." Councillor Beverley Momenabadi, cabinet member for children and young people, said: "One of the council's top priorities is to give children and young people the best possible start in life."

"A big part of that is to ensure that there are plenty of things for our youngsters to do during the school holidays. After the success of WV Virtual Squad last year, we knew that we just had to ensure we were able to continue to offer a wide range of activities to our children and young people, and the Yo! Summer Festival will do exactly that."

To get an event listed, organisations need to visit wolverhampton.gov.uk/yo-summer-holiday-activities-form and submit details of their events, which, if suitable, will be included on the website.

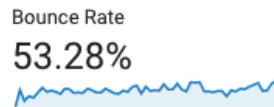


Councillor Ian Brookfield, leader of Wolverhampton Council and Councillor Beverley Momenabadi launch the Yo! Summer Festival

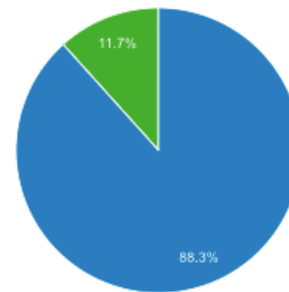
Chance to join in summer of fun

YO! Website stats...

- 10,600 unique users to YO! Website
- 12,300 to HAF website
- 8,500 visitors to Beat the Street



■ New Visitor ■ Returning Visitor



31,400 total visits in 2021 compared to 21,000 in 2019 (50% increase in web traffic)

YO! Summer Festival key 'take-away message...

“We created an exciting summer programme of opportunities for city youngsters and their families with over 490 events, £1.4m in funding and supported by 60 partners.”

What next? Sustaining our approach

October Half Term

- #YES Board (Young People's Strategic Board) commissioning October activities
- 17 applications received
- Maximum budget of £5,000 per project.
- 25 September – young people's panel to assess applications.
- 30 September – providers informed of decision.

Ward Funding

- Wolves Foundation approached to submit October Plan.
- Aim for at least one day of activity in each ward
- Blend of young people/ family and community fun
- Choice of £1,500 or £2,500 package



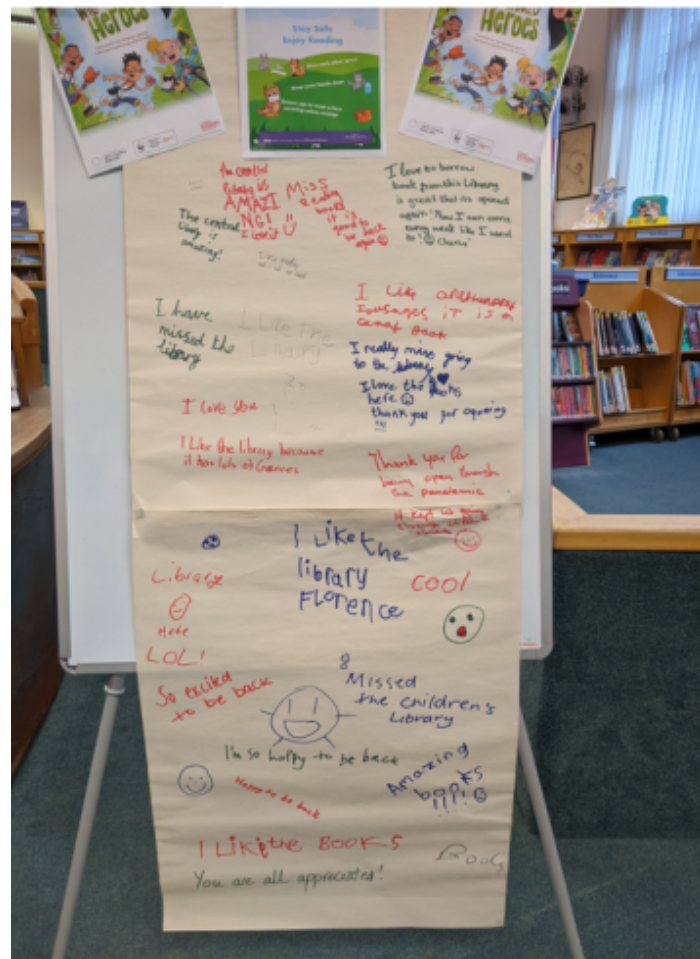
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SEND Offer:

- Voice for Parents (V4P) will continue to oversee offer
- Weekly meetings with V4P and HY5 (SEND Youth Group)
- 2 family fun days during the week
- Activities to include cinema, Codsall Hive (arts and crafts, bowling, Halloween theme)

Libraries:

- Story and rhyme times
- 'School of Wizardry' at Warstones library
- 'Light up the Skies' (Bonfire night/Diwali) activity at Central library.



What next: no child goes hungry

Free School Meals offer

- No Government funding so proposal for Council to step-in to support if approved
- Replicate summer model: food part of activity programme.

Continued support for our foodbanks /community cafes

- Proposal to enhance capacity through our community cafes over October half-term
- Ongoing support options will be considered as part of developing a city strategy on poverty and financial exclusion

