



To: Executive Cllr Community Development and Health
Executive Cllr Arts, Sport and Public Places

Report by: Trevor Woollams (Head of Community
Development)

Relevant scrutiny
committee: Community
Services

Wards affected: All

City Youth Projects

Not a Key Decision

1. Executive summary

- 1.1 This report sets out how work has progressed since the Scrutiny Committee meeting in October 2012 when it was decided not to take forward work with the YMCA to create a City Centre Youth Venue. At that meeting it was agreed that officers should carry out further consultation with the young people attending the Urban Sports Festival and bring projects ideas back to this committee for consideration.
- 1.2 This report highlights the recent Urban Sports Festival held in the Grafton Centre car park during October half term (2012) and presents some new projects for members to consider including the hosting of a second Urban Sports Festival in the summer of 2013.
- 1.3 The report recommends that the informal member panel are further tasked with supporting the youth officer to involve young people to produce a feasibility study on indoor skate provision and to pilot a web based information brochure promoting the facilities, activities and opportunities that are available across the city for young people. Many of these facilities and activities were raised by young people (during the extensive consultation in 2012) as things they would like to see and do in Cambridge which suggests that better promotion and information targeted at young people is needed.

2. Recommendations

The Executive Councillors are recommended that the Youth Officer and staff from Arts and Recreation:

- 2.1 Jointly deliver an Urban Sports Festival in the city during the summer of 2013.
- 2.2 Ask the young people involved in the delivery of the first Urban Sports Festival (and other interested young people) to work with the informal member panel on a feasibility study into the provision of an indoor skate facility in the city.
- 2.3 Explore options in the city to support and promote young people's music including the identification of non licensed venues where they can perform.
- 2.4 Pilot a web based brochure for young people. The brochure will promote the range of sports and arts opportunities available for young people in the city.

3. Background

- 3.1 In October 2012 members of this committee agreed not to pursue the proposal to locate a city centre venue at the YMCA. This followed extensive consultation with young people across the city, their parents and local stakeholders. Members also agreed that the informal member panel already involved in the consultation would continue to meet to explore ideas for youth projects and would return to the March committee with some suggestions.
- 3.2 In October 2012 during the half term holiday staff including the Youth Officer, Parking Services, ChYpPS , Arts and Recreation and the Grafton Centre management organised an Urban Sports Festival. This was held in the car park at the Grafton Centre and was attended by 300 young people from Cambridge and surrounding villages. We had a range of activities on offer which included a temporary skate park, street dancing and graffiti workshops. The event was supported by 20 young people who helped develop and deliver on the day.
- 3.3 Quotes from the festival include:

'Absolutely brilliant, excellent, really enjoyed it so much'
'Happy with what's here. Having a good time and it's lots of fun'
'Great activities and atmosphere and very helpful staff'
- 3.4 The festival was well supported by young people and their parents. Feedback after the event suggested that another venue might offer something more or be an easier site to manage. However, on the day things went very well and without incident.

- 3.5 Following the Urban Sports Festival in October some of the young people involved in the planning of the event met members to share their views and to consider future events. They agreed unanimously that they would like to see a summer festival and would like to be involved again in the planning and delivery. The suggestion was made that we consider other venues which may lend themselves to more outdoor activity assuming the weather is better in the summer and daylight hours longer.
- 3.6 The young people also discussed the need for young people's age appropriate music venues in the city. Young people are prohibited from performing in many local music venues because of licensing laws. This issue is often raised by young people who rehearse and sometimes record in the music and media space at the Newton Q, Meadows Community Centre. It is appreciated that there is no simple solution to finding appropriate venues for young people and that the logistics are complicated not only by licensing laws but by accessibility and young people's sometimes fluctuating commitment.
- 3.7 There are, however, a growing number of local bands who want to perform to live audiences, as demonstrated by the success of 'Bling' and the performance tent at Big Weekend, and officers are keen to explore possible options both within the Council and with partner organisations. The consultation with young people in 2012 supported this theme. Many of them, when asked, 'what would you like to see provided for young people in Cambridge' replied 'festivals / events for young people'.
- 3.8 In January 2013, 12 young people involved in planning the Urban Sports Festival went with officers to visit the indoor skate facility 'Adrenaline Alley' in Corby, Northamptonshire. This is a facility that many local young skaters visit as well as others in Kings Lynn and Saffron Walden. For some time skaters have told ChYpPS officers that they would welcome a similar type of venue in Cambridge.
- 3.9 'Adrenaline Alley' is an indoor ramp park housed within a large warehouse on an industrial estate on the edge of the town. The park provides ramps for skate boards, BMX bikes, scooters and inline skates. It is run by a social enterprise company and is open every day and is well used by young people from across the region. Since opening in 2006 they have recorded 32,000 visits. The facility also offers a café, equipment hire, music rehearsal space and has a retail and repair outlet.

- 3.10 In order to understand better the needs of local skaters, the type of facility required, availability of premises and running options the next step would be to initiate a feasibility study. This study would engage young people citywide and would seek to address the views of all potential stakeholders.
- 3.11 During 2012 young people across the city were consulted on their views about the provision of a city centre venue and 686 responded via survey monkey or postcards. The young people were also asked what else they would like to see provided locally. Much of the feedback from young people related to sports facilities and officers have reflected that many facilities that they mentioned are available in the city but many young people may not be aware of what is actually being offered or may be unable to afford to use them. In the past we have considered links to other information providers e.g. Local Secrets and Youthoria but would like to explore and pilot a web based information brochure. This brochure would be targeted at children and young people and may have the potential to promote discounts as well more age specific information.
- 3.12 If members support the recommendations it is proposed that officers report back to this committee in January 2014 following the summer Urban Sports Festival, with a progress update on the children and young people's leisure brochure, a completed feasibility study into an indoor skate venue and news on young people's performance space.

4. Implications

(a) Financial Implications

The summer Urban Sports Festival would be funded from existing project budgets within ChYpPS (£5K will be ring fenced from within the Youth Officer budget to support the event) and Sports Development and staff will also explore sponsorship possibilities.

The feasibility study will be undertaken by the Youth Officer, working with young people. Minor costs relating to meeting room hire / refreshments and travel will be met from existing budgets. Any costs beyond this will be set out in the feasibility report.

(b) Staffing Implications

There are no staffing implications. The work will need to be undertaken from existing staff resources.

(c) **Equal Opportunities Implications**

An EQIA will need to be carried out if a major scheme is identified and taken forward.

(d) **Environmental Implications**

None

(e) **Consultation and Communication**

Set out in the report

(f) **Procurement**

None

(g) **Community Safety**

The safety of young people will be given the highest priority as plans are progressed.

5. Background papers

These background papers were used in the preparation of this report:

City Centre Youth Venue – Report to Community Services Scrutiny Committee, October 2012

6. Appendices

Appendix A: Feedback from the Urban Sports Festival and summary of Adrenaline Alley indoor Skate facility

7. Inspection of papers

To inspect the background papers or if you have a query on the report please contact:

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Appendix A

Feedback from Urban Festival October 2012

300 Young People attended the Festival.

1. Feedback forms were completed by Young People at the event:

- 35% heard about the event through word of mouth
- 63% would normally use the internet to find out about events
- 51% took part on the skate ramps
- 33% attended because friends were attending
- 49% prefer activities in holiday time
- 46% prefer activities in the day time
- 58% prefer activities lasting all day

Quotes from young people:

- Absolutely brilliant excellent, really enjoyed it so much.
- Happy with what's here: Good time, lots of fun
- Great activities and atmosphere very helpful staff

2. We also held a feedback meeting with a number of the young people's planning group, with Councillors Paul Saunders and Susannah Kerr in attendance.

Key points from the meeting were:

1) Feedback from Urban Festival (positive)

- a. Good that ramps were outside but do have to be mindful of weather
- b. Would have been good to have event in summer when weather would be more dependable
- c. If concrete is not possible, wood is better for ramps than those provided by Highline: – mentioned 'Kings Ramps' as good supplier
- d. Things that were popular at festival – Graffiti and skating, some of the activities in the car park were tried out by the skaters and they were reasonably impressed!

2) Feedback from festival (not so positive)

- a. The way some staff spoke to young people. This was discussed and officers present confirmed that they were aware of some of the incidents

- b. The appropriateness of venue (lots of ways on/off site difficult to manage where safe for young people to bike /skate during event)

3) Future Urban Festivals

- a. Strong feedback from young people that they would like to see the Urban Festival repeated and preferably in the Summer
- a. Would like more music - possibly young bands performing in the Grafton Centre itself (negates issue of residents and noise and would act as promotional tool for event)
- b. Potential venues discussed, included: Grafton Centre West car park, Park Street car park and Leisure Park, possible in partnership with the Junction

Adrenaline Alley

Adrenaline Alley is an indoor ramp park, providing ramps for Skate Boards, BMX Bikes, Scooters and inline skates.

Originally opened in 2006, in a 51,000 sq ft industrial unit, the facility was established by and is run by a Social Enterprise Company.

The initial ramps and interior facilities were developed with £125,000 of Partner funding. Since that date a further £320,000 has been raised in grants from sources such as Northants Enterprise partnership, WREN, Aim Higher, Lottery and private sector funding, to further expand and develop the facilities.

The facility is open 7 days a week, young people happily pay £9.00 for a 4.5 hour session, since opening in 2006 Adrenaline Alley has hosted over 320,000 visitors (1000+/week)

In addition to the Ramps, the Facility also includes:

- Study/education Centre
- After school club/Curriculum activities
- Hire equipment
- Private hire for individuals and groups
- Professional music band practice room
- Empire retail and repair shop
- Cafe

