

Corporate Priority

To develop safer, stronger, healthier and more independent communities whilst protecting the most vulnerable.

*The Project*

Activate is an initiative designed to encourage young people aged 8-19 to have a go at a variety of positive activities, both sports and arts. The aim is to move them away from anti-social behaviour and become more active. The project has been running since 2013. All events are free to attend and take part in.

The family fun events were organised by South Holland District Council's Communities Team and took place every Wednesday during August.

Activities available included:

- Mobile Climbing Wall
- Free Bound Assault Course
- Arts and Crafts
- Garden and Traditional Games
- Rowing Machines
- Football
- Aerial rig / static spinning bike

In addition, the Communities team and 1Life had a stall promoting health and well-being and community safety messages.

The Police, PCSOs and Positive Futures attended events as an opportunity to talk to communities, breaking down barriers and educating young people.

In 2017, Activate visited the following rural communities:

- Spalding, Monks House playing field
- Gedney Drove End, Walker memorial park
- Crowland, Snowden pavilion
- Sutton Bridge, Memorial park
- Cowbit, Playing field

Most events saw sunshine, however rain on a couple of incidences did not deter the young people from participating.



The Challenge

One of the biggest challenges in delivering this project was promoting each event to the target audience within each community as many of the events take place in small rurally isolated communities. Effective partnerships and sharing of resources can help ensure families know about the event, come along and get involved on the day. This is where effective partnerships are essential enabling the sharing of resources. The following methods are used to help publicise events:

- Community activists e.g. Parish Council or the event site owner
- Youth clubs in the area were given leaflets and posters to display
- Posters/ leaflets in local shops, village halls, schools and children's centres
- Adverts in the local paper
- Council website
- An advert in the Summer Fun 2017 brochure
- Social media (Twitter and Facebook)
- PCSOs were briefed to spread the word in the local community
- Word of mouth



The Outcomes

Events have become real community and family activities with a lot of families attending, bringing a picnic and staying for the whole day. Some families came to every venue.

The most successful events have been those run in partnership with the community. E.g. Cowbit mother and toddler group used the event as a fundraising and promotional opportunity.

Social media is becoming more popular as a way of promoting events to families and young people.

"We had a great time! Thank you so much for bringing Activate to Cowbit! Everyone we spoke to thoroughly enjoyed the events and activities on offer. Shame the weather wasn't the best. Thank you once again and we hope we can host another event again in the future" (Cowbit mother and toddler group).

"A big thank you to the organisers of Activate events, you have kept my kids out of trouble" (Parent).

- ✓ **5 Activate days and 668 people engaged**

