

EAST SUFFOLK BUSINESS PLAN

2015 - 2023



CASE STUDY

ENABLING COMMUNITIES

FREE SUMMER ACTIVITIES

Our Business Plan sets out a vision where we work closely with partners in health, education, police and voluntary sectors to ensure our communities are healthy, engaged and proud of where they live. We want residents, young and old, to take responsibility for their own well-being, helping them to live active and healthy lives while remaining safe in their homes and communities.

eastsuffolk.gov.uk/east-suffolk-business-plan



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Beccles Library, Blyburgate, Beccles
Felixstowe Library, Crescent Road, Felixstowe
Marina Centre, Marina, Lowestoft
Woodbridge Library, New Street, Woodbridge

ENCOURAGING ACTIVITY & ENGAGEMENT IN YOUNG PEOPLE



WHAT WE DID?

The East Suffolk Communities Team has co-ordinated free summer activities on Lowestoft's award winning South Beach for the past 5 years. Although the activities are open to all young people aged between 9 and 16, they are particularly aimed at young people who are known to agencies such as social services, youth offending teams and the police and who are potentially at risk of offending.

Working alongside Suffolk Positive Futures – Catch22, we deliver 10 x 2.5 hour sessions over the school summer holidays. This year, based on the evaluations from previous years, we also partnered with Inspire Suffolk to pilot three free activities for 5 – 8 year olds, which all reached maximum attendance of 32 children per session.



WHY WE DID IT?

Lowestoft includes areas of significant deprivation and the beach activities provide an opportunity for all families, particularly those on low incomes, to take part in free, organised sport and physical activity with the aim of increasing activity levels, building social connections and reducing obesity. There are proven links between increased physical activity and enhanced mental health.

The activities are hosted in partnership with Suffolk Positive Futures – Catch 22, Inspire Suffolk, Ultimate Boxing and the Marina Theatre, and targeted at local young people who are most at risk of entering the criminal justice system. The aim is to reduce crime and antisocial behaviour during the long summer holidays.

We want to encourage young people to work within teams, understand the value of positive peer support and increase participation in arts and culture.



**590 ATTENDEES
IN 2017**



THE DIFFERENCE THIS MADE?

The 2017 Summer Activities attracted a record attendance of 590, which included repeat attendees. The range of activities provided included volleyball, netball, futsal, boxing, dodgeball, wall climbing, rounders, tug of war and handball. In 2016 we offered Brazilian dancing to coincide with the Rio Olympics and this year we worked with the Marina Theatre to offer acting skills sessions. Looking ahead to 2018, we are keen to incorporate water activities to make full use of the beach and its facilities.

"The benefits achieved through the beach activities cannot be underestimated. The young people who take part are more active, understand what it means to be part of a team and are less likely to get involved in anti-social behaviour - a win-win for everyone!"

**- CLLR MARY RUDD
WAVENEY DISTRICT COUNCIL**