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Telford & Wrekin  
Co-operative Council

Protect, care and invest  
to create a better borough

Addenbrooke House Ironmasters Way Telford TF3 4NT

## CABINET

Date **Thursday, 17 March 2022** Time **10.00 am**  
Venue **Telford Room, Third Floor, Addenbrooke House, Ironmasters Way, Telford, TF3 4NT**

### Enquiries Regarding this Agenda

Democratic Services	Jayne Clarke / Kieran Robinson	01952 383205 / 382061
Media Enquiries	Corporate Communications	01952 382406
Lead Officer	David Sidaway, Chief Executive	01952 380130

### Cabinet

#### Members:

Councillor S Davies	Leader
Councillor R A Overton	Deputy Leader and Cabinet Member for Housing, Enforcement and Transport
Councillor A J Burford	Cabinet Member for Adult Social Care and Health, Integration and Transformation
Councillor E M Callear	Cabinet Member for Visitor Economy, Employment and Skills
Councillor L D Carter	Cabinet Member for Neighbourhood Services, Regeneration and the High Street
Councillor R C Evans	Cabinet Member for Finance, Governance and Customer Services
Councillor C Healy	Cabinet Member for Climate Change, Green Spaces, Natural and Historic Environment and Cultural Services
Councillor K Middleton	Cabinet Member for Leisure, Public Health and Well-Being, Equalities and Partnerships
Councillor S A W Reynolds	Cabinet Member for Children, Young People, and Families
Councillor P Watling	Cabinet Member for Stronger and Safer Communities

#### Invitees:

Councillor W L Tomlinson	Liberal Democrats
Councillor N A Dugmore	Conservative

# AGENDA

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## **FILMING, RECORDING & PHOTOGRAPHY**

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There is no requirement to notify the Council in advance, but it should be noted that the Chairman of the meeting will have absolute discretion to terminate or suspend any of these activities if, in their opinion, continuing to do so would prejudice proceedings at the meeting. Full details of the Council's protocol on audio/visual recording and photography at meetings can be accessed via the following link:

[http://www.telford.gov.uk/info/20243/council\\_meetings/365/filming\\_photography\\_recording\\_and\\_use\\_of\\_social\\_networking\\_at\\_meetings](http://www.telford.gov.uk/info/20243/council_meetings/365/filming_photography_recording_and_use_of_social_networking_at_meetings)



## Ten by Ten



“Every single child in our borough, whatever their background, should have the best start in life.

We are one of the first Councils in the UK to launch the “Ten by Ten” initiative, to encourage and motivate children in our borough to take part in ten life-enhancing activities by the time they are ten.

Learning to swim and ride a bike, playing a musical instrument, visiting museums and heritage sites, taking part in drama and performing arts and many other activities can be eye-openers for our children and set them up for new life opportunities.

We want to ensure no child in our borough misses out on these opportunities during their primary school life, especially children less likely to take part (such as children from disadvantaged backgrounds, with Special Educational Needs and Disabilities or children in care).

By working with a range of local partners (such as schools, community providers, charities), the Council’s led “Ten by Ten” initiative will expand the wealth of extra-curricular activities in our borough and ensure many more children have the opportunity to actively benefit from them during their childhood.”



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**Councillor Shirley Reynolds (Labour)**  
Cabinet Member for Children, Young People and Families

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**TELFORD & WREKIN COUNCIL**

**CABINET: 17<sup>th</sup> MARCH 2022**

**TEN BY TEN**

**REPORT OF DIRECTOR OF EDUCATION AND SKILLS**

**LEAD CABINET MEMBER: SHIRLEY REYNOLDS – CABINET MEMBER FOR CHILDREN, YOUNG PEOPLE AND FAMILIES**

**PART A) – SUMMARY REPORT**

**1. SUMMARY OF MAIN PROPOSALS**

- 1.1 This report seeks approval to implement *ten by ten*. A national campaign launched by Wes Streeting MP, in August 2021 to encourage and motivate all children to take part in ten life-enhancing activities by the time they are ten; experiences considered to set children up for learning and for life.
- 1.2 The *ten by ten* ambition seeks every ten year old to have the opportunity to:
- Join in competitive team sports
  - Play an instrument
  - Learn to swim
  - Take part in drama and performing arts
  - Visit the seaside and the countryside
  - Experience museums, galleries and heritage sites
  - Take part in camping trips and overnight residentials
  - Learn to ride a bike
  - Take part in debating
  - Use a library
- 1.3 Whatever their background, every child should have the chance to take part in activities that open their eyes to new opportunities. For children to thrive they need challenge, support and experiences, both inside and outside of the classroom.
- 1.4 Whilst the initiative encourages the participation of all there is specific focus on increasing opportunity for those from disadvantaged backgrounds. Information from the government's [Taking Part Survey](#) shows that even before the pandemic, children from the poorest backgrounds are less likely to take part in extracurricular activities, acting as a barrier to social mobility.

- 1.5 Data from the same survey shows children's engagement in competitive sport falling by 13%, participation in music dropping by 36% and a 47% decrease in drama, since 2010.
- 1.6 The proposed implementation of *ten by ten* in Telford and Wrekin will be led by the council but delivered through a joint approach with key stakeholders including schools, community providers, parish and town councils, local charities and other third sector organisations. The council and schools already provides many initiatives and these will be promoted and marketed, under the banner of *ten by ten*, alongside pre-existing schemes (for example the Duke of Edinburgh award) and organisations like Girl guiding, Scouts and uniformed cadets.
- 1.7 Identifying gaps in provision will form early implementation work, alongside consideration of meeting the needs for special groups including those with Special Educational Needs and Disabilities, Children in Care/those known to Children Services, those that are hard to reach and have due regard to our diverse communities.
- 1.8 An allocation of £200K to support implementation could be made from available one-off resources, subject to cabinet approval. External funding, for example via the Arts Council, will also be considered if appropriate.
- 1.9 If approved Telford and Wrekin will be one of the first council in the country to adopt the *ten by ten* initiative.

## **2. RECOMMENDATIONS**

- 2.1 Cabinet to approve the implementation of *ten by ten* across Telford and Wrekin.
- 2.2 That Cabinet authorises the Director for Education and Skills, after consultation with the Lead Member for Children, Young People and Families to take all required action and utilise funding totalling £200,000 from the Investment in Council Priorities Fund to support implementation of the initiative.

### 3. SUMMARY IMPACT ASSESSMENT

<b>COMMUNITY IMPACT</b>	Do these proposals contribute to specific Co-Operative Council priority objective(s)?	
	Yes	Every Child, young person and adult live well in their community.
	Will the proposals impact on specific groups of people?	
	Yes	Children aged 0-10
<b>TARGET COMPLETION/DELIVERY DATE</b>	Project to begin implementation from April 2022.	
<b>FINANCIAL/VALUE FOR MONEY IMPACT</b>	Yes	<i>The cost of supporting the package of measures outlined in this report is estimated at £200,000. This sum can be allocated from one-off resources set aside in previous years in the "Investment in Council Priorities Fund". KC 22/2/22</i>
<b>LEGAL ISSUES</b>	Yes	<i>The initiative's focus upon children's sport, leisure and cultural activities aligns with the Council's Plan, it's priorities and broader Education, Public Health and Wellbeing responsibilities. The initiative also promotes compliance with the Council's Public Sector Equality Duty under the Equality Act 2010. Further legal advice will be provided at key stages, for example, in respect of governance requirements for the potential roll out of grants during Phase 2 KF 22.02.2022</i>
<b>OTHER IMPACTS, RISKS &amp; OPPORTUNITIES</b>	Yes	Whilst the initiative will encourage all children to take part in the 10 by 10 initiative there will be specific focus on maximising participation from those in disadvantaged backgrounds and special groups including those with Special Educational Needs and Disabilities, Children in Care/those known to Children Services.
<b>IMPACT ON SPECIFIC WARDS</b>	Yes/No	Borough-wide impact.

## **PART B) – ADDITIONAL INFORMATION**

### **4. INFORMATION**

- 4.1 The proposed 10 by 10 initiative will be delivered through a joint approach with key stakeholders; schools, community services, education services, local charities, parish and town councils and other third sector organisations. This will be achieved via the establishment of a project group, including education and skills services, communities and neighbourhood teams.
- 4.2 The project will be informed by what is currently on offer, with any gaps in service being identified and resolved through the implementation of a new offer.
- 4.3 Examples of activities already delivered by the council that support the ten by ten ambition include access to Arthog Outdoor Education, Music Service, Bikeability programme, Swim4life, Free swimming and Free Library Cards for children.
- 4.4 An additional £300k has already been secured to significantly increase the number of free places on our learn to swim programme for families on low incomes over the next 4 years. This will be through a combination of crash courses during the school holidays and the 13-week learn to swim course. This will supplement the wide range of concessions already available to local residents to ensure swimming is an affordable activity for all, including free swimming for everyone under 25.
- 4.5 We will develop a consistent marketing approach, with clear branding under the banner *ten by ten*. We intend to create a webpage that describes what we are trying to achieve and promote the existing provision, to advertise opportunities, design posters, consider charters, create a kitemark, develop awards, brochures and stickers that engage children to track their progress and celebrate achievement of *ten by ten*.
- 4.6 It is suggested the project is divided into separate phases. By the end of March we propose to launch the borough wide ambition. Phase 1 will map and promote the existing offer. Phase 2 will focus on developing activities that fill identified gaps.
- 4.7 Phase 1:

- Map existing provision across the borough with regard to the ten activities (Appendix 1 provides an initial version of the provision map).
- Review access for those from disadvantaged backgrounds and those in special groups considering how to remove barriers to their involvement.
- Work with Corporate Communications to develop an effective marketing campaign.
- Proposed timescale April - June

#### 4.8Phase 2

- Work with stakeholders to develop the offer, potential roll out of grants where appropriate/required. These will consider long term sustainability of projects.
- Proposed timescale June – March 2023.

### 5. **IMPACT ASSESSMENT – ADDITIONAL INFORMATION**

Not applicable

### 6. **PREVIOUS MINUTES**

Not applicable

**Report prepared by Simon Wellman, Director Education and Skills,  
Telephone: 01952 381008**

Appendix 1

<b>Ten by Ten: Developing Provision Map showing activities across Telford and Wrekin</b>				
<i>Team sports</i>	<i>Play an instrument</i>	<i>Learn to swim</i>	<i>Drama/performing arts</i>	<i>Seaside &amp; countryside</i>
<ul style="list-style-type: none"> <li>-Crossbar Coaching</li> <li>-Healthy Happy Holidays</li> <li>-Local teams</li> <li>-Town park - Rugby club</li> <li>-After school club</li> <li>-cost support</li> <li>-AFC Telford improved offer</li> </ul>	<ul style="list-style-type: none"> <li>-Music Service</li> <li>-In Harmony Scheme</li> <li>-Theatre events at The Place</li> <li>-PODs activities</li> <li>-Instrument donation point to distribute to schools</li> <li>-Expand In Harmony</li> <li>-Activity where YP build musical instruments</li> </ul>	<ul style="list-style-type: none"> <li>-Swim4Life</li> <li>-School swimming</li> <li>-Free swimming 0-25</li> <li>-My Options</li> </ul>	<ul style="list-style-type: none"> <li>-Nativity plays in schools</li> <li>-Music service</li> <li>-Oakengates 'The Place' drama groups</li> </ul>	<ul style="list-style-type: none"> <li>-Arthog Schools</li> <li>-Forest Schools</li> <li>-National Trust</li> <li>-Friends of Apley Woods</li> <li>-Tickwood</li> <li>-John Muir Award</li> </ul>
<i>Museums/galleries</i>	<i>Camping/overnight residentials</i>	<i>Ride a bike</i>	<i>Debating</i>	<i>Use a library</i>
<ul style="list-style-type: none"> <li>-Childminders - visits to Ironbridge</li> <li>--National Trust</li> <li>-Subsidised opportunities for parents to access Ironbridge &amp; museums</li> <li>-Offer passes to families through schools</li> <li>-Parent Opening Doors activities/free passes</li> </ul>	<ul style="list-style-type: none"> <li>-Arthog Outreach</li> <li>-Sky Reach high Ropes</li> <li>-Duke of Edinburgh</li> <li>-Scouts have a permanent campsite at The Wrekin</li> <li>-Lawley trust</li> </ul>	<ul style="list-style-type: none"> <li>-Bikeability Cycle Proficiency</li> <li>-Learn to ride schemes</li> <li>-Sports &amp; Leisure</li> <li>-Help with access to bike to take part</li> <li>-Bike hire in town park</li> <li>-'Cycle to School week'</li> <li>-Bike swap/exchange for families needing new/bigger bike (to be)</li> </ul>	<ul style="list-style-type: none"> <li>-PHSE curriculum</li> <li>-Opportunity such as 'Shout out for SEND'</li> <li>-Debating group at library</li> </ul>	<ul style="list-style-type: none"> <li>-Free Library Cards</li> <li>-Mini library House 1</li> </ul>