



South Tyneside Council

MAX Card Summary Report May 06



South Tyneside Culture and Leisure
MALAP Sub group

South Tyneside Children & Young
Peoples Services



This short summary report seeks to outline the progress of the MAX card scheme for the year 05/06 and details the usage and overall costs for the scheme.

Introduction:

MAX stands for maximum opportunities and the project aims to widen access to museums and heritage, support learning, raise young peoples aspirations and to encourage inclusive, fun family days out. It also aims to increase excluded young people's access to the creative arts and support their education as well as helping widen access to some leisure activities.

It is targeted at those young people who receive a service from children's social services e.g. Looked after children, Children in Need, young carers, those children registered with the STAN network and some involved in the STEP program.

MAX card Northeast is co-ordinated by a regional steering group with representatives from the 9 local authorities and is facilitated by MLA NE (formerly NEMLAC). Each local authority manages it's own scheme.



South Tyneside MAX card is administered by Lee Taylor (Young People's Engagement Officer) and managed through the Culture and Leisure Sub group of the MALAP.

The scheme was the first in the country and began in May 2002. South Tyneside Social Care and Health Executive initiated it in partnership with the North East Museums, Libraries and Archives Council (NEMLAC), Culture North East, as well as Durham, Sunderland, North Tyneside and Gateshead local authorities. Four years on and the scheme has proved so popular that all the authorities in the North East (except Darlington) have joined.

MLA NE (previously NEMLAC) has also championed the scheme in Cumbria and Yorkshire and MAX card is now in it's second year in both of those authorities. MAX card is now a nationally recognised (and praised) scheme and the MAX card steering group was recently contacted by the DFES to see how the scheme can link into the forthcoming "youth opportunities card".

Each young person receives their own MAX card and is entitled to **free entry** to 59 museums, galleries and heritage attractions across the north east, these are all identified in the accompanying leaflet that is sent out with the cards.

In addition to this, MAX cardholders in South Tyneside have the additional benefits of free access to swimming at Temple Park and Hebburn swimming

pools and a discount at the Customs House and Atlantic Antics (soft play provider).

Example of venues included in the scheme:

Seven Stories	Wildfowl and Wetlands Trust	Hartlepool Maritime Experience	Lindisfarne Castle
Bellingham Heritage Centre	Lady Waterford Hall	Centre For Life	Blue Reef aquarium
Bedes World	Souter Lighthouse	Hancock Museum	Alnwick castle and gardens

* These are examples only there are 59 venues involved in the scheme including Beamish Open Air Museum (available for free entry during the October half term holidays only).

Information about Max Card distribution, 2004/2005/06

Each authority involved with the scheme is provided with a number of cards according to their individual needs. The breakdown of cards in South Tyneside can be seen below.

Local Authority / Provider:South Tyneside Children's Services

Number of cards received by Local Authority from NEMLAC	1,500
Number of cards distributed	1424
Types of people who receive Max Cards (and numbers of people in each category, if known)	Looked after Children + Carers and own children. (400) Young Carers and families. (321) Disabled Children and families (703) Children In Need (30) South Tyneside Early Prevention (60)
Number of cards held by staff for use with various young people	Project for Looked After Children's Education (10) Contact Centre (10) Children's home staff (24) STEP (20) Young Carers Project (6)

Each young person is entitled to one card plus an additional five cards for family members, carers or other members of the household. In this way MAX card encourages family visits and seeks to include people in the scheme regardless of their family background or circumstances.

Visitor Numbers by Region

Each MAX card has an individual identifiable number. These are recorded upon entry at a venue. Each venue is then asked to provide details of visitor numbers and the individual i.d. numbers - in this way the use of the cards can be recorded across the region.

The number of visits per authority can be seen below:

Total number of visits recorded per authority April 05 – April 06 *

Authority	Number of Max Cards held	Number of Max Cards distributed	Number of visits made
Newcastle	1,200	1,053	220
Sunderland	2,300	1,520	413
South Tyneside	1,500	1,424	554
North Tyneside	1,860	?	663
Gateshead	1,500	?	170
Northumberland	4,000	?	1032
Redcar & Cleveland	1,000	?	117
Hartlepool	1,000	?	64
Durham	1,000	?	66
Connexions Newcastle	125	?	7
Connexions G'head	125	?	0
Connexions N Tyneside	125	?	54
Connexions S Tyneside	125	?	1
Connexions Sunderland	125	?	15
Barnardos	400	?	34

Total for region = 3410

*** It is important to note that these figures are a minimum and should only be seen as guide to the actual visitor numbers. Some of the venues are free and so do not record the number of visitors and many of the venues do not send accurate visitor details. This is being explored further with individual venues.**

As mentioned previously South Tyneside's card holders have a number of additional benefits including Swimming at the borough's leisure centres – a breakdown of individual visits can be found below:



Temple Park Swimming Visits Hebburn Baths Visits

Month	Number of Visits	Month	Number of Visits
January 05	No record	January 05	111
February 05	No record	February 05	118
March 05	347	March 05	35
April 05	345	April 05	129
May 05	222	May 05	62
June 05	465	June 05	123
July 05	504	July 05	134
Aug 05	609	Aug 05	151
Total	2492	Total	863

Overall Total for Swimming Visits: 3355

Breakdown of Budget for 05/06

The budget for the MAX card scheme is made up from contributions from the Local Authorities and the other organisation's involved.

INCOME (Billed to LA Social Services and other agencies)

£4,000 x 8 LA = £32,000

£1,750 x 1 LA = £1,750

Total income = £33,750

Reserves = £8,500 (under spend from 04)

TOTAL BUDGET = **£42,250**

EXPENDITURE

Description of spend	Predicted	Actual
Reimbursements to venues	£28,000	£30,042.98
Printing costs (vouchers, booklets, cards etc)	£6,600	£6,600
Marketing –window stickers, posters, flyers	£2,000	209.50
Additional cards (2000)	£1,500	1,560
TOTAL SPEND 05/06	£38,100	£38,412.48
20,000 Max Cards for 06/07	£3,600	£3,600
7,000 booklets for 06/07	£3,420	£3,420
7,000 vouchers 06/07	£1,318	£1,318
20,000 passports for 06/07	£3,969	£3,969
Overall TOTAL SPEND	£47,119.48	£42,250

So this means for 05/06 MAX card was £4,869.48 overspent BUT materials for current year were taken from 06/07 budget.

Projected income for 06/07

£4,000 x 8 LA = £32,000

£1,750 x 1 LA = £1,750

£5,000 x Connexions = £4,000 to be negotiated

£2,000 x Barnardos= £2,000

Total Projected income = £39,750 estimate

MAX card wider developments 05/06

South Tyneside was at the forefront of MAX card developments in 04/05 and the regional steering group has now adopted many of the projects undertaken to develop the scheme regionally.

These include:

Quarterly MAX card newsletters

These inform MAX card users of forthcoming events and attractions and seek to publicise the scheme to those who do not make full use of the benefits the card brings. This also provides a means of evaluating the scheme as questionnaires can be included.



MAX card posters and flyers

Sent out to card users reminding them of the benefits of the scheme and places that accept the cards.

MAX card Fun Days

The Max Card fun day was held on 25th October at Temple Park leisure centre in South Tyneside. Over 100 young people and parents/carers attended the day. The day was organised by The Culture and Leisure Sub group of the Multi-Agency Looked After Partnership. The MAX card Fun Day was organised to bring together young people who normally may face exclusion from, or lack confidence to attend, universal services and cultural provision. The sub group put together a range of activities intended to give the young people a taste of something and hopefully try it out again, in the future.



MAX Card Evaluation Results

A MAX Card consultation and evaluation project was conducted in Jan 05 to find out what users in South Tyneside thought of their MAX cards. A summary of the results can be found below.

What is your overall opinion of the MAX card scheme?

It's Fantastic!	57%
It's Good!	39%
It's Okay but could be better!	4 %
It's not very good!	0%
It's Terrible!	0%

Please tell us which venues you have visited in the last year.

Most popular venues were:

Swimming

Blue reef aquarium

Life Science Centre

Alnwick castle and garden

Washington Wild Fowl trust

Arbeia Roman fort

Did you enjoy visiting these places?

Yes 100%

No 0%

What is your favourite MAX Card Venue?

Most popular venues were; **Swimming and Life Science Centre**

What other things can we do to improve the MAX card scheme?

Answers included; **Give cards to wider family members, discounts on outdoor activities e.g horse riding or climbing, increase the number of venues, allow friends to have cards, more publicity about cards and venues, put photo id on cards, make 1 card admit two people.**

Approximately how often do you use your MAX card?

More than once per week	7%
Once per week	40%
Once or twice per month	40%
Less than once per month	11%
Just in the holidays	2%

What would encourage you to use your MAX card more often?

Answers included; **Good as it is, more local venues, more availability, clearer instructions, maps to get you to venues, more free stuff**

Some Comments From Users:

“I couldn’t afford to visit half these places without MAX cards”.

“I go swimming every week with my MAX card – I’ve never been so much in my life!”

“Max card allows us to go places that suits everyone in the household one week we can go to a historical building the next week a museum or even the aquarium – not to mention the swimming.”

“I love MAX cards – my friends are all jealous!”