ANDOVER TOWN COUNCIL
Community and Events Committee

Item No. **10**

Produced for: Community & Events Committee	**By:** Community and Events Officer/Town Clerk	**Date of Report:** 22nd September 2026

1. Purpose and Background

To update Members on the delivery, participation and community impact of the 2026 U-Choose Holiday Activity Card Scheme, funded by Andover Town Council and delivered between 23rd July and 3rd September 2026.

Following a successful Easter 2026 pilot in two mainstream secondary schools, Members expanded eligibility for Summer 2026 to primary schools and non-mainstream primary and secondary schools. For a nominal £5 card, young people could access swimming, bowling, laser tag, crazy golf, glo golf, court hire and arcade sessions, with the Council meeting the remaining cost. A new dedicated U-Choose website landing page gave residents a single place to check availability and book.

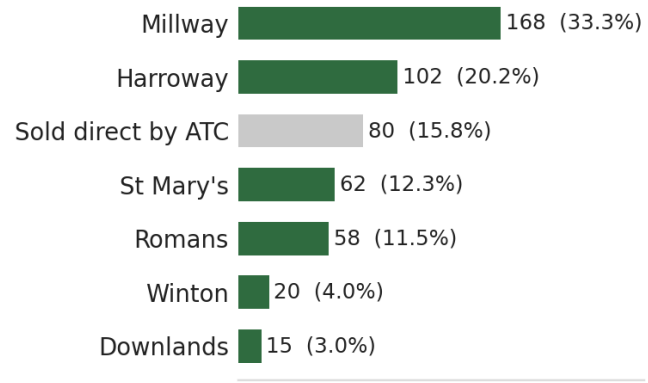
2. Summer 2026 at a Glance

505	948	1.88	501	£4,369	36.6%
cards sold	activity sessions redeemed	sessions per card	food and drink redemptions	net cost to Council	of cost recovered

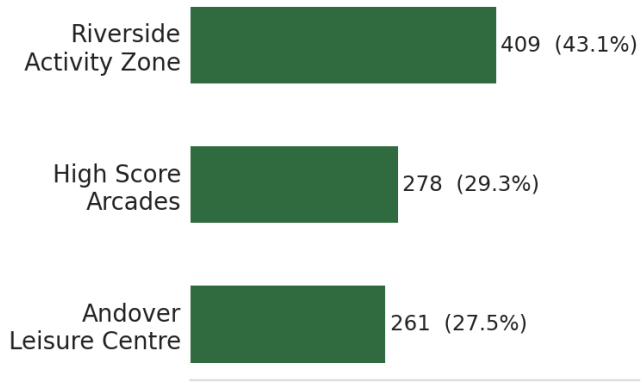
3. Reach and Participation

Uptake was recorded in every Andover ward, with Millway accounting for around a third of all cards sold and strong take-up in Harroway and St Mary's. Bowling at Riverside Activity Zone was the single most popular activity. The card was also used 501 times for a drink or snack, almost one for every card sold; every beverage allocation at Riverside Activity Zone was claimed and a large proportion of the Andover Leisure Centre offer was redeemed.

Cards sold by ward (505 total)



Activity sessions by venue (948 total)



4. Community Impact

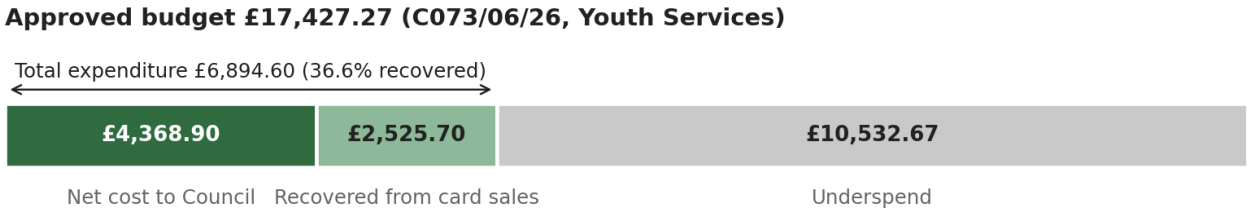
Hampshire Police data (supplied by Sergeant Tyrone Tapper) shows notable reductions in anti-social behaviour (ASB) across Andover over the summer:

14.7%	40.3%	56%
reduction in overall ASB, May to August 2026	reduction in ASB in July 2026	reduction in cannabis-related ASB, June to July 2026

ASB trends have many contributing factors and a direct causal link cannot be shown. However, the reductions coincided with the scheme's delivery period and support the case that U-Choose contributed to a safer, more

positive summer for young people. More than 260 responses to the Andover Youth Survey provide an evidence base for developing the scheme further. (Feedback sheet and school information documents available on request.)

5. Financial Summary



The full summer programme was delivered for a net cost of £4,368.90, around a quarter of the approved budget, with card sales recovering 36.6% of expenditure. The underspend of £10,532.67 shows the scheme is cost-effective and leaves headroom to expand delivery within the existing budget envelope.

6. Proposals for Future Development

Officers recommend that the Committee agree, in principle, to the continued development and expansion of the scheme, building on the following areas:

Area	Proposal
Easter 2027	Deliver U-Choose again in the Easter 2027 school holidays using the same proven model.
SEN accessibility	Work with venues so every school can access SEN sessions, including quieter or adapted activities and, where not already available, dedicated SEN swimming at Andover Leisure Centre.
Activity offer	Explore the additions most requested in feedback: clip and climb at Andover Leisure Centre, cinema access through a local cinema partner, and creative and arts-based activities.
Food and drink	Move from the current snack option toward a more substantial choice, such as a sandwich or toastie with a canned drink, and explore a sweet treat and drink option with local businesses.
Digital access	Improve online booking with venues and communication through schools and partners, building on the new landing page.
Future funding	Establish a dedicated U-Choose budget line of up to £25,000 per annum to fund more activities and venues, enhanced food and drink, SEN-specific opportunities and wider reach, subject to a detailed proposal (Recommendation 3).

7. Conclusion

U-Choose delivered real social, wellbeing and financial value for Andover families in Summer 2026, reaching every ward at a modest net cost and coinciding with a marked fall in anti-social behaviour. Continued investment would allow the Council to build on a strong first full year and extend these benefits further.

8. Officer Recommendation

It is recommended that the Committee:

1. **Note** the delivery, participation and community impact of the 2026 U-Choose summer programme, delivered between 23rd July and 3rd September 2026.
2. **Agree in principle** to the continued development and expansion of U-Choose for future school holiday periods, including Easter 2027 and Summer 2027.
3. **Instruct Officers** to explore the expansion opportunities set out in this report and bring a further report to a future Committee meeting with a detailed proposal and budget, up to £25,000 per annum, for recommendation to Full Council.