

A Draft Play Strategy for  
Children & Young People  
in South Derbyshire

2007 – 2010

CONSULTATION DOCUMENT

Prepared by Groundwork Derby & Derbyshire for:

Leisure & Community Development Department  
South Derbyshire District Council  
Civic Offices  
Civic Way  
Swadlincote  
DE11 0AH

## Contents Page

1. Foreword.....	3
2. Introduction.....	4
2.1 Purpose	
2.2 Scope	
2.3 What is Play?	
2.4 Our Vision for Play	
3. Making a case for Play.....	6
4.1 The importance of Play	
4.2 The contribution Play makes to other agendas	
4. Context.....	8
4.1 Profile of South Derbyshire	
4.2 Play in local, county, regional and national strategic contexts	
5. Current provision for Play.....	13
5.1 Audit methodology	
5.2 Findings - Analysis of provision vs needs	
6. Community Engagement & Consultation.....	15
6.1 Approach to consultation	
6.2 Consultation Summary	
6.3 Balancing Risk: Safe Play	
7. Audit to Strategy .....	18
7.1 Play Policy statements	
8. Action Plan.....	23
8.1 Action Plan: targets, timescales and delivery	
9. Evaluation.....	33
9.1 Monitoring and Review	
9.2 Performance Indicators	
10. Appendices.....	35
10.1 Appendix 1: Play Strategy links to SDDC Corporate Plan	
10.2 Appendix 2: Play Strategy links to South Derbyshire Community Strategy	
10.3 Appendix 3: Consultation report	
10.4 Appendix 4: recommendations from PPG17 Open Spaces Plan	
10.5 Typologies for Play	
10.6 Governance structure	

1. Foreword

Cllr Kevin Richards, Portfolio holder for Play

Where were your favourite places to play when you were a child? How important was play time to you when you were growing up? Did you like to climb trees, make dens, ride bikes, play tag or just chat to your friends?

Times may have changed, but the basic play needs of children have changed very little. The opportunity for Play is something we all may take for granted, but with increasing pressures on land, budgets and resources, and social and physical barriers to accessing play opportunities there is a danger that the provision of quality and adequate play provision is in decline. Continuing decline in investment will have detrimental consequences on the social, psychological and emotional development of children and young people.

In South Derbyshire, the Council and its partners have made good provision for play over the years. But there is plenty of room for improvement! With the allocation of £155 million of Lottery money being made available for play nationally, and the need to address issues such as anti-social behaviour and childhood obesity to which play makes a valuable contribution, the time has at last come for Play to be raised up the political agenda.

As part of the BIG Lottery Children's Play Fund South Derbyshire District Council has been offered £200,000 to spend on Play projects over the next three years. The allocation of the money is dependant on the development of a Children's Play Strategy and the successful submission of a Play Projects Portfolio, which accompanies the funding application.

The Play Strategy is a partnership document and provides a strategic framework and direction for the provision of Play for Children and Young People aged 0-19 years old across South Derbyshire by all public, private, voluntary and community sector organisations, groups and agencies.

It is a three-year strategy, and has an accompanying Action Plan which identifies how the strategy will actually be delivered on the ground. The Action Plan will be regularly reviewed and evaluated to ensure it remains appropriate and relevant to the needs of children and young people in the district.

Thankyou for reading this document. I hope it inspires you to join with our vision to help make Play better for every child and young person in South Derbyshire!

Cllr Richards

If you would like this document in another language, or if you require the services of an interpreter, please contact us.

It is also available in large print, Braille or audio format upon request.

Tel: 01283 595795

Email: [customer.services@south-derbys.gov.uk](mailto:customer.services@south-derbys.gov.uk)

## 2. Introduction

### Purpose

This document sets out the Children's Play Strategy for South Derbyshire. Its' purpose is to establish a strategic framework and direction for the next three years for all matters relating to play within the District. It sits within the context of the Play Policy for Derbyshire: Planning for Play (Derbyshire County Council), responding at a local level to the key policies and joint priorities contained within the County-wide document. This strategic framework will provide for practical delivery of projects and programmes; ensure that all types of play provision will be of a consistent quality and coverage across the district; and is a direct response to consultation with children, young people and our partners.

### Scope

The strategy development and production comprises four stages:

1. to audit and examine the current levels of play provision on offer within South Derbyshire, thereby setting a benchmark for the evaluation of new initiatives and projects delivered by the strategy
2. to consult with play users and play providers, thus providing the evidence of need to inform the strategy and subsequent action plan
3. the production of Policy Statements, with a supporting Action Plan – a set of deliverable outcomes/outputs set within a timescale for the delivery of the strategy objectives, against which delivery of the Play Strategy can be reviewed, monitored and evaluated
4. the establishment of a Play Partnership – a collective of representatives from public, private and voluntary/community sector organisations who will direct and steer the development and delivery of the Play Strategy over its lifetime

This document will seek to directly benefit all children and young people in South Derbyshire between the ages of 0-19 years old.

All aspects of Play are included for in this strategy, from the traditional fixed play sites and natural play areas; to mobile play facilities; playschemes and workshops; out-of-school clubs, soft play facilities and creative activities such as art and dance; and informal, formal, supervised and unsupervised play opportunities.

## [What is Play?](#)

"Although we all recognise it when we see it, play is difficult to define"  
(extracted from Mayor of London: Guide to producing Play Strategies)

"Play is freely chosen, personally directed, intrinsically motivated behaviour that actively engages the child. Play can be fun or serious...Through play, children explore social, material and imaginary worlds and their relationship with them, elaborating all the while a flexible range of responses to the challenges they encounter. By playing, children learn and develop as individuals and as members of the community"

(adapted from 'Best Play – what play provision should do for children' NPFA/Playlink/Children's Play Council, 2001)

"Play is for all, regardless of age, ability, ethnicity, disability, gender, or where they live. It applies anywhere, anytime and is something that a person does for the fun of it"

Derbyshire Play Partnership Forum

The South Derbyshire Play Partnership agree that:

"Play is the result of children's need to express themselves and explore their world, testing boundaries and taking measured risks. Play is personally motivated, and driven by the child, resulting in immeasurable benefits for the child's physical, psychological, emotional and social development. An adult's role should be to create the right environment for play to happen in, not to direct its purpose and outcome"

When children and young people were asked to describe what best defined Play to them, the responses were:

- Fun
- Adventure
- Excitement

Riding bikes; hideaways and dens; playing ball; talking with friends; made-up games; exploring; laughing; climbing trees and imagination also scored highly. It is important to remember the needs of the children and young people in providing for play, so elements of Fun, Adventure and Excitement should be intrinsic in the full range of Play opportunities on offer.

## 2.4 [Our Vision for Play](#)

To improve the quality, range and provision of play opportunities for every child and young person in South Derbyshire.

## 2.5 [Mission Statement](#)

Every child has a basic right to engage in play and to have access to appropriate play provision. The play needs of children and young people will be identified through direct consultation with children and young people; met through working in partnership with public agencies, voluntary and private organisations and local communities; and at all times directly contributing to the 5 outcomes of the Children's Act.

### 3. Making a case for Play

#### 3.1 [The Importance of Play](#) (extracted from DCC Play Policy: Planning for Play)

Play is essential to children's happiness, health and development. The UN Convention on the Rights of the Child, 1989, gives all children the right 'to rest and leisure; to engage in age-appropriate play and recreational activities...'.

There is increasing evidence, however, that children's play opportunities are under threat. Many children and young people, particularly in our cities, do not have the degree of freedom or access to the spaces and environments – physical and social – that they need to play. The consequences – real and potential – both for their immediate quality of life and for their long-term health and development are serious. (extracted from the Mayor of London's Guide to writing Play Strategies)

Play is a fundamental part of childhood development. Through play, children are able and encouraged to explore their relationship with their world, their surroundings and others. Children can play alone or with others, and in a multitude of settings and environments. It is most prevalent at a crucial stage in their personal, social, psychological and emotional development and should be encouraged and nurtured, and given time and space to happen.

The New Charter for Children's Play outlines some of the benefits of play:

- Play promotes children's development, learning, creativity and independence
- Play enables children to learn communication, negotiation and listening skills
- Play keeps children healthy and active
- Play fosters social inclusion
- Play allows children to find out about themselves, their abilities and their interests
- Play is therapeutic and good for mental health
- Play gives children the chance to let off steam and have fun
- Community play facilities can reduce youth crime and vandalism

Best Play: what play provision should do for children provides a further summary of the benefits of play for children, families and communities:

Benefits that are experienced at the time that the child is playing:

- Provides children with opportunities to enjoy freedom, and exercise choice and control over their actions
- Offers children opportunities for testing boundaries and exploring risk
- Offers a very wide range of physical, social and intellectual experiences for children

Benefits that develop over time:

- Fosters children's independence and self-esteem
- Develops children's respect for others and offers opportunities for social interaction
- Supports the child's well-being, healthy growth and development
- Increases children's knowledge and understanding
- Promotes children's creativity and capacity to learn

Benefits of play provision for families and community:

- Helps reduce the involvement of children and young people in anti-social behaviour, in the short term; and plays a part in promoting social cohesion in the longer term
- Supports families and communities, by providing a focus for informal networks of family support, and by allowing children autonomy within an environment which parents feel secure about
- Makes an important contribution, in parallel with education, in developing adults who are creative and effective in the social and economic sphere
- Offers opportunities for exploring cultural identity and difference
- Provides a focus for tackling social exclusion through community development

### 3.2 [The contribution Play makes to other agendas](#)

Play is a fundamental part of childhood. It is so intrinsic to all aspects of a child's development and should never be viewed in isolation. It is inextricably linked to, and underpins, many key agendas and delivers on several different levels.

The benefits play has to offer to:

- Health and Wellbeing: improved access to play opportunities help address issues around childhood obesity
- Education (informal/learning) and intellectual development: through play children learn numeracy, literacy and motor skills through non-formal means
- Safer Communities/Crime Reduction: demonstrable links to youth diversion,
- Liveability (Cleaner, Safer, Greener): improved quality of play spaces
- Every Child Matters and Children's Trusts: Play is intrinsic to and delivers against the 5 key outcomes: Being healthy; Staying safe; Enjoying and achieving; Making a positive contribution; Achieving economic well-being
- Community regeneration and engagement: through consultation
- Social Inclusion: parental responsibilities, playing together,
- Child Poverty: contribution to a child's quality of life, personal & social development and learning experiences
- Cultural Strategies, including Sport & the Arts: close links to sport activities and creative sessions
- Lifelong Learning: training for play workers/volunteers, parental roles and responsibility, education by health visitors and midwives, accreditation and qualifications

4. Context – setting the scene

4.1 [Profile of the local authority area](#)

South Derbyshire covers an area of about 340 sq. km and has a population of approx. 82,000 (2001 Census). It is the fastest growing district in the county, and has below national-average figures for deprivation and unemployment.

- Around 7% of the population live in areas ranked as the most deprived in the country
- 3% of the districts population is from ethnic minority communities – the highest percentage in Derbyshire outside the City
- Approximately 5000 people are in receipt of Council Tax benefits
- 1 in 20 of the district’s population is permanently sick or disabled
- South Derbyshire residents have poorer levels of numeracy and literacy than other areas and fewer people of working age with A-levels and degree-level qualifications

The District is bounded to the west by the Rivers Dove and Trent along the Staffordshire county boundary. The Northwest reaches away towards Ashbourne and the Peak District, meeting with the City of Derby to the north. On its eastern side, the District extends from the River Derwent, south across the River Trent and then along the Leicestershire border. The southern boundary is shared with Leicestershire, Warwickshire and Staffordshire, formed in part by the River Mease.

The town of Swadlincote is the principal administrative and commercial centre. The rest of the District is mostly rural in character with areas of Green Belt between Swadlincote and Burton-upon-Trent and to the south east of Derby. Extensive tracts of countryside are interspersed with small villages and settlements, some of which (like Melbourne, Repton and Shardlow) are of historic value. Agriculture continues to be important throughout large parts of the district.

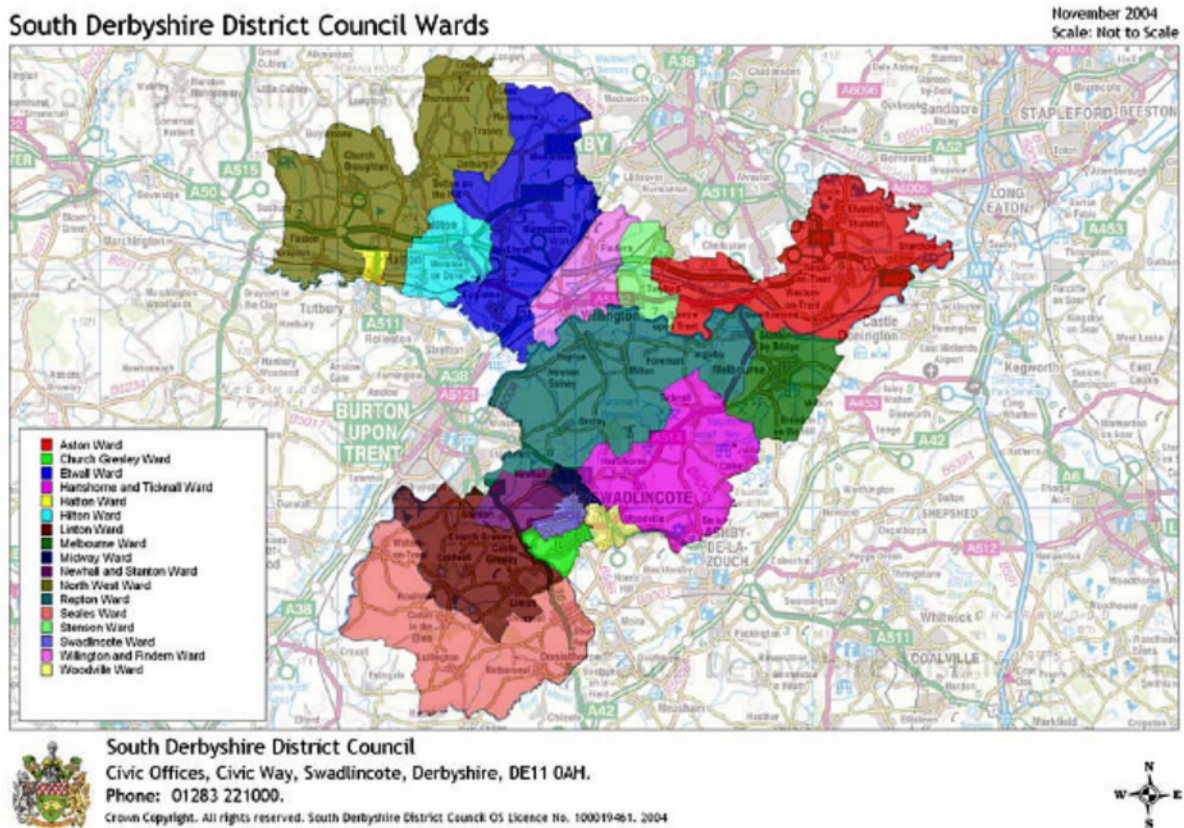
Most of the area to the south of the River Trent, including the town of Swadlincote, has been included within the designated area of the National Forest.

2001 Census, population demographic:

Age	Population	% population
0-4	4,976	6.1
5-15	11,812	14.5
16-24	7,687	9.4
TOTAL	24,475	30

These figures are comparable with County and National trends.

Figure 1.1: Ward Map of South Derbyshire.



## 4.2 [Play in local, regional and national contexts](#)

### 4.2.1 National

In 2002, the DCMS commissioned a research programme into Children's Play by the Children's Play Council. The report highlighted a lack of strategic direction and a long-term decline in investment for the provision of Children's Play. Also identified were the adverse consequences of this in terms of children and young people's physical, emotional and social health. The key recommendation was that there should be a National Play Strategy for England to guide and support local authorities, voluntary organisations, community groups and other local agencies in providing a comprehensive range of free, inclusive spaces and opportunities for children's play.

#### Getting Serious About Play

In 2004, the report of the National Play Review, "Getting Serious About Play" (DCMS) 2004, chaired by Frank Dobson MP, recommended that a targeted strategic lottery programme for play provision should seek to create thousands of free, inclusive play spaces based on the needs and wishes of local children and young people. It recommended that the investment should be long-term, sustainable and strategic, with local authorities being given responsibility for coordinating plans with local partners. In January 2005, the government welcomed this review and its recommendations and announced that a cross-departmental strategic agenda for play would be established. In March 2005, the Big Lottery Fund announced a

£155m fund to be based upon the Dobson recommendations with particular emphasis on strategic development.

### Enjoy and achieve

In addition, the Minister for Children stated that play will receive greater attention within the Every Child Matters inspection framework, as a key aspect of the 'enjoy and achieve' outcome of the change for children programme. More access to active, outdoor play opportunities has also been identified within the Choosing Health Physical Activity Action Plan (DOH), as a key to combating childhood obesity making the play agenda a serious issue for all Councils, Children's Services, Local Strategic Partnerships and Children and Young People's Partnerships.

### Cross departmental national strategy

The Children's Play Council and the Children's Play Policy Forum recommend a cross-departmental national strategy for play that engages with the Every Child Matters, Choosing Health and Cleaner Safer Greener agendas and with other initiatives in the area of community regeneration in order to establish a cohesive programme of long-term investment.

#### 4.2.2 Regional

Currently, there is no lobbying or co-ordinating agency who can offer support on funding and advocacy at regional level with the responsibility for Play, as there is for Sport and Leisure. Play is not considered in this context as a standalone discipline nor does it feature in any of the key regional documents: EMDA business Plan; Regional Economic Strategy; EMRA Integrated Regional Strategy. The Lottery-funded Play England initiative has regional representation and with a 5 year funding proposed to promote best practice and development in Play across England, it is likely that this gap will soon be filled.

#### 4.2.3 County

Derbyshire County Council has developed a Play Policy for Derbyshire, providing a county-wide framework for the development of Play opportunities to which this District level strategy contributes.

Extract from Planning for Play: A Play Policy for Derbyshire:

From April 2006, local authorities are required to produce a Children and Young People's Plan which sets out the local vision for children and young people, a strategic analysis showing how key outcomes will be achieved, and the actions, timescales and costs involved. It links upwards to the community strategy and downwards to other local plans and strategies, including the play strategy, to integrate the delivery of all services for children and young people in the area.

We are going to work with the Children's Trust in Derbyshire, to participate in partnership in order to deliver our aims and objectives through our five key policy statements, which are to:

- Develop a co-coordinated approach to play
- Develop a play service that is accessible to all children
- Develop existing and new opportunities

- Involve children and young people in meeting their needs
- Share resources and ensure the highest quality provision is sustainable and appropriate to local needs

#### 4.2.4 Local

In order to ensure the viability and long-term sustainability of the Play Strategy, the links to key local strategies are critical. If the Strategy does not reflect the priorities and help to deliver against the actions outlined in the Corporate Plan and Community Strategy, then it will be impossible to achieve.

#### Corporate Plan

The Corporate Plan (2006-9) sets out the Council's vision for South Derbyshire along with its plans and priorities for delivering local services. The Play Strategy directly links to two cross-cutting Themes: 'Safer & Healthier Communities' and 'You at the Centre'

Appendix 1 lists the priorities and actions in detail as extracted from the Plan.

#### 1. Safer & Healthier Communities

Since 2000, SDDC has linked work on recreation and leisure to health improvements and community safety agendas:

- Partnership project 'Get Active in the Forest' to provide more opportunities for physical activity across the district
- Community Safety initiative 'Youth Engagement through Sport' designed to distract young people from Anti-Social Behaviour

#### 2. You at the Centre

Consultation across the district identifies:

- Local people are more likely to take part in activities close to their homes
- Need for improved activities for teenagers

A detailed survey of open space, sport and recreation in the district (PPG17 Open Spaces strategy and Action Plan) has been completed, which will help inform the planning and development of facilities.

#### Community Strategy

The Community Strategy (2005-10) is produced by the South Derbyshire Local Strategic Partnership, formed in 2003. The first Action Plan (2005/6) has been successfully delivered and the second sets out actions to be achieved by March 2008. There are 6 broad themes set out in the Strategy. The Play Strategy (and Play Partnership) is represented under the Lifelong Learning and Culture theme group, but there are demonstrable links across to 4 of the other theme groups.

Appendix 2 lists the priorities and action in detail under each relevant theme group as set out in the Action Plan.

#### 1. Creating opportunities for all

Consultation, communication and involvement with local people are fundamental in delivering the Play Strategy and will ensure engagement with all stakeholders, including hard-to-reach groups

## 2. Safe Communities

Although the perception of crime rarely reflects reality, consultation constantly raises the issue of a need for more safe places to play. Linking the Play Strategy to such initiatives as Youth Engagement through Sport and the Community Safety Partnership will enable the delivery of play opportunities to address this issue.

## 3. Healthier Communities

The Strategy will ensure better access to and the provision of improved play opportunities, and also contribute directly to initiatives such as the Community Dance project and Get Active in the Forest. This will help address issues such as childhood obesity and increase participation in physical activity.

## 4. Sustainable Environment

Improvements to existing fixed play provision will have a direct and tangible impact on the quality of open space and parks within the district. The Play Strategy links to PPG17 Action Plan, to also ensure that future provision for play and open space is well-designed, appropriate and adequate.

## 5. Lifelong Learning and Culture

The establishment of the Play Partnership, development and delivery of the Play Strategy and delivery of Play Projects are implicitly listed in the Action Plan, as key outcomes. Through delivery of the strategy, direct contributions are made to the participation rates and satisfaction levels relating to provision, and also through delivering training and supporting existing initiatives.

The positioning of the Play Partnership within the LSP structure gives strong governance to the group and ensures that all actions are thoroughly embedded in the Community Strategy.

The Children's Trust and Children's Centres (more information being prepared)

Extended Schools and Building Schools for the Future (more information being prepared)

Other key local strategies include:

- Children's & Young People's plan (County)
- Cultural Strategy (SDDC)
- Sport, Recreation & Physical Activity Strategy (SDDC)
- Crime & Disorder Strategy (SDDC)
- Open Spaces Development Strategy (SDDC)
- Youth Facilities Plan (SDDC)

## 5. Current Provision for Play

### Local Authority provision

South Derbyshire District Council has a responsibility as a local authority to provide and develop play opportunities for children and young people across the District. Play is embedded within both the Corporate Plan and the Community Strategy, and current service provision covers fixed play sites, play schemes and youth facilities.

Within the local authority, there are a number of departments whose have Play Provision within their remit:

Parks: maintenance and safety checks of 45 fixed play sites (owned by SDDC or Parish Councils), refurbishment of existing and provision of new play sites and youth facilities, through partnership working, open space development and improvement.

Leisure & community development: coordination and operation of youth engagement through sport initiative, consultation regarding the provision of youth facilities, links to Community Safety Partnership including Safer Neighbourhoods and Safeguarding Children, coordination and operation of Summer Playscheme programme, Get Active in the Forest and 5 for £5 days, Community Dance pilot scheme

Planning: provision of new open space and recreation areas in new developments (informed by PPG17 Strategy), GIS mapping of provision in line with population predictions, securing s106 contributions for appropriate play and open space provision

Housing: provision of play facilities within Housing Areas, coordination of tenants panels for consultation and engaging with hard to reach groups e.g travelling communities

Environmental Services: responsibilities for Public Health and enforcement e.g. dog fouling, littering and Neighbourhood Wardens

Catchment mapping for fixed play sites has been carried out as part of the PPG17 Open/Green Space study, illustrating deficiencies in provision in terms of current and projected population figures. This sets an aspirational provision of an additional 16 hectares of play sites to be secured to cope with future population demands across the District. Types of provision have been identified in each of the three zones (north, central and south) as MUGAs, NEAPs and LEAPs, in line with PPG17 typologies, and will need to be secured through the strategic planning of new sites or improvements to existing facilities.

However, the quality of Play Value of these fixed sites has not been evaluated, nor is there a strategic development plan for the refurbishment of these sites. The commissioning of a Play Facilities Plan, with a prioritised Delivery Plan is listed as a priority in the Action Plan.

## 5.2 [Play provision by partners](#)

A large number of partnership agencies and groups from the public, private and voluntary/community sectors are involved in providing for Play across the district. Provision ranges from fixed play sites to out-of-school clubs, playschemes, soft play, youth clubs and mother and toddler groups.

Partners engaged in play projects in South Derbyshire:

Derbyshire County Council: Youth, Children and Young People  
South Derbyshire CVS  
Primary Care Trust  
People Express (community arts organisation)  
National Forest Company  
Forestry Commission  
Get Active & Rosliston Forestry Centre  
Community Safety Partnership  
    Safer Neighbourhoods  
    Beat Officers  
Groundwork Derby & Derbyshire  
SDDC departments  
    Planning  
    Environmental Services  
    Housing  
    Leisure  
Community organisations  
    Old Post Regeneration Association  
    Phoenix  
    Cre8 arts  
Extended schools/community hubs, e.g. Coton-in-the-Elms, John Port Etwall  
Private Sector play  
    Hudys  
    Aurora  
    SLM (Leisure Centre management)

One of the difficulties in establishing the levels of play provision is that there is currently no central database listing all play providers and details of the play opportunities they offer. The CVS have produced a Children's Booklet for Under 5's which lists information for Children's Services including listings for Playgroups/Nurseries/Pre-school/Childminders and Social Activities & Play, and additional consultation as part of this strategy has highlighted where other opportunities exist. The Youth Service has a database listing schemes on offer to young people.

However, there are obvious gaps in coverage and with no central reference point this makes it impossible to audit existing provision. A comprehensive audit and construction of a database of play providers has therefore been listed as a key priority in the Action Plan.

## 6. Community engagement & consultation

### 6.1 [Approach to consultation](#)

Consultation forms a key part of any strategy and is fundamental to ensuring it is relevant to meet the needs of the community and to driving it forward. Done well, it provides an evidence of need; identifies what is being done well - and what isn't; highlights gaps in provision; and ultimately raises the profile of the project and gets it on everyone's agenda. Good community engagement is also crucial to the development of a successful strategy, to ensure the document and resulting action plan meets the needs of all stakeholders and potential users, and to ensure all partners have a 'buy in'.

In terms of identifying consultees for the Play Strategy, the potential audience was split into two distinct groups, each with their own set of needs, issues and ideas.

Firstly, there are the Play Users. These are defined as those who will actually be using the facilities provided by the delivery of the Play Strategy. Essentially, this group is comprised of the children and young people of South Derbyshire. Their opinion and insight is fundamental to successful play provision, as the success of any project is most frequently measured in terms of numbers of users. There is no use in putting valuable resources into play provision which is neither required nor desired, thus creating further gaps in provision and a raft of failed schemes.

Secondly, there are the Play Providers. In any given area, there are a wide range of partners delivering play provision across the district, and South Derbyshire is no different. There are a multitude of representatives from the private, public and voluntary/community sectors, all who need to be engaged in the development of the strategy. Many of these partners experience significant barriers in providing for play, which ultimately impacts on the quality and quantity of play provision. They also have ideas for projects or initiatives which have come as a result of direct consultation from their users, but may require support in seeing them to fruition.

The outcomes from the consultation is summarised below. Full results and analysis are provided in more detail in Appendix 1.

### 6.2 [Consultation Summary](#)

A number of consultation projects have been undertaken by SDDC and partners since 2005 which provide sound evidence of need to support and inform the Play Strategy.

- Youth Needs Survey
- Junior Needs Survey
- Youth Opportunities – How to spend a Million
- "Have Your Say"
- Citizens Panel survey
- Children's Play survey
- Playing for Real – Natural Play
- Play Partnership event

## SOUTH DERBYSHIRE CHILDREN'S PLAY STRATEGY – CONSULTATION DRAFT

In total, approximately 3000 responses have been received from children, young people and play providers in relation to the various Play-related consultation exercises since 2005. The information has been collected using a range of means by a variety of partners from all sectors, including schools, after-school clubs, play-schemes, and youth clubs. This provides crucial baseline information to establish an evidence of need, which will underpin the Play Strategy.

There are some key trends emerging from the consultation. These relate to play provision in its widest sense, but also to wider social issues, which appear to be having negative impacts on the usage and popularity of what is provided for in terms of Play.

In order to begin shaping future provision for play, it is necessary to establish mechanisms and initiatives which may help overcome the barriers to provision, and also to help develop ideas and opportunities which have been identified through the consultation process.

This, of course, needs to be led by feedback from the play users and by interpreting their responses to inform any action plan. It is important to also remember that the play providers are also conduits for feedback gathered through informal networks, informed by demand and need as identified by the communities they represent.

### Play Users:

- More and better play grounds
- More places to hang out (teen shelters)
- Safer places to play
- More mobile sessions
- More playschemes
- Address social barriers (ASB, bullying, drugs, personal safety)
- Create places that encourage Fun, Adventure and Excitement
- Investigate opportunities for natural play

### Play Providers:

- Help with consultation (esp. hard to reach groups)
- Coordination and communication of programmes/initiatives
- Sharing best practice
- Signposting, training and advice
- Better promotion and marketing for Play opportunities
- Help with fundraising
- Education (how to play for parents and children!)
- Safe travel plans
- Post installation support – events programme, coaching, creative play sessions
- Involve schools more (incl. extended schools as community hubs)
- Pilot schemes – test out new ideas, evaluate and roll out if successful
- Capacity-building and support for providers – assistance in, e.g consultation, fundraising, delivery and maintenance

## 6.2 [Balancing Risk: Safe Play](#)

Consultation has demonstrated that children and young people placed a high priority on safe places to play. This not only means ensuring that equipped play areas are maintained to the required standards, but above all, play areas should be socially safe and free from the fear of attack, intimidation or bullying.

All too often, children and young people who play and use public spaces are perceived as a threat by the general public. The Play Strategy should enable provision for children to experience acceptable risk and overcome challenges, within an atmosphere of support and acceptance. Play provision that does not cater for this need could fail and children will seek their thrills elsewhere. A degree of managed risk in play provision is therefore essential.

The Law requires providers to assess and manage risk and adopt strategies to minimise accidents and injuries. This can sometimes lead to play environments that offer little real challenge or enjoyment and the development of often sterile and unstimulating play spaces. Not only can this be a poor use of resources but has led to the development of large and expensive facilities that are often underused by children and become a target for vandalism and abuse. Accidents cannot be eliminated. Indeed, it can be argued that falls and scrapes in childhood are not accidents at all, but part of growing up, learning about boundaries and how to manage risk. Both the Health and Safety Executive (HSE) and the Courts widely accept this principle.

Fundamental to the development of South Derbyshire's Play Strategy is the need to ensure that policies and risk management procedures provide the right balance between children's needs and wishes and providers concerns about having a robust defence against claims for negligence. Sensible health and safety is about managing risks, not eliminating them all. The HSE has stated that it not in the business of stamping out children's simple pleasures.

"We recognise the benefits to children's development of play, which necessarily involves some risk, and this shouldn't be sacrificed in the pursuit of the unachievable goal of absolute safety."

Health and Safety Executive 2005

## 7. Audit to Strategy – Play Policy Statements

Informed by the audits and consultation, and linking into key strategic documents and priorities, a series of Play Policy Statements have been developed. These set out the core objectives for the Play Strategy and will be the reference point for all action and delivery plans arising from the strategy.

Nine Play Policy Statements have been identified:

1. Strategic approach to Play
2. Safe Play
3. New & Improved Play opportunities
4. Promoting Play
5. Quality & Equity
6. Training & support
7. Maximising resources for Play provision
8. Accessibility & Inclusivity
9. Evaluation

### PP 1: STRATEGIC APPROACH TO PLAY

**OBJECTIVE:** To ensure the Play Strategy is adequately linked to wider local, regional and national strategies and is an effective tool for delivering good quality, appropriate play opportunities across South Derbyshire.

#### CONSIDERATIONS

- Demonstrate direct links to LSP & LAA objectives and targets and reflect priorities set out in County-wide Children & Young Peoples plan and Derbyshire County Council Play Policy
- Consider District, County and Regional priorities and National context for Play
- Governance structure – Play Partnership sits within LSP to ensure appropriate governance and steering
- Ability to inform/influence budget allocations
- Commitment needed by all parties to delivering the Action Plan
- Need for a coordinated approach to Play Provision by all partners

#### PRIORITIES FOR ACTION

- Establishment of cross-sector Play Partnership with clear terms of reference
- Play Partnership to meet regularly and evaluate, monitor and review delivery of strategy
- Action Plan developed, approved and signed up to by all stakeholders

## PP 2: SAFE PLAY

**OBJECTIVE:** To provide children and young people with safe places to play throughout the District

### CONSIDERATIONS:

- Safety applies to both outdoor (fixed play sites, mobile sessions) and indoor (soft play, outreach sessions) provision
- Ensure strategy links to community safety partnership (Safer South Derbyshire), enforcement, neighbourhood watch and neighbourhood wardens,
- Ensure CRB checks for play workers – admin support via Council
- Appropriate training for play providers
- Regard to minimum standards for youth/community work,
- Safeguarding children standards
- Appropriate siting of play facilities
- Wider issues such as landscaping, lighting and informal surveillance
- Consultation at local level to ensure community support
- Regular maintenance checks for fixed sites
- Check insurances in place

### PRIORITIES FOR ACTION

- Establish links with Safer South Derbyshire CSP and local neighbourhood watch teams: ensure play areas are covered by beat teams
- Carry out local consultation for fixed play sites to ensure all issues taken into account
- Promote good practice

## PP 3: NEW & IMPROVED PLAY OPPORTUNITIES

**OBJECTIVE:** To support the development of new play opportunities and the continuing improvement of existing provision across the district

### CONSIDERATIONS:

- Audit needed to identify gaps – of both fixed play and outreach provision
- Strategic approach to refurbishment of existing fixed play sites needed
- More and better provision required (consultation)
- Ensure existing provision is adequately supported, maintained and improved as necessary
- Advocate for fair allocation of resources
- Demonstrate evidence of need, appropriate provision and location
- Geographical location assessed by site audit and consultation with potential users
- Ensure additionality, not replacement of existing services
- Play Value important on fixed sites
- Play events e.g. lads & dads days, family days to engage all community
- Provision of creative sessions, e.g. storytelling
- Expand current playscheme provision

#### PRIORITIES FOR ACTION

- Identify and prioritise gaps in provision across all areas of play
- Commission the production of a Play Facilities Plan
- Play Audit of outreach provision
- Links to PPG17 Action Plan
- Work with partners to coordinate and deliver play opportunities as required
- Identify and allocate necessary resources
- Promote Natural Play
- Playground markings (school grounds and community settings)
- Storytelling and creative writing sessions

#### PP 4: PROMOTING PLAY

OBJECTIVE: To raise the profile of Play, encourage greater awareness of the importance of Play and improve the promotion of Play opportunities across the District

#### CONSIDERATIONS

- Emphasise the importance of play in children's development to those with decision-making powers (political)
- Working with planners to ensure appropriate provision for play, e.g considering alternative uses for industrial units
- Benefits of play contribute to social inclusion, health, community regeneration, every child/youth matters, crime prevention and liveability agendas (social)
- Engage with parents – vital role
- Co-ordination of play opportunities

#### PRIORITIES FOR ACTION

- Produce Marketing plan
- Produce a coordinated, branded and appropriate range of marketing materials for the promotion of children's play opportunities
- Allocate appropriate resources for marketing and promotion
- Play Partnership to be central focus for promotion
- Use website to highlight opportunities

## PP 5: QUALITY AND EQUITY

OBJECTIVE: To strive for a consistently high quality and equitable standard of provision of Play opportunities across the district

### CONSIDERATIONS

- Apply minimum standards,
- Consistency across district – urban core and rural areas
- and across sectors – public, private and voluntary
- Regularly monitor, review and evaluate to ensure provision is appropriate, positive feedback loop
- Links to other aims: i.e. Training, Safe Play, Promotion and Evaluation
- Inspections?

### PRIORITIES FOR ACTION

- Establish performance management criteria to assess against
- Play Partnership to have key role in monitoring
- Establish timescales and type of monitoring/data collection

## PP 6: TRAINING & SUPPORT

OBJECTIVE: To provide comprehensive training and support to those involved in play provision, thereby improving the quality and provision of play services across South Derbyshire

### CONSIDERATIONS

- Legislative framework and requirements
- Accreditation? Qualifications? NVQ levels 1-3 for Play (Burton college)
- Develop links with other training providers & networks e.g. School Sports Partnership
- Links to other professions, e.g. Youth Work, Children's Centres
- To include play providers, play workers, midday supervisors, volunteers
- Support offered to providers through maze of legislation e.g. CRB, Health & Safety, Managing Risk, Safeguarding Children, Minimum Standards, Insurance and Litigation
- Resource packs for play could be considered, as schools currently offer

### PRIORITIES FOR ACTION

- Needs analysis to be carried out
- Resources to be identified and provided (staff and funding)
- Partners identified
- Training programme developed
- Training for parents
- Targets for training e.g. Increase volunteers by 1%
- Minimum standards/workshop attendance

## PP 7: MAXIMISING RESOURCES FOR PLAY

OBJECTIVE: To make the best use of all available resources to meet the Play needs of children, young people and their communities

### CONSIDERATIONS

- Bring added value to projects/programmes
- Partnership working essential across sectors
- Role of Play Partnership in coordination and identifying opportunities
- Funding opportunities identified
- Strategic links to other agendas
- Prioritising for allocation of resources – criteria, matrix?
- Use schools as venues for playscheme activities e.g. 5 for £5

### PRIORITIES FOR ACTION

- Play Partnership to have key coordination role
- Work with partners to identify opportunities for cross-sector working
- Identify possible funding streams
- Establish criteria for prioritising

## PP 8: ACCESSIBILITY & INCLUSIVITY

OBJECTIVE: Ensure equality of access so that all play provision is fully accessible and inclusive to all users

### CONSIDERATIONS

- physical access issues, e.g. DDA compliance
- Play sites and opportunities to be inclusive for all abilities
- Safe travel plans – links to Greenways, walking buses,
- Ensure hard to reach groups are catered for
- Partnership working to engage all sectors
- Needs assessment for marginalised users to assess their requirements, desires and associated barriers
- Little provision for learning difficulties in school setting – no specialist schools
- Need for targeted consultation with identified groups representing marginalised/hard to reach groups (travellers, ethnic minority groups, disability groups, PRUs)
- Wherever possible play provision should be free or subsidised to avoid exclusion by poverty

### PRIORITIES FOR ACTION

- Identify mechanisms for engaging hard to reach/marginal groups
- Consultation relating to needs, opportunities and barriers
- audit of sites in relation to DDA compliance
- produce an action plan to address issues
- identify barriers encountered by marginalised/minority groups/audiences to accessing play sites/opportunities and establish ways of overcoming them
- All new sites/equipment to be DDA compliant (statutory requirement)

## PP 9: EVALUATION

**OBJECTIVE:** To ensure that all Play opportunities are adequately and frequently evaluated in order to constantly improve the quality of Play provision across South Derbyshire.

### CONSIDERATIONS

- Monitor progress against targets and timescales
- Consult with Play Users & Providers at key milestones
- Evaluate success of projects and programmes
- Review appropriateness and amend as necessary
- ensure provision matches need
- establish performance management framework
- Play Partnership role central to the process
- Different mechanisms for engagement/consultation may be needed
- Common criteria/benchmarking to test against
- Links to Quality & Equity aim
- Will also help with Promotion

### PRIORITIES FOR ACTION

- Performance Management indicators to be agreed (Play Partnership)
- Regular reviews to be timetabled in
- Wider consultation and engagement from play users and providers to be scheduled (annual event?)

## 8. Action Plan

Informed by consultation and audit, and organised according to the Play Policy Statements, the Action Plan is the document which outlines how the strategy will be delivered on the ground.

Currently this is a working document. The fields of timescale and responsibility are largely left blank. There are known dates regarding the Strategy development and Lottery application submission which have been completed.

As part of the consultation process all our partners will be asked to give us their priorities, together with any ideas for actions which have not been included.

The final strategy and action plan will incorporate all comments from consultees and become an approved document endorsed by the Lifelong Learning and Culture LSP theme group, and South Derbyshire District Council committee.

SOUTH DERBYSHIRE CHILDREN'S PLAY STRATEGY – CONSULTATION DRAFT

ACTION PLAN

PP1 Strategic approach to Play				
Objective	Outcome	Output	Timescale	Responsibility
To ensure the Play Strategy is adequately linked to wider local, regional and national strategies and is an effective tool for delivering good quality, appropriate play opportunities across South Derbyshire.	Establish Play Partnership within LSP structure	Play Strategy embedded in Community Plan	December 2006	South Derbys District Council (SDDC)
	Approve Play Strategy	Strategic approach to improved play provision	March 2007	SDDC, Play Partnership (PP) & LSP
	Agree Action Plan for delivery	Prioritised actions for improved play provision informed by consultation	February 2007	PP
	Submit Big Lottery bid project portfolio for £200k play funding	Attract external funding to assist in delivery of action plan	March 2007	SDDC & Groundwork Derby & Derbyshire (GD&D)
	Secure funding for delivery of Play Strategy – capital and revenue funding streams	Improved play provision delivered by all partners	April 2007 onwards	SDDC & PP
	Deliver Play Strategy	Improved play provision across the District	April 2007 onwards	SDDC & PP
	Recruit Play Partnership Officer	Coordinated delivery of Play Strategy and Action Plan		

SOUTH DERBYSHIRE CHILDREN'S PLAY STRATEGY – CONSULTATION DRAFT

PP2 Safe Play				
Objective	Outcome	Output	Timescale	Responsibility
To provide children and young people with safe places to play throughout the District	Link Play Strategy to objectives of Community Safety Partnership	Reduce reported incidents of ASB and vandalism on play sites		
	Link Play Strategy to Safeguarding Children guidelines	All play provision for children and young people complies with legislation		
	Develop and deliver training programme for play providers (e.g. CRB, safeguarding children)	Improved awareness of and quality of service in line with relevant legislation		
	Devise Minimum standards for service provision	Improved quality of provision		
	Consult with users on local equipped play provision	% Improved usage of play facilities		

SOUTH DERBYSHIRE CHILDREN'S PLAY STRATEGY – CONSULTATION DRAFT

PP3 New & Improved Play opportunities				
Objective	Outcome	Output	Timescale	Responsibility
To support the development of new play opportunities and the continuing improvement of existing provision across the district	Commission Play Facilities plan and Delivery plan	Prioritised action plan for 3 year improvement & play site refurbishment plan	January 2007	SDDC
	Commission Play Activities audit	Establish and maintain database of Play Activities across District		
	Deliver Play Facilities Plan	Improved play facilities for all ages		
	Develop proposals for Natural Play projects on appropriate sites	2x Natural Play projects delivered		
	Deliver site improvements as identified in PPG17 Action Plan	Improved play facilities in accordance with projected population need		
	Develop and deliver enhanced Playscheme programme	% increase in Playscheme sessions		
	Mapping and Gapping exercise for Play Activities	Create and maintain Play Activities database and seek to fill gaps in provision		
	Develop and deliver programme of Creative Play Sessions	Increased range and choice of play activities		
	Develop enhanced play opportunities in schools/extended school grounds	Improved play opportunities during school hours		
	Develop programme of Family Fun Days	% increase parents involved in Play activities		

SOUTH DERBYSHIRE CHILDREN'S PLAY STRATEGY – CONSULTATION DRAFT

PP4 Promoting Play				
Objective	Outcome	Output	Timescale	Responsibility
To raise the profile of Play, encourage greater awareness of the importance of Play and improve the promotion of Play opportunities across the District	Produce Marketing Plan & Communications strategy	Improved awareness of Play provision and raise profile of Play, both within SDDC and to members & external partners		
	Produce co-ordinated & branded range of marketing materials	Establish own identity for Play projects/programmes		
	Develop pages devoted to Play on SDDC website with links to partners	Improved awareness of Play provision by all partners		
	Marketing aimed at specific target groups, e.g hard to reach groups, ethnic minority groups, young people, parents	% increase in target groups participating in Play opportunities		

SOUTH DERBYSHIRE CHILDREN'S PLAY STRATEGY – CONSULTATION DRAFT

PP5 Quality & Equity				
Objective	Outcome	Output	Timescale	Responsibility
To strive for a consistently high quality and equitable standard of provision of Play opportunities across the district	Establish Performance Management criteria for quality tests	Improved quality of Play provision against agreed benchmark		
	Undertake monitoring and review to ensure equitable provision between urban core and rural district	Proven equitable Play provision across District		
	Establish procedure for collecting/collating feedback from play users	% increase in satisfaction levels		
	Establish criteria matrix to identify priorities for delivery	Play opportunities delivered to communities most in need		

SOUTH DERBYSHIRE CHILDREN'S PLAY STRATEGY – CONSULTATION DRAFT

PP6 Training and Support				
Objective	Outcome	Output	Timescale	Responsibility
To provide comprehensive training and support to those involved in play provision, thereby improving the quality and provision of play services across South Derbyshire	Establish legislative framework and existing guidance	All Play Provision complies with current legislation and statutory duties		
	Carry out needs analysis for training levels/support required and identify audiences	Training provision meets needs of all stakeholders		
	Develop links with other training providers	Maximise available resources		
	Links to accredited courses or NVQ Qualifications provided by local colleges	% increase in qualifications gained		
	Develop and deliver training programme	Targets for training achieved e.g % attended courses, % increase volunteers		
	Hold annual funding seminar	Increased awareness of match funding and added value to projects		
	Develop series of resource packs to circulate to target groups	% increase in target groups engaged in Play provision and opportunities		

SOUTH DERBYSHIRE CHILDREN'S PLAY STRATEGY – CONSULTATION DRAFT

PP7 Maximising Resources				
Objective	Outcome	Output	Timescale	Responsibility
To make the best use of all available resources to meet the Play needs of children, young people and their communities	Identify current play providers and level of provision – gapping and mapping exercise	Facilitate coordinated service delivery – for both venues and activities		
	Identify and secure match funding sources to deliver Play opportunities	Increased budget for Play Provision, demonstrating Best Value		
	Promote Cross-sector partnership working to achieve aims of Strategy	Added value to all play projects		

SOUTH DERBYSHIRE CHILDREN'S PLAY STRATEGY – CONSULTATION DRAFT

PP8 Accessibility & Inclusivity				
Objective	Outcome	Output	Timescale	Responsibility
Ensure equality of access so that all play provision is fully accessible and inclusive to all users	Assess sites and venues for DDA compliance and inclusive play opportunities	All sites and venues accessible and inclusive to all users		
	Identify mechanisms to engage hard to reach groups	% increase in participation by hard to reach groups		
	Needs assessment and specific consultation with hard to reach and marginalised groups	Results to inform appropriate play provision		
	Identify common barriers to Free Play, e.g. transport, poverty, access through consultation and audit	Barriers to engagement identified and overcome		
	Provide transportation for rural communities to access play provision in the urban core	% increase in participation by groups not currently able to access play opportunities		
	Engage all partners in determining accessibility and inclusivity	Common level of access and inclusivity for play opportunities across District		

SOUTH DERBYSHIRE CHILDREN'S PLAY STRATEGY – CONSULTATION DRAFT

PP9 Evaluation				
Objective	Outcome	Output	Timescale	Responsibility
To ensure that all Play opportunities are adequately and frequently evaluated in order to constantly improve the quality of Play provision across South Derbyshire.	Agree Performance Management Indicators	Improved play provision across the district		
	Establish current Local Authority service level provision	Benchmark for evaluation and monitoring		
	Regular review and evaluation of progress against action plan and PIs	Improved play provision across the district		
	Annual consultation and review event scheduled	Feedback on progress to wide audience		
	Continual assessment of progress and changes to Action Plan as required	Improved Play provision across the district		
	Establish feedback mechanisms e.g. through Play Partnership, Youth Forums, School councils, Hard to reach groups	Increased in involvement from all partners		

## 9. Evaluation

### Monitoring and Review

In order to ensure the Play Strategy and accompanying Action Plan is being effectively delivered and remains appropriate to need, a structure of evaluation monitoring and review must be established, and an accountable body identified.

The Play Partnership is central to the delivery of the Play Strategy and will be responsible for ensuring the aims and objectives of the strategy and the targets set out in the action plan are met.

#### Evaluation Methodology:

- The Play Partnership will continue to meet quarterly to oversee progress and review/evaluate at key milestones
- The Play Strategy is to be adopted by SDDC Committee and become embedded into Corporate Plan and annual action plan
- Eventual recruitment of a Play Partnership officer will facilitate the coordination and delivery of the Play Strategy
- Regular reporting back to LSP theme group will ensure strategic links into Community Strategy and annual action plan
- Annual Consultation with wider audience (play providers) will promote and celebrate the delivery of the strategy and create opportunities for feedback
- Specific consultation and engagement to be undertaken with Children and Young People, hard to reach/marginalised groups (travelling communities, afro-caribbean group, sikh community), school councils, Chatterbox (youth forum), People Express (community arts) to ensure all audiences are engaged

### Performance Management Indicators

Indicative Performance Indicators are required to assess and measure the relative success of the Strategy delivery. They give a benchmark against which to evaluate and monitor improvements to Play opportunities as delivered by the Play Strategy.

The following Performance Indicators are derived from proposed national standards currently being piloted and are:

PI 1	Participation	Data collection method
Description	% of all children and young people engaging in 'free play' opportunities for a minimum 4 hours per week	Household Survey (e.g. Citizen's Panel) and School survey (e.g. School Sports Partnership)
PI 2	Access to a variety of Play facilities and spaces	Data collection method

SOUTH DERBYSHIRE CHILDREN'S PLAY STRATEGY – CONSULTATION DRAFT

Description	% children and young people having access to at least 3 types of play space or facility; at least one being a dedicated play space and all within easy walking/cycling distance	Open Space and Play Strategy audits  GIS Mapping
PI 3	Quality of activity-based Play facilities and spaces	Data collection method
Description	The proportion of Play facilities and Play spaces meeting the quality criteria for 'excellent' and 'good' ratings (including those meeting NEAP/LEAP standards)	Open Space Strategy audit Play Facility audit Play Activities audit Local evaluation for outreach sessions  Assess standards against given quality criteria
PI 4	Satisfaction	Data collection method
Description	% children and young people who think that the range and quality of play facilities and spaces they are able to access in their local neighbourhood is good/very good	Household survey (e.g. Citizen's Panel survey) School survey (School Sports Partnership)
PI 5	Increased Playscheme provision	Data collection method
Description	% increase in number and range of playscheme sessions on offer across the District	Attendance levels Number of sessions run Number of activities on offer
PI 6	Maintenance of fixed play sites	Data collection method
Description	% fixed play sites undergo monthly maintenance and safety checks	Centrally-held record sheets

10.1 APPENDIX 1:  
SDDC Corporate Plan 2006-09

Key Themes to which the Play Strategy links to or makes a direct contribution:

1. Safer & Healthier Communities

Since 2000, SDDC has linked work on recreation and leisure to health improvements and community safety agendas:

- Partnership project 'Get Active in the Forest' to provide more opportunities for physical activity across the district
- Community Safety initiative 'Youth Engagement through Sport' designed to distract young people from Anti-Social Behaviour

Actions:

- Safer Neighbourhoods
  - establishment of Safer Neighbourhood groups
- Reducing fear of crime
  - improved arrangement for reporting incidents
- Tackling Anti-social behaviour
  - Community wardens on patrol
- Providing more things to do for young people
  - extend Youth Engagement Through Sport scheme
  - provide more facilities via Youth Facilities Plan
- Promoting healthier lifestyles
  - establishing pilot Community Dance project

2. You at the Centre

Consultation across the district identifies:

- Local people are more likely to take part in activities close to their homes
- Need for improved activities for teenagers

A detailed survey of open space, sport and recreation in the district (PPG17 strategy) has been completed, which will help inform the planning and development of facilities.

Actions:

- Listening to local people
  - including engaging with hard to reach groups
- Developing the capacity of the community and voluntary sector
  - including identifying funding streams
- Improving the quality of the environment
  - Meeting the cleaner and greener agenda
- Helping local people to improve their areas
  - development of local community plans
  - community-based programme of projects delivered through partners
- Investing in recreation and leisure facilities
  - improve and develop council's play areas
  - achieve key milestones in PPG17 Action Plan

- Achieve a 1% increase in satisfaction levels of Public open space and sports and leisure facilities from 55% (2003) to 56% by 2007

## 10.2 APPENDIX 2:

### South Derbyshire Community Strategy Action Plan 2006-2008

Key Themes to which the Play Strategy links to or makes a direct contribution:

#### 1. Creating Opportunities for all

Priorities:

- Improving communication, consultation and involvement with local people to provide better services
- Reducing social exclusion by providing fair and equal access for all services to everybody

Performance Indicators:

- Support for community and voluntary organisations
- Good practice consultation
- Well informed citizens
- Social inclusion and community involvement
- Influencing decisions

Actions:

- Develop and implement a communication and consultation strategy
- Engaging hard to reach groups
- Supporting communities to help themselves

#### 2. Safe Communities

Priorities:

- Tackling the causes and effects of anti-social behaviour through partnership working and involving communities
- Reducing fear of crime

Performance indicators:

- Number of calls to police to ASB incidents
- Satisfaction with and degree of land cleanliness

Actions:

- Establishing more Safer Community groups to provide local focus for addressing ASB and other community issues
- Refocus and implement Crime & Disorder Communication Strategy with an emphasis on young people
  - Deliver Youth Facility Plan
- Increase visibility of uniformed authority figures
  - Develop programme of security patrols in local parks

### 3. Healthier Communities

Priorities:

- Better access and opportunities for everyone to improve their health and wellbeing

Performance Indicators:

- % residents participating in 30 minutes moderate activity

Actions:

- Promoting healthier lifestyles
  - Develop sustainability strategy for 'Get Active in the Forest'
  - Pilot 2 young peoples projects
    - Young people's referral scheme
    - Community Dance project
  - Improve access to information about healthy lifestyle improvement and access to local services and activities
  - Develop infrastructure to promote health and wellbeing

### 4. Sustainable Environment

Priorities:

- Improving our environment by working together
- Reducing waste and improving our public open space

Action:

- Improving parks, open spaces and public rights of way
  - Develop quality and opportunities for use of existing and planned open spaces

### 5. Lifelong Learning and Culture

Priorities:

- Improving access and choices for learning and skills development
- Increasing number and range of leisure, arts and heritage opportunities

Performance Indicators:

- % working-age adult population qualified to NVO Level 2 or equivalent
- Participation rates in leisure and cultural activities
- % residents satisfied with sports and leisure facilities

Actions:

- Refresh South Derbyshire Cultural Strategy through development of underpinning forums (including Play)
- Develop Local Play Strategy and Action Plan
  - Establish and develop Play Partnership
  - Complete Play Strategy
  - Fund at least 5 Play projects
- Develop performing arts opportunities for young people
  - Create initial programme of Dance opportunities

### 10.3 APPENDIX 3 CONSULTATION ANALYSIS

#### Responses from Play Users

##### Methodology:

A number of consultation projects have been undertaken since 2005 which provide sound evidence to support and inform the Play Strategy:

- Youth Needs Survey (1000 Consultees)
- Junior Needs Survey (1010 consultees)
- Youth Opportunities – How to spend a Million (410 consultees)
- Have Your Say (100 Consultees)
- Citizens Panel survey (200 consultees)
- Children's Play survey (200 consultees)
- Playing for Real – Natural Play (100 consultees)

In total, approximately 3000 responses have been received in relation to the various Play-related consultation exercises since 2005. The information has been collected using a range of means by a variety of partners from all sectors, including schools, after-school clubs, play-schemes, and youth clubs. This provides crucial baseline information to establish an evidence of need, which will underpin the Play Strategy.

##### Quality, quantity and location of Play provision:

Fixed Play ('traditional' play areas located in parks, open spaces and neighbourhoods):

A great deal of value is placed on the provision of fixed play, both by play users and providers. 88.2% (Citizens Panel) consider play areas are very important for children and young people, but 55% (Citizens Panel) think there is a lack of such play space. Additionally, 42% (Childrens Play survey) of children/young people think there are not enough good playgrounds. This figure is corroborated by the PPG17 Open Spaces audit, which indicates an 11% shortfall in provision of play sites across the whole district that meet nationally recognised standards (e.g. LEAP).

Only 45.7% (Citizens Panel) of children walk to play areas, whereas 19.7% travelled by car. This may indicate that the play areas are not sited close enough to their homes, that they are not allowed to travel unaccompanied, or that there are too few 'safe' routes to the play areas. As play is deemed to be personally motivated by the child, the fact that there is a reliance on adults to transport their children to play sites indicates that many children are being denied the opportunity of truly 'free play'.

Only 36.7% (Citizens Panel) of children/young people are satisfied with fixed play equipment provided at parks and open spaces. This is being addressed to a certain extent by a rolling playground refurbishment programme and will be further informed by a Play Facilities plan. Local consultation is undertaken at sites where refurbishment or new equipment is proposed with play users, to ensure that provision meets demand.

'Outreach' Play provision (including playschemes, mobile provision, out-of-school clubs and soft play):

Beyond the well-populated urban core lies a network of sparse settlements. These can be small, isolated communities with limited resources or land for providing fixed play sites. To address this inequality in provision, the council has invested in mobile equipment which can be booked by local groups/schools/parishes during school holidays and tours around the area. A playscheme programme also operates throughout the summer across the District. Satisfaction levels with these 'outreach' sessions are high, as ascertained through feedback and monitoring. However, 64% (Childrens Play survey) said that there were not enough mobile sessions (e.g. climbing wall, skate-park, inflatable laser) and a further 47% (Childrens Play survey) said that there should be more playschemes. Whilst capacity to deliver will always be a limiting factor, this is clearly a valued service which could be improved through increased provision.

#### Play trends:

Social factors such as fear of personal safety, bullying, anti-social behaviour and drugs are commonly cited reasons why children do not make full use of public play facilities. This was evidenced strongest in the Junior Needs Survey, which showed a 7% increase in perception of fear from the 2004 survey. In support of this, 46% (Childrens Play survey) and from the 'How to Spend a Million' consultation said that there were not enough safe places to play. This is a worrying trend, and is likely to have a long-term impact on how and where children play if unchecked. It is also not an issue that can be addressed in isolation or merely through better design: it requires effort from various groups such as Community Safety Partnerships, Police, Parishes, Youth Service and Community/Voluntary Groups to work in partnership to provide well-policed and safe public areas. Initiatives such as Neighbourhood Watch, Neighbourhood Wardens, Crime Reduction and Education campaigns can also work together to share and network information to ensure play areas are safe and fun places to go.

#### Play Values:

Part of the Children's Play survey was aimed at exploring what children consider 'Play' to be. From a list of 32 verbs/adjectives, they were asked to choose their top five. From the list the top 5 results Fun; Adventure; Excitement; Hideaways & Dens and Riding Bikes collectively took 37% of the votes. Traditional games such as playing ball, playing tag and climbing (including trees!) still ranked highly as popular activities, but there was also good support for activities which may not be classed as 'formal play' – such as making dens, playing in the woods and natural play. There is a general trend towards the reduction of these natural spaces, as continuing development pressure is placed on land. Although they do not form part of the traditional public open space infrastructure, these are significant spaces to preserve as a venue for explorative and imaginative play experiences which shapes many a childhood.

SOUTH DERBYSHIRE CHILDREN'S PLAY STRATEGY – CONSULTATION DRAFT

Consultation responses from Youth Service 'How to spend a Million'

	<b>HOW TO SPEND A MILLION</b>	<b>SD</b>	
<b>1</b>	<b>Total</b>	<b>407</b>	
	I'm at School/College	393	
	I'm Working	3	
	I'm on a Training Scheme	1	
	I'm Unemployed	10	
<b>3</b>	More chances to volunteer or do charity work	42	10.32%
	More buses to nearby towns/cities	32	7.86%
	Youth Shelters in parks	96	23.59%
	More sports facilities	142	34.89%
	Adventurous activities in parks	78	19.16%
	A place for bands to practice and hold gigs	70	17.20%
	Courses on things like dance, art, computing, self-defence	74	18.18%
	Cinema nights in youth clubs, village halls or outdoors	76	18.67%
	A safe place to hang out that's open a lot	160	39.31%
	An internet café	87	21.38%
	Somewhere for young people to swap and sell stuff like clothes, games and CD's	55	13.51%
	Someone outside school to talk to about stuff you don't want to ask your parents	25	6.14%
	More club or disco nights for under 18's	145	35.63%
	Meetings where young people can give their views to councillors, MP's and the police	31	7.62%

### Responses from Play Providers

Recognising that it is not solely the responsibility of the local authority to provide for play, it is therefore an important part of the mapping process to ascertain what is being offered by other providers in terms of Play. 120 partners from the public, private and voluntary/community sectors were invited (45 attendees) to a Play Partnership Forum event to participate in debate and discussion around Children's Play. Presentations were given on the Play Strategy process and various initiatives currently being delivered. 2 facilitated workshop sessions were held, which were designed to discuss specific issues and opportunities in relation to their experiences of play provision. As partners in developing, initiating and operating play projects (both capital and outreach), there is a need to establish what barriers they experience and understand what difficulties they create in terms of providing for play. It was also an opportunity to discuss what ideas they have for play projects, and what support they may require in doing so, to ensure sustainability of provision. Initiatives to address and overcome the barriers and develop the new ideas can then be incorporated into the strategy.

### Barriers To Play Provision

A number of issues were identified which act as significant barriers to play provision. These were experienced by all sectors, and include:

- Space: in both rural areas and the urban core there is often a lack of suitable physical space for new play facilities. This includes open space for fixed play or buildings with sufficient community access for outreach sessions. Working with planners is the main solution here, to ensure that when new development occurs, any imbalance can be redressed through developers' contributions where appropriate.
- The 'NIMBY' attitude: a lack of community support (Not in My Back Yard!) is often experienced, especially when trying to identify sites for fixed play. This can present real problems when a need has been identified and there are few places where play sites can be sited. Community support is crucial to ensure the success of any such project.
- Time: overstretched Parishes/community groups/volunteers find it hard to initiate and adequately develop projects which often require a significant amount of time during the fundraising and delivery stages. A solution here could be to provide support in project development and delivery, together with a training programme for community members to improve their project management skills.
- Funding: either having a knowledge of relevant funding sources, or an inability to secure match funding to release sufficient Capital funding to deliver desired projects. This relates to both the initial implementation and subsequent maintenance of fixed play sites, but is also relevant to outreach projects which have low set-up costs, but can be a long-term drain on resources if not set up properly in the first instance. Training, signposting and support would aid securing funding and provide match funding and added value for new projects.

- Human resources: there is an increasing trend for unpaid community members and volunteers being encouraged to assist with the delivery of community projects. Without an adequate framework being in place to provide the necessary support, training and education for their development and capacity-building, there is a real risk that the quality of provision will decline. In terms of play provision, there is a need to ensure a consistency in quality of service across the District, which needs to be centrally co-ordinated and monitored.
- Legislation: there is a significant legislative framework surrounding play provision which could catch out the unaware or uninitiated and have a serious impact and can lead to prosecution. Compliance with, for example, DDA, Health and Safety and Child Protection is a statutory duty and fear of litigation or prosecution can have a negative impact on provision. Coupled with rising insurance premiums for both fixed and outreach provisions and the need to manage risk, many providers find themselves out of their depth, and often results in potential play providers being 'scared off' developing projects. Improved training and support networks could provide the guidance communities require to steer them through the legislation minefield.

10.4 APPENDIX 4:  
Extracts from PPG17 Strategy

The PPG17 Open Space Strategy & Action Plan sets out general objectives for the development of open space provision in South Derbyshire. The objectives address the issues raised in the Open Spaces Assessment Report are:

1. Decrease anti social behaviour and vandalism incidences at open space sites.

SDDC should:

- Gain support from community beat managers and local police generally to patrol sites especially at weekends and evenings.
- Increase the number of organised events through a programme to increase community use of open space sites, especially in the evening.
- Continue to explore opportunities to increase site presence at weekends.

2. Evaluate the current use of sites in relation to population demographics.

SDDC should:

- Follow its current Youth Facilities Plan to meet the needs of the District's youth population, especially in Hilton.
- Meet the open space needs of its rural ageing population, through increasing provision in Etwall, Hartshorne, Ticknall and Melbourne.

3. Promote working relationships between community groups/friends of groups connected to open space sites.

SDDC should:

- Create a community forum to support these friends/community groups, particularly for allotments.
- Increase communication with these groups to ensure maintenance responsibilities are fully understood.
- Ensure that educational resources are run to support the creation and ongoing operation of friends/community groups.

4. Improve the quality of provision in the District, where appropriate, in order to increase public satisfaction with open space quality, especially in Hilton and Melbourne.

5. Aim to decrease the level of dog fouling on the District's opens space sites.

SDDC should:

- Run more educational poster campaigns and issue more press releases in conjunction with relevant charities, e.g. ENCAMS.
- Increase the number of dog foul bins at site entrances.

6. Develop open spaces as informal recreational provision, able to facilitate an increase in the District's physical activity and health, e.g. increasing the number of events organised in South Derbyshire and using urban parks to accommodate and or facilitate these events.

7. Invest further in improving open space provision to meet/exceed DDA standards.

SOUTH DERBYSHIRE CHILDREN'S PLAY STRATEGY – CONSULTATION DRAFT

8. Secure provision through legal agreements and the delivery of commuted sums for new recreational provision or upgrading of existing facilities and maintenance of open space, when developments occur in the District.

9. Employ an open spaces officer in a post partly funded through open space contributions. This officer would be responsible for Green Flag applications, performance management, event development, access improvements, external funding and liaising with development control in relation to planning contributions. Catchment mapping: deficiencies by classified typologies (future population growth of 7.2% has been factored in):

Informal provision

Analysis area	Current level (ha/1000)	Aspirational standard (ha/1000)	Deficit (ha/1000)
North sub area	0.72	1.01	0.29
Central sub area	0.76	1.16	0.40
South sub area	0.48	0.87	0.39
DISTRICT	0.73	1.05	0.32

Play provision

Analysis area	Current level (ha/1000)	Aspirational standard (ha/1000)	Deficit (ha/1000)
North sub area	0.05	0.27	0.22
Central sub area	0.06	0.13	0.07
South sub area	0.04	0.11	0.07
DISTRICT	0.05	0.19	0.14

Analysis area	Play current standard	Play provision (ha)	Play demand	Demand in hectares	Mapping demand identified (ha)	Current Population	Population projection	Hectares needed by future population to maintain current standard	Future population	Aspirational provision (ha)	Aspirational standard (ha/1000)	provision required per person (m2)	Amount of provision required for two bedroom house (m2)
North	0.05	9.29	2 MUGA, 2 NEAP, 6 MUGA, 1 NEAP, 3	0.68	0.56	37187.00	2677.46	0.13	39864.46	10.66	0.27	2.68	5.35
Central	0.06	2.19	LEAP	2.02	0.48	35100.00	2527.20	0.15	37627.20	4.84	0.13	1.29	2.57
South	0.04	0.17	MUGA	0.30	0.08	4723.00	340.06	0.01	5063.06	0.56	0.11	1.11	2.23
TOTAL	0.05	11.65		3.00	1.12	77010.00	5544.72	0.28	82554.72	16.05	0.19	1.94	3.89

SOUTH DERBYSHIRE CHILDREN'S PLAY STRATEGY – CONSULTATION DRAFT

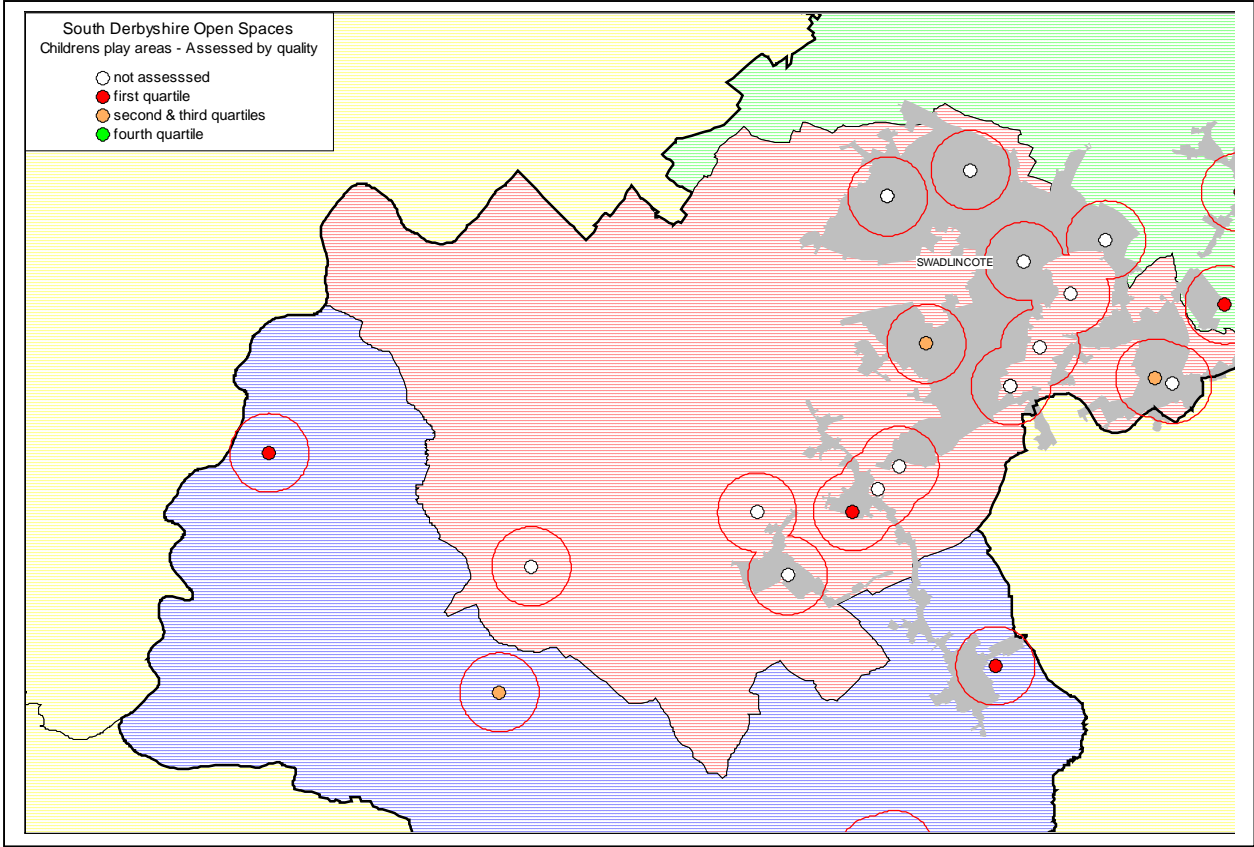
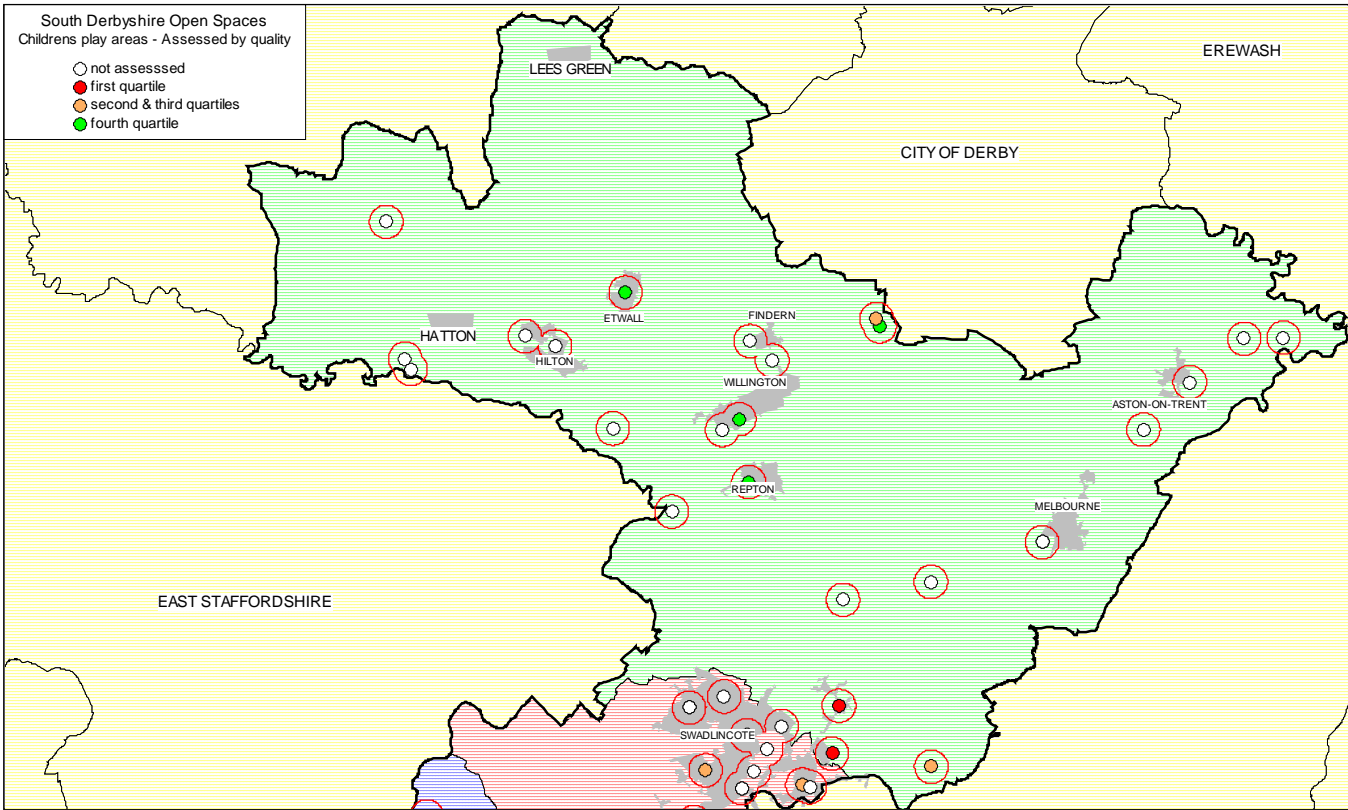
Mapping deficiency

Group typology	Analysis area	Settlement	No. of sites	Ha	Analysis area total
Formal	North	Lees Green	2	0.8	
		Hatton	2	0.8	
		Hilton	3	1.2	
		Willington	2	0.8	
		Repton	1	0.4	
		Melbourne	1	0.4	4.4
	Central	Swadlincote	12	4.8	4.8
	South	Overseal	2	0.8	0.8
	TOTAL			0	10
	Informal	North	Lees Green	2	0.8
Hatton			2	0.8	
Hilton			3	1.2	
Findern			1	0.4	
Melbourne			4	1.6	
Aston on Trent			2	0.8	
Willington			4	1.6	7.2
Central		Swadlincote	36	14.4	14.4
South		Overseal	5	2	2
TOTAL				0	23.6
Play	North	Lees Green	2	0.08	
		Hatton	2	0.08	
		Hilton	1	0.04	
		Findern	1	0.04	
		Willington	2	0.08	
		Aston on Trent	2	0.08	
		Melbourne	3	0.12	
		Swadlincote outskirts	1	0.04	0.56
	Central	Swadlincote	12	0.48	0.48
	South		2	0.08	0.08
			0	1.12	

Catchment Mapping – Children's Play Areas

North; Central and South sub-areas zoomed in (plans below)

SOUTH DERBYSHIRE CHILDREN'S PLAY STRATEGY - CONSULTATION DRAFT





## 10.5 APPENDIX 5:

### Play Typologies (from Planning for Play, Big Lottery Fund/Children's Play Council)

Suggested typology for play audit

being piloted for possible inclusion within Comprehensive Performance Assessment

Type A: Door-step spaces and facilities

- small equipped play areas (furnished primarily for young children)
- neighbourhood amenity green spaces (unequipped)
- home zone or equivalent.

Type B: Neighbourhood spaces and facilities

- large equipped play areas (furnished primarily for children aged 5–11)
- satellite parks\*
- junior bike, skate and skateboard facilities, kick-about areas.

Type C: Local spaces and facilities for play

#### Supervised

- adventure playgrounds
- open access play centres
- open access playschemes
- play ranger and outreach play projects.

#### No formal supervision

- school playgrounds (open out of school hours)
- neighbourhood equipped play areas (eight+ items)
- teenage wheeled sports area
- ball courts, multi-use games areas
- hangout/youth shelters
- community parks\*
- local parks\*
- playing fields and recreation grounds freely available for children to use.
- beaches, woodlands and natural areas.

\*Definitions can be found in the Open/Green Space Strategy

More information about the proposed PI's for play can be found at [www.playengland.org.uk](http://www.playengland.org.uk)

10.6 APPENDIX 6:  
Governance Structure

