

NORTH AREA COMMITTEE**REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES****13 SEPTEMBER 2010****PLAY AND URBAN GAMES STRATEGY REVIEW****1. Why has this report come to committee?**

- 1.1 This report has been presented to Area Committee to highlight the progress achieved against priority actions within the Play and Urban Games Strategy (PUGS) – Moving Forward 2007-2012.
- 1.2 The report will outline the process to be undertaken to review the existing Strategy and identify the priorities for investment for the period 2010-2012 for inclusion within an addendum to the Strategy.

2. Recommendations

- 2.1 Area Committee Members are requested to;
 - i. Note the content of the report
 - ii. Provide feedback on the achievements to date
 - iii. Comment on the consultation framework
 - iv. Agree to the priorities for future investment in the North area.

3. Current Position

- 3.1 Members may recall receiving a report consulting on the city's play provision in March 2010. The report requested members to provide feedback on locations they considered would benefit from future investment in play provision. Members were additionally advised that following significant progress against the action plan within the current PUGS, an addendum to the document was to be prepared. The addendum will consider national guidance issued by Play England, seek to review progress and update the action plan.
- 3.2 Members will recall that the PUGS strategic vision is;

“Sunderland will work in partnership to provide, support and sustain a variety of high quality and accessible play environments and opportunities for all children and young people up to 19 years. The city aspires to a core offer of free provision citywide, which may be supported by affordable supervised provision as appropriate”.
- 3.3 The Strategy recognises six main priorities:
 - i. Ensure play is strategically planned and resourced in partnership
 - ii. Involve children and young people in the development of their play opportunities and services
 - iii. Work in partnership to develop, support and promote high standards for play
 - iv. Create, improve and develop free and inclusive play spaces
 - v. Seek greater innovation in the development of varied and sustainable play opportunities
 - vi. Ensure that in partnership, the city monitors and evaluates the impact of play developments citywide to deliver this Strategy

- 3.4 Since the Strategy was produced in 2007 and endorsed by Cabinet, the Children's Trust and the Sunderland Partnership, substantial progress has been made, primarily due to the success in achieving Play Pathfinder status and the additional financial support available from the City Council and from developer contributions.
- 3.5 In January 2008, Sunderland City Council was one of 20 authorities to be awarded Play Pathfinder status, a £2.1million capital investment accompanied by revenue support. The award has resulted in an 18 month transformation programme in the delivery of play and urban games city wide and subsequently, the over achievement against key actions identified within the PUGS in 2007, necessitating the update to the Strategy.

4. Performance Management

- 4.1 Sunderland has over achieved against many of the agreed strategic priorities within the Play and Urban Game Strategy. The key achievements include:

Objective 1: Ensure that play is strategically planned and resourced in partnership

- Play developments have been undertaken in line with the priorities identified in the PUGS. Investment for the development of play has totalled £6m and been achieved through successful attraction of external funding through Big Lottery (£761,000), Play Pathfinder (£2.1M), Section 106 developer contributions (£2.3M), SRB (£147,000), SIB (£147,000) and a contribution from the capital programme (£545,000).

Objective 2: Create, improve and develop free and inclusive play spaces

- Since 2004, £6 million funds have been invested in the development of play and urban games facilities. Within the lifespan of the current PUGS there has been £4.9 million invested since 2007.
- The development of new or significant refurbishment of 58 plays areas since 2004. With 34 being completed between 2007 and spring/summer 2010.
- The PUGS updated in 2007, indicated that just **19% (12,856)** of children and young people had access to high quality play 1km from their door. By the end of March 2010, **70% (47,366)** children and young people have access to high quality play facilities.
- Young People with access to wheeled sports provision has risen from three facilities in 2004 through to six facilities in 2010. The standard being to develop one wheeled sports facility in each regeneration area of the city.

Objective 3: Seek greater innovation in the development of varied and sustainable play opportunities

- Developments have included the city Adventure Play Park which provides a challenging and exciting play environment with facilitated play sessions. The development features of the new provision include indoor, sensory and outdoor play facilities. The Adventure Play Park was developed through a partnership with the Aiming High Pathfinder, from short breaks for disabled children to creating a supportive environment for young people with disabilities.

- The design and development of play spaces has developed significantly, by using more natural features mixed with traditional fixed play.

Objective 4: Involve children and young people in the development of their play opportunities and services

- Elected Member involvement at ward level has been actively encouraged throughout the consultation process, with a main focus to provide links with residents at neighbourhood level. This involvement has included attendance at consultation events, meetings, financial support through SIB and SIP and play area design suggestions.
- Over 6,000 people have been involved in the consultation and engagement process, including children and young people, their families, residents and local communities. Over 500 disabled children, their families and carers have participated in play consultation. 25 schools, community organisations and youth groups involved in delivering consultation arrangements for neighbourhood facilities.

Objective 5: Work in partnership to develop, support and promote high standards for play

- A range of services have been commissioned from the voluntary and community sector to support the development of play e.g. neighbourhood consultation, direct delivery of play activities.
- Launch of the 'Lets Play' campaign, to inspire families to enjoy their local play spaces and to challenge negative perceptions of children playing.

Objective 6: Ensure that in partnership, the city monitors and evaluates the impact of play developments citywide to deliver the strategy

- The developments have led to a sustained improvement in resident satisfaction levels. Since 2004 to the current date, a net improvement of 19% has been demonstrated through the annual MORI survey. This measure was taken prior to the Pathfinder investment and it is hoped that satisfaction levels will increase following the next resident survey which will be published late in 2010.
- The PUGS updated in 2007, indicated that just 19% of children and young people had access to high quality play 1km from their door. By the end of March 2010, 70% children and young people in the city have access to high quality play.

4.2 More locally, significant progress has been made and this is evidenced in the performance table below.

North Area Total number of play facilities in the area = 19	2004-2006	2007- spring/summer 2010	Total
Number of new play areas Fulwell WSP, Southwick	1	1	2
Number of refurbished play areas Cricklewood, Carley Hill, Thompson Park, Roker Park, Rothley Court, Community North	1	5	6
	As at April 2007	As at April 2010	
Percentage of C&YP with access to high quality play 1km	14%	62%	
Investment	0	£781,749	£781,749
Number of C&YP consulted		531	531
Number of VCS organisations engaged		4	4
Lets Play celebration events	1	3	4
Key highlights	<p>Successful relocation of play area and MUGA within Thompson Park, which hosted the first National Play Day event for the city.</p> <p>New provision adjacent to Southwick Primary School.</p> <p>Area wheeled sports provision developed at Fulwell.</p>		

5. Review Process – An Addendum

5.1 The PUGS 2007-2012 sets out a clear vision for play and recognises key principles which demonstrate a commitment to ensuring that children and young people are able to enjoy their free time and play freely. It is proposed that the six key objectives remain unchanged, but the priority actions are being reviewed in light of achievements since 2007. The challenge within the review is to maintain the vision and principles whilst taking into consideration the rapidly changing environment, including for example, national policy and guidance documents which have emerged since 2007. The addendum will set out the revised national, regional and local context for play.

5.2 The case for play remains valid and the importance play makes to ‘improving life chances and aspirations for each child and young person in Sunderland’ (Children

and Young People's Plan (CYPP) 2010-2025). The CYPP delivery plan for 2010-2013, highlights the priority 10 outcome as being 'to have locally accessible and affordable fun, play and physical activities'.

- 5.3 Consultation has and will remain key to the development of play facilities and a clear framework for consultation is proposed within the addendum which, will ensure that all Elected Members, stakeholders and partners have an opportunity to be informed of and importantly influence play developments. The consultation framework is included in **Appendix 1**.
- 5.4 Since 2007, Play England have provided through their national support and challenge guidance, new approaches to play in terms of design guidance and managing risk. As a Play Pathfinder, these guidance documents have been considered and moving forward play development will include these frameworks related to design principles and risk benefit.
- 5.5 One of the main priorities in the PUGS is to 'Create, improve and develop free and inclusive play spaces'. Our progress to date (outlined in 3.1) demonstrates significant achievements and **Appendix 2** details for the proposed new priorities for 2010 – 2012. The criteria applied to identify the priorities are as follows;
- Feedback from Elected Members on locations they consider would benefit from investment. Consultation will also be undertaken with other city partners such as Safer Communities Partnership, Children's Services, Voluntary & Community Sector, and Gentoo before finalising arrangements with Members.
 - Access - Gaps in high quality provision relating to the core standard of 1km access to high quality play from the doorstep
 - Funding – Investment opportunities for the provision i.e. a developer contribution (Section 106 payment), and other potential opportunities for funding
 - Proximity to other services – supported by informal oversight and/or other ancillary services.
- 5.6 This PUGS review is being presented to Area Committee prior to presentation at Sustainable Communities Scrutiny Committee (October 2010) and for endorsement by Cabinet in December 2010, as an addendum to the existing PUGS.

6. Background Papers

- 6.1 The following background papers were relied upon to compile this report.
- i. Play and Urban Games Strategy 2007-2012
 - ii. Children and Young People's Plan 2010-2025
 - iii. Children and Young People's Three Year Delivery Plan 2010-2013
 - iv. Play England - Design for Play 2008
 - v. Play England - Managing Risk in Play Provision 2008
 - vi. Big Lottery Fund Children's Play Programme Guidance 2006
 - vii. Play Pathfinder Programme Guidance 2008

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Appendix 1: Consultation Framework

Consultation is a key part of developing high quality play provision and in the spirit of the Principles of Play (within the existing Play and Urban Games Strategy), with children and young people at the heart of consultation. What does this mean to children and young people? From our research they describe participation as 'working together, having fun, sharing ideas, communicating, making decisions, being asked, solving problems, needing some support, giving an opinion, being listened to, and having a choice.

However, it is recognised that the whole community must be engaged and have the opportunity to participate in play consultation. The wider community must be encouraged to understand the value of play space and where reservations are evident, these need to be resolved.

Consultation and community engagement are therefore essential pre-requisites for good play space design. In order to ensure an inclusive approach a consultation framework will be applied. The framework shall be used for all play refurbishments /developments valued at £20,000 and over.

Stage 1

Elected Members* advised of project plan and requested to make suggestions of local partners, organisations, children and young people (C&YP), and residents who should be included in consultation.

* Local projects shall consult Ward Members, Area Chair, Vice Chair and the Portfolio Holder for Attractive and Inclusive City. Area provisions shall consult the Area Chair, Vice Chair, all Elected Area Members and the Portfolio Holder for Attractive and Inclusive City.

Stage 2

Advise partners, organisations, children and young people and residents of the project plan, when, how and in what way they will be consulted. The numbers of C&YP involved will be proportionate to the catchment area and the value of the project. For example, play area developments may engage 20 C&YP and larger wheeled sports parks may involve 50 C&YP. As a minimum, residents whose properties directly overlook or adjoin the area will be consulted. Planning applications for new provisions (where required), will be coordinated by the Council's Planning Section and will be informed by statutory planning obligations.

Stage 3

Participation and engagement with C&YP to develop ideas and a design brief. Design developed by appointed designers. Design developed and checked with C&YP to ensure that it matches their design brief.

Stage 4

Elected Members, local partners including the Local Area Multi Problem Solving Group (LMAPS), organisations and residents consulted on design. Feedback captured and design refined.

Stage 5

Final design provided to Elected Members prior to the release to, local partners, C&YP and residents. The project plan for development widely communicated.

Stage 6

Elected Members advised of progress on developments.

Annex 2

The methods of consultation will be appropriate to scope of the project and may consist of, meetings, letter drops, open days, workshops, surveys, media releases, and on-line activities.

Appendix 2: Identified Priorities for the North Area

Elected Member suggestions:

Marley Potts
Castletown
Roker Foreshore

Other suggestions received:

Seaburn Pirate Park
Redhill area
Wheeled Sports Park provision - Thompson Park

Investment available:

Play Area	Section 106	Projected Funding Gap
Carley Hill or Marley Potts	£25,740	£75,000
Roker Park or Foreshore	£22,432	£80,000
Billy Hardy or Castletown area	£101,645	£20,000

Gaps in High Quality Provision: Identified by applying the core standard of 1km access to high quality play from the doorstep to the nearest facility. Research has identified the current gaps in provision;

Castletown area – Billy Hardy play area
Seaburn
Witherwack area - Marley Potts/Carley Hill play areas.

The Grosvenor Street play area removal and redevelopment of the area to become a green amenity space is currently being progressed, ward Members have been consulted and will continue to be updated. The match funding being subject to a SIP application.

Recommended Actions:

Taking into account the above the following play areas are identified as priority development opportunities. However, in order to enable such development to be undertaken additional funding would be required.

- To identify the preferred location for play development in the Castletown area and progress development of a high quality play area. This process will be undertaken in consultation with Gentoo.
- To review the regeneration of the Witherwack area (Marley Potts/Carley Hill) and identify the preferred location for play.
- Consider refurbishment of play facilities at Seaburn to extend the lifespan of the provision in the context of the Seafront Strategy master planning.
- Consider the development of play at Roker Foreshore in the context of the Roker Seafront Development Strategy.
- Consider funding options.