

# **Moving Forward**

## **Sunderland's Play and Urban Games Strategy 2007-2012**

**(Addendum 2010)**

*All children and young people have a right to play. In Sunderland, we recognise that play is an important part of a child's life and we are committed to ensuring high quality provision.*

*Moving Forward is our Play and Urban Games Strategy for Sunderland, built upon the success and excellent work of all partners to deliver previous strategies since 1991. It was recognised that there was, however, more work to be done and the 2007 -2012 strategy took the opportunity to reflect on progress and barriers to date and ensure that the newly produced Play England advice was embedded.*

*Moving Forward is the foundation document and common reference point for all organisations, agencies and groups that have or should have an interest in children and young people's play within Sunderland.*

*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.*

*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 in the form of this addendum.*

# 1. Introduction

Strong vibrant communities have at their heart a variety of appropriate places to play, where children and young people can feel confident and safe. Regular enjoyment of time, space and opportunity to play is an essential part of the lives of children and young people. Through play children develop physically, intellectually, emotionally, spiritually and socially. Children and young people playing, signifies a healthy community and a public realm that is meeting the needs of its people.

The Play and Urban Games Strategy (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.

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'.

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 influences play developments.

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.

One of the main priorities in the PUGS is to 'Create, improve and develop free and inclusive play spaces'. Our progress to date demonstrates significant achievements and this document details for the proposed new priorities for 2010 – 2012.

## 2 The Purpose of the Document

The purpose of this document is to build on the excellent work citywide since 2007, to ensure that the city has one comprehensive play strategy, which continues to be embedded within strategic plans and initiatives

The strategy aims to:

- Provide a consistent approach to play – one set of priorities, one journey for Sunderland;
- Provide a focus on the needs of children and young people and ensure these remain paramount in determining provision;
- Harness local commitment from key partners;
- Offer transparency and reasoning to direction and decisions;
- Raise the profile and importance of play;
- Make effective use of the city resource's and funding;
- Encourage a city wide measurement of play and its positive impact;
- Endeavour to sustain play provision over the long term;
- Improve children and young people's access to safe and challenging play opportunities;
- Improve children and young people's access to safe and challenging play opportunities.

The document will be a foundation document and common reference point for all organisations, agencies and groups that have or should have an impact on children and young people's play within Sunderland. It will guide the work of the Active Sunderland Board Play. It will act as a tool to empower the key partners in the delivery of effective, essential play.

The City Services (Community Services) Directorate within the City Council will act as guide and coordinator and will support the capacity building of the Active Sunderland Board to ensure it harnesses its collective talents and strength.

### 3. Definition and Scope of Play

#### What is Play?

Since 2007 the value of play has become more widely recognised and embedded. However, it is worth reminding ourselves of what play is, how and where children play and the value that play provides for children and young people

**‘Play is what children and young people do in their own time, for their own reasons. When playing children choose what to do, how to do it and who to do it with’**

*Play England – Design for Play (2008)*

Children play in many different ways according to their own interests and abilities, and enjoy play different forms of play at different times and places.

Play takes many forms: doing nothing in particular; being boisterous and just ‘letting off steam’ it can be quiet and contemplative. Play can be about being alone; being social; being challenged; taking risks.

All children and young people, including those who are disabled or have specific needs, should have opportunities to experience challenge and take risks while playing.

Through play, children explore the world and learn to take responsibility for their own choices.

#### Where Children Play

Where ever they live all children and young people should have easy access to spaces and facilities where they can play freely, and free of charge, coming and going as they please

This supports the work by Else (2005) who suggests play should **primarily adhere** to the **3 Frees Test**:

*That is: ‘Where the provision is **free** of charge, where young people are **free** to come and go and **free** to choose what they do whilst there’.*

‘Primarily adhere’ acknowledges that exceptions will exist such as the need for some disabled children and young people to have support, or for supervised services to charge an affordable or low cost fee that can potentially be funded from external sources.

The provision of designated play spaces is important for children but so it the opportunity to play in other public open spaces

*‘Children being seen and heard in shared public spaces is the hallmark of vital community’*  
(Free Play Network and PLAYLINK 2006)

#### The Value of Play

Play is essential to the healthy development of children and young people – not just their physical development, but their social and cognitive development too.

Playing allows children to develop a sense of well being, develops their emotional responses and improves their interpersonal skills. Through play children explore creativity, language skills and problem solving.

Within the scope of play, the strategy recognises the importance of ‘high quality’ play opportunities which contribute to the essential enjoyment of childhood.

**Figure One – The features of high quality play**

- *Exploring the physical environment - earth, air, fire and water, secret spaces and open spaces;*
- *Challenge and taking risks – running, jumping, climbing, rolling, balancing;*
- *Emotions – the chance to validate a range of feelings;*
- *Stimulate all the senses – hearing, taste, smell, touch, sight;*
- *Being creative and imaginative – drama, dressing up, role-play, masks, face painting, arts and crafts;*
- *Opportunities for social interaction – enjoy cultural differences, co-operating, resolving conflict, chatting, negotiating, sharing;*
- *Building, demolishing and transforming environments.*

*Adapted from: Play England Guidance (2006)*

## 4. Principles of Play

It is clear from the introduction, definition and scope that play is an exciting but diverse area. On this basis, whilst individual priorities for play and urban games may change with time through ongoing consultation and research, the following principles have been established which can be seen to underpin the work of the city long term.

### Key Principles

In Sunderland we are committed to ensuring that children and young people are able to enjoy their free time and to play freely.

To achieve this, we recognise that:

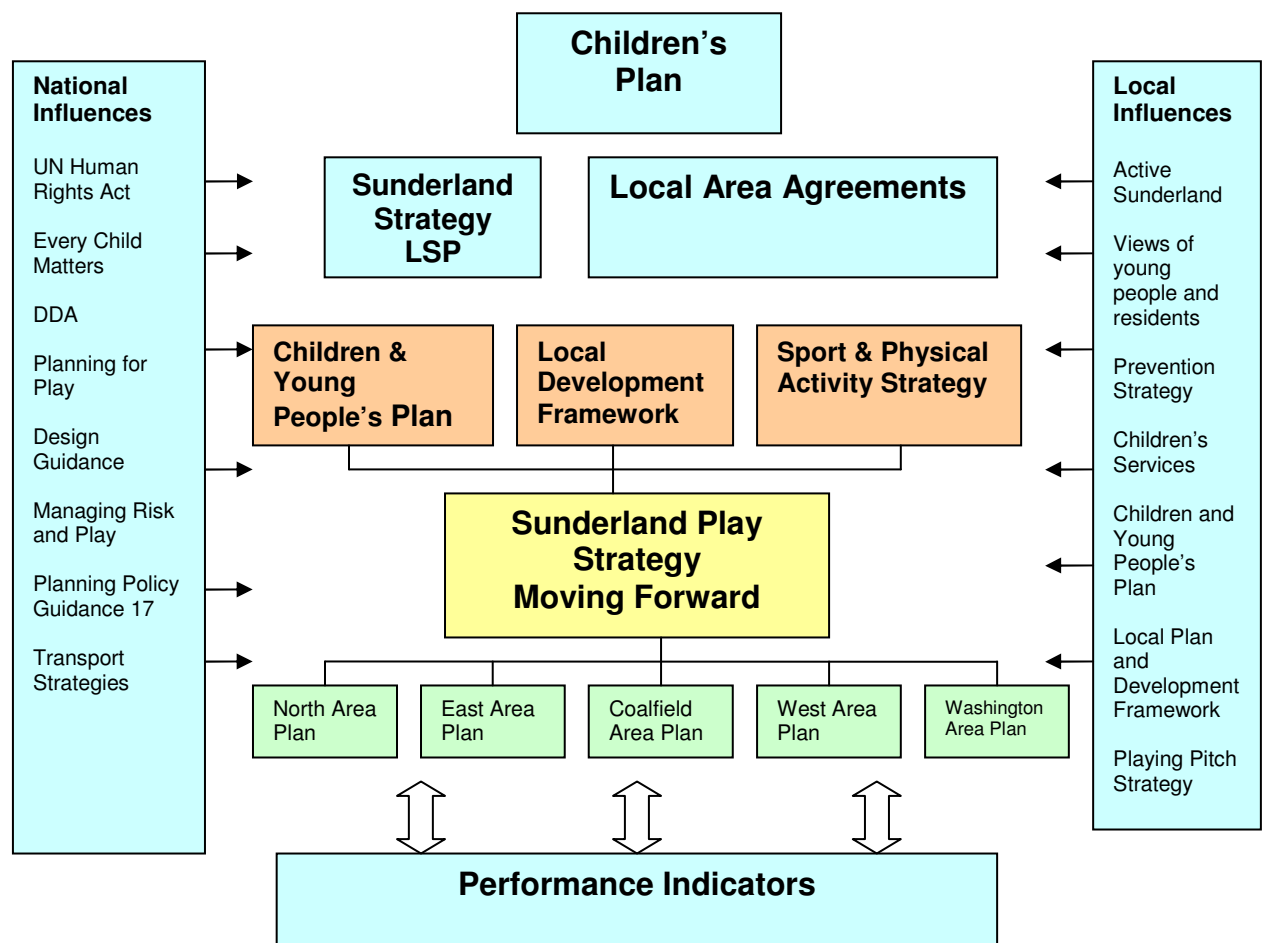
- Play is essential to children and young people's well-being both now and in the future;
- Children and young people have the right to play, as set out in article 31 of the United Nations Charter for Human Rights;
- The views of children and young people should be sought and listened to, meeting their individual needs in an inclusive way;
- Play needs to be fun and enjoyable.... free, accessible and inclusive;
- Children and young people's 'right to play' does not come without responsibilities to themselves and others;
- Children and young people deserve a balanced range of play opportunities. Within well-design environments, risk is essential to play;
- Sharing resources and skills will help make play more sustainable.

## 5. National, Regional and Local Context

### Overview

Progress in the development of play, is within the context of a rapidly changing environment, in which government policy and changing user expectations demand new approaches to the provision of play for children and young people.

There are a plethora of documents and strategies that inform and influence play development, many of which informed the previous Young People's Play and Urban Games Strategy. A summary diagram of the key national influences, together with more localised influences, is detailed below in Figure Two.



### 5a. National and Regional Context

In the next section a brief summary is given on some key National and regional drivers for change.

#### Government Policy

The addendum is being developed during a significant period of change. Play has experienced unprecedented growth and change since 2007 with the Big Lottery Fund (BLF) Children's Play initiative and the Play Pathfinder programme.

The responsibility for play was previously under the Department for Children, Schools and Families (DSCF) this replaced in May 2010 by the new Department for Education (DfE)



The outcome of the Treasury's Spending review in October 2010 is awaited. However, the Government identified in June 2010 a Childhood and Families Task Force to inform the spending review and shape policy. The task force has 5 priority areas; parental leave, disabled children, strengthening families, commercialisation of childhood and *Playful communities*

*Playful Communities* is described as; secure environments for children that bring people together with a focus on how local communities can be empowered to deliver changes in their own neighbourhoods.

### **Every Child Matters – Chance for Change**

The legislation 'Every Child Matters – Chance for Change' (2005), aims to support every child to have the chance to fulfil their potential. The following five key outcomes were identified;

- Being healthy: enjoying good physical and mental health and living a healthy lifestyle;
- Staying safe: being protected from harm and neglect;
- Enjoying and achieving; getting the most out of life and developing the skills for adulthood;
- Making a positive contribution – being involved with the community and society and not engaging in anti-social or offending behaviour;
- Economic well-being: not being prevented by economic disadvantage from achieving their full potential.

A number of previous schemes have also helped build foundations to this work such as Surestart Children's Centres, full service extended schools and the young people's fund. There is however clearly more to do. The benefits of children's play are closely linked to the five outcomes for children and young people.

### **United Nations Convention on Rights of the Child (1991)**

People across the world agree that every child has the right to play. Article 31 of the United Nations Convention on the Rights of the Child which was ratified by the UK Government in 1991 makes this quite explicit. This fundamental right was expressed in more detail in the Charter for Children's Play

***'All children need to play and have the right to play. Children of all ages should be able to play freely and confidently on their own and with other children (Children's Play Council, 1998)***

### **Play England**

Play England aims for all children and young people in England to have regular access to and opportunity for free, inclusive, local play provision and play space. The organisation was formed in 2008 as part of the National Children's Bureau (NCB), funded by the Big Lottery to promote local play strategies, build partnerships for play, research and demonstrate the benefits of play, promote equality and diversity in play provision, raise awareness and promote standards. As the government's national delivery partner their scope of work extended to being responsible for the support and challenge role as part of the Pathfinder programme.

In June 2010 Play England commenced discussions to finalise details of a new government's contract (as a result of reductions in funding) aimed at supporting communities to manage and sustain local play provision. In response to this Play England will undergo re-organisation which will see the organisation without regional offices, however the north east will benefit from a continued presence.

Play England have produced significant guidance documents including Design for Play and Managing Risk in Play provision, Better Places to Play through Planning, in addition to regular practice briefings and policy statements.

Through the manifesto for Play launched in spring 2010 Play England asks; the government, MPs, councillors - as well as individuals and organisations - to make three simple pledges for all children and young people to have the freedom and space to play enjoyed by previous generations:

1. To make all residential neighbourhoods child-friendly places where children can play outside
2. To give all children the time and opportunity to play throughout childhood
3. To give all children somewhere to play – in freedom and safety – after school and in the holidays

Play England are currently reviewing their objectives and priorities and will continue to offer support to promote play as an integral part of every community.

### **Planning for Open Space Sport and Recreation (planning policy Guidance note PPG17 DETR 2002)**

This document places a requirement on Local Authorities to commit to ensuring adequate and good quality open spaces, sport and recreation facilities which are available to whole communities. The guidance exhorts Local Planning Authorities to undertake robust assessment of existing and future needs of their communities for open space, sports and recreational facilities, developing with the community a vision for open space in the future. Assessment should be used to inform development of locally derived standards for provision of open space, sports and recreation. Local standards should include quantitative, qualitative and accessibility elements.

### **Improving Urban Design**

Urban design goes beyond building design. It is about the relationships between different buildings; the relationships between buildings and streets, squares, parks, waterways and other spaces that make up the public domain. Good urban design involves making places for people and has an important role to play in terms of ensuring new developments provide, and are appropriately integrated with, play spaces.

Good design of public space means creating spaces in which people want to spend time and that they enjoy using. Above all, good design takes advantage of the opportunity to create environments that are truly inspirational.

The *Better Places to Play through Planning* Guidance from Play England supports planning and transport authorities to ensure children and young people can access high quality, local play spaces and playable public space. It also shows how provision for better play opportunities can be promoted in planning policies and processes. Giving detail of how local development frameworks and planning control can be utilised in favour of child-friendly communities.

## **National Performance Measurement**

The Play Council's research (2006) identified that if other sectors are to 'take play seriously' we needed to develop a balanced set of indicators to measure the 'play offer' to children and young people across an authority area. Pilot play indicator project was established and evaluated in 2007.

The pilot indicators seek to measure the extent to which, wherever children and young people live or spend the majority of their free time, they have access to spaces and facilities for play and informal recreation which:

The focus of the indicators being; participation, satisfaction, quality and access. The model emphasises the importance of considering how the variety of facilities and spaces is accessible to specific social groups, and of including equity measures within the performance indicators.

### *Participation Indicator*

The percentage of children and young people aged birth to 16 from all social and ethnic groups, including those who are disabled, who play out for at least four hours each week.

### *Satisfaction Indicator*

The percentage of children and young people from all social and ethnic groups, including those who are disabled, 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.

### *Quality Indicator*

The proportion of facilities and spaces meeting the quality criteria for "excellent" and "good" ratings

### *Access Indicator*

The percentage of children and young people aged from birth to 16 that have access to at least three different types (type A, type B and type C) of space or facility, at least one of which is a dedicated place for play and informal recreation, which are all within easy walking or cycling distance

The evaluation of the pilot considered the cost effectiveness, feasibility and practicality of gathering the data. Consideration of the value of the indicator to support local management and improvement and its value to provide valuable benchmarking at national /regional levels. It is understood that the evaluation would have helped informed the Comprehensive Area assessments (CAA) and the satisfaction indicator is included as NI199.

The future of the NI 199 'children's levels of satisfaction with parks and play areas' is unclear at present the collection of the data for the Tellus survey has been halted and has scrapped the CAA work.

## **5b. Local Context - Sunderland**

Sunderland is the largest city in England's North East region, with a population of 280,600 based on the 2006 Office for national Statistics mid year estimates. Whilst enjoying economic benefits associated with its size has significant deprivation, with 82 out of 188 the city's Super Output Areas (SOA) being within the most 20% deprived SOA in England and 41 of these being within the 10% most deprived areas based on the 2007 Indices of Multiple Deprivation

The city has 68,300 children and young people aged 0-19 years living in Sunderland (Census 2001). 13,000 of these children and young people will require some form of additional help to enable them to be healthy, stay safe, enjoy and achieve, make a positive contribution and achieve economic well being.

### **The Sunderland Partnership, Local Strategies and Plans**

The Sunderland Partnership has a shared vision to create a better future for everyone in Sunderland, the shared vision;

*A welcoming, internationally recognised city where people have the opportunity to fulfil their aspirations for a healthy, safe and prosperous future.*

This long-term vision for Sunderland is set out in the Sunderland Strategy 2008-2025. Play makes a significant contribution to the supporting the strategic priorities of; Prosperous Healthy, Safe, Attractive and Inclusive and Learning City.

A key milestone for 2012 is identified within the Healthy City priority

*The percentage of children and young people aged between 0-19 yrs with access to high quality equipped play provision, 1km from their door, will increase from 15% to 55%.*

Through the significant investment since 2007 this has been exceeded with 70% of Children and Young People having access to high quality play by March 2010.

However, it is recognised that there is still work to be done and revised and new priorities are detailed in our action plans.

### **Children and Young People's Plan**

Children and young people are a vital part of Sunderland's aspirations to be the UK's most liveable city. The aim is to make Sunderland a city that children and young people want to invest their life in, a city that provides the lifestyle and the opportunities that they want for their future.

The Children's Trust Board are currently driving forward the Children and Young People's Plan 2010-2025. The document endeavours to set out, in clear, accessible terms what everybody in the Children's Trust is doing to improve the outcomes and quality of life for all children and young people in Sunderland.

*'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 extract;

<p><b>Priority Outcome 10 - Have locally accessible and affordable fun play and physical activities</b></p> <p><b>The vision for play and physical activities is</b> Sunderland will work in partnership to provide, support and sustain a variety of high quality and accessible play and physical activity environments and opportunities, for all children and young people.</p> <p><b>Who is responsible?</b> The aligned partnership responsible for play, sport and physical activity is the Active Sunderland Board. The board consists of a range of sector partners who both commission and at times are commissioned.</p> <p>The identified commissioning lead is the Head of Positive Contribution and Economic Well-being, Children's Services.</p> <p><b>Current picture</b> High quality play has been identified as a national priority and locally play has already been identified as a key priority for the city.</p> <p>MORI surveys have shown increased satisfaction in children's playgrounds with 17% being satisfied in 2002 and 32% in 2008. It has also been recognised that more facilities for young people are needed.</p> <p>To address the challenges the city has been actively engaged in a national programme to encourage more children and young people to play outside. Play helps to address child obesity, physical activity and overall health and well-being.</p> <p>Children and young people can use a lifecard, which offers them substantially reduced access to most core activities, and free swimming to all those under 16 years old.</p>	<p><b>Plans to improve outcomes</b> The Active Sunderland Board currently works to meet objectives set out in key partner strategy's, including the Sport and Physical Activity Strategy (2005-2010), and the Play and Urban Games Strategy – Moving Forward (2007-2012) each of which set out overarching priorities, including detailed actions, milestones and impact measures to improve this outcome.</p> <p>At the time of publication, the Active Sunderland Board was developing its own strategy, which aimed to build on the Board's current priorities and include:</p> <ul style="list-style-type: none"> <li>• Establishing effective partnership working between all providers: public, private and third sector</li> <li>• Developing clear pathways for volunteers into play, sport and physical activity</li> <li>• Attracting funding and develop a range of promotional campaigns and information tools.</li> <li>• Attracting and prioritising funding to deliver key city needs</li> <li>• Working with regeneration providers to ensure that child friendly neighbourhoods exists to support play and physical activity and green transport</li> <li>• Commissioning preventative activities and specific training to all staff working in play, sport and physical activity with children and young people.</li> <li>• Commissioning more play and positive activities for children aged 5-13</li> </ul> <div data-bbox="798 1254 1356 1411">  <p>In school holidays there are not enough activities in Sunderland to keep us occupied</p>  </div>
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## Sunderland's Local Development Framework

The Local Development Framework is an emerging document which sets out in the form of a portfolio, the local development documents which will collectively deliver the spatial planning strategy for the City. It will therefore play a major role in shaping the future of the built and natural environment, which so often either enhances or restricts young people's ability to access play provision.

The Framework will shape the overall development of the City and will include policies that will aim to enhance housing, retail, employment, green space, schools and transport infrastructure, all of which inform where people live, work, enjoy recreation, learn and study, and how they travel safely between them.

The policies contained in the Unitary Development Plan, which was formally adopted in 1998, have been saved and will gradually be replaced by the Local Development Framework. The timetable for this revision is set out in the City Council's Local Development Scheme. A schematic diagram illustrating the relationship between this play strategy and a range of emerging documents is illustrated in appendix one.

Current Unitary Development Plan policy (Policy H21 and Policy R3) allows the City Council to place an obligation on developers to contribute towards the provision of infrastructure, including play, to meet the needs of future residents within the development or to lessen any adverse off-site effects. Contributions from developers are negotiated by way of a planning obligation made under section 106 of the Planning Act 1990 and are built into a legal agreement between the developer and the City Council. At present, a standard capital charge of £701 per house of 2 bedrooms or more is requested for play provision. Alternatively, particularly on large developments, a planning condition is placed on the developer to provide play provision of an appropriate standard within the new development.

The current Unitary Development Plan recognises the need for a hierarchy of both open space (Policy L5) and dedicated play space provision (Policy L6)

In terms of dedicated play space Policy L6 requires

- i) A minimum of 4 district play areas
- ii) Satellite play areas to be provided within 1km of every child in the city;

The policy L6 also suggested that local doorstep provision where practicable would be provided within pocket parks. However, it should be noted that since the policy creation, increasing challenges around community safety of hidden or poorly designed areas means that such small open spaces or pocket areas would not be prioritised or preferred as equipped sites. A number of equipped site removals to enhance liveability have been completed over recent years. The areas generally remain important green play space.

Policy L6 aims to achieve a standard for dedicated children's play space of 0.6-0.8ha per thousand population, which will be reasonably distributed across the city. In areas where it is impossible to approach this standard, consideration is given to the more flexible use of space provided for educational or other purposes.

The City Council is currently working towards a review of these policies. In July 2002, the Government published Planning Policy Guidance 17: Planning for Open Space, Sport and Recreation (PPG17). PPG17 describes the role of the planning system in assessing opportunities and needs for sport and recreation provision and safeguarding open space. An audit of green spaces will be developed in the context of national planning guidance, and this will lead to a Green Infrastructure Strategy Framework for the city, that will ensure provision on a local and area basis is properly planned and that it is appropriate for all the community. Council officers leading on this Framework have been involved in the development of this addendum to the play strategy and it is recognised that in order to facilitate play there is a strong need for higher quality and well designed open spaces within housing estates.

### **Sport and Physical Activity 2005-2010**

This strategy was adopted by the Sunderland Partnership in 2005 and illustrates a wide range of actions to enhance physical activity levels of the population. There are clear benefits of designing public spaces such as parks, communal areas and 'green lungs' with the needs of all ages, to ensure a cohesive and vibrant space which encourages active living and transport solutions. By ensuring every child and young person has access to a

core offer of play provision which is free and accessible, we are maximising our chances of encouraging young people to be active.

### **Active Sunderland Board**

The Active Sunderland Board provides supports the governance arrangements for play is ensure that there are strong links with the Children's Trust and Sunderland Partnership. As and when needed specific play related working groups are established to undertake specific tasks e.g. Prevention Strategy – Play and Positive Activities work stream.

***In summary this is a time of change which will influence and impact on Play. Being aware of the changing policy directions and strategic priorities at national, regional and local level will ensure that play can both benefit and continue its unique ability to contribute to a wide ranging cross cutting areas.***

## **6. Moving Forward - The Journey since 2007**

Sunderland has exceeded against many of the agreed strategic priorities within the Play and Urban Game Strategy. The key achievements against the six priority objectives are outlined below.

### **Objective 1: Ensure that 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 and internal funding.

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

Since 2004, £6million has 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. Within 34 being completed between 2007 and spring/summer 2010.

The PUGS updated in 2007, indicated that just 19% (12,856) of C&YP had access to high quality play 1km from their door. By the end of March 2010, 70% (47,366) C&YP have access to high quality play facilities.

Wheeled sports provision has risen from three facilities in 2004, to six facilities in 2010, which has provided increased access for C&YP. 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 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.

Almost 6,000 people have been involved in the consultation and engagement process, including C&YP, 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 sector to support 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 an improvement in resident satisfaction levels. Since 2003, annual resident satisfaction levels have risen from 26% to 50% in 2008. The 2008 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 C&YP had access to high quality play 1km from their door. By the end of March 2010, 70% C&YP in the city have access to high quality play.

<b>Citywide</b>	<b>2004-2006</b>	<b>2007-spring/summer 2010</b>	<b>Total</b>
Number of new play areas	12	15	27
Number of refurbished play areas	7	24	31
	<b>As at April 2007</b>	<b>As at April 2010</b>	
Percentage of C&YP with access to high quality play 1km	19%	70%	
Investment	£1,003,700	£4,996,300	£6,000,000
Number of C&YP consulted		5851	5851
Number of VCS organisations engaged		13	13
Lets Play celebration events	2	13	15

Note

C&YP = Children and Young People  
MUGA = Multi Use Games Area  
DUGA = Dual Use Games Area



## 7. SWOT Analysis

A review of the SWOT from 2007 shows a significant direction of travel for play throughout the city.

The achievements, ongoing strengths and challenges and new strengths, weaknesses, opportunities and threats are highlighted.

SWOT 2007	Direction of travel
<p><b>Strengths</b></p> <p>Young people are at the heart of consultation for new play developments, Examples of shared resources and partnership projects.</p> <p>Wheeled skate park provision – one per area almost achieved.</p> <p>Sustained City Council capital contribution to play areas</p> <p>External funding opportunities for play parks. £1.1 Million attracted in last 3 years.</p> <p>Section 106 policy for play in action.</p> <p>Play Together with 50 voluntary and community sector members.</p> <p>Training and development courses for Play workers. 50 places each year.</p> <p>Innovative citywide scrap store.</p> <p>GIS mapping of city equipped play provision</p> <p>City Council inspection regime of resources to meet European safety standards.</p> <p>Toy library and scrap store</p>	<p><b>Strengths</b></p> <p>😊 ongoing.</p> <p>😊 ongoing</p> <p>😊 ongoing</p> <p>😊 ongoing</p> <p>😊 ongoing. <b>New Threat</b></p> <p>😊 ongoing</p> <p>😊 ongoing</p> <p>Status of the Network in certain due to VCS funding changes. New opportunity.</p> <p>Lack of coordinated training; new opportunity</p> <p>😊 ongoing</p> <p>😊 ongoing</p> <p>Library available but limited access due to VCS funding changes. <b>New opportunity</b></p>
<p><b>Weaknesses</b></p> <p>Access to high quality equipped places for play (Baseline estimated at 15%)</p> <p>Much provision is of low 'play quality'.</p> <p>Access to supported inclusive provision for disabled children and young people</p> <p>Joined up work in prioritising resources for play citywide</p> <p>Playwork qualifications confused with Childcare qualifications.</p> <p>The positive profile of play as a positive solution to a range of agendas</p> <p>Performance management framework to measure the impact of play</p> <p>'Locked up' quality places for play on formal sites.</p>	<p><b>Weaknesses</b></p> <p>😊 70% of C &amp; YP have access to high quality play.</p> <p>😊 Specialist provision for disabled children at city Adventure Play Centre.</p> <p>Examples of good practice e.g. Aiming High, Prevention Strategy.</p> <p>National profile improved, still work to be done,</p> <p>Some improvement, key area of outstanding work. <b>New Opportunity.</b></p> <p>National pilot scheme undertaken.</p> <p>Limited success, work to be done. <b>New Opportunity.</b></p>

<p>Limited facilitated provision which meet the 3-Frees test. Little or no mainstreamed funds for facilitated play opportunities.</p> <p>Poor usable green space for Play</p>	<p>Adventure Play Park and 'lets Play' events. Scope to increase and improve. No change, all funded through external funding sources. Business model for the Adventure Play operation developed to help support sustained services. Green Spaces Audit underway.</p>
<p><b>Opportunities</b> Play and young people's facilities are high resident priorities. Extending our mindset of what 'play provision may include'. Ensuring quality space for play exists in the Local Development Framework as it emerges. A formal City Play Partnership</p> <p>Greater partnership working on area basis between City Council, community sector, schools and Gentoo Big Lottery funding for Sunderland for injection to sustainable provision. Building Schools for the Future Continued efforts by young people to raise funds from their projects. The Play England infrastructure.</p> <p>Introduction of new technology for inspection of play resources citywide</p> <p>GIS mapping and intelligence of services.</p> <p>Use of mobile resources to support play</p> <p>Increased inclusion awareness.</p>	<p>😊 ongoing</p> <p>😊 ongoing, Play Pathfinder has resulted in significant progress</p> <p>😊 ongoing, City Services linked into the processes.</p> <p>😊 superseded by Active Sunderland Board governance arrangements.</p> <p>😊 ongoing</p> <p>😊 6 BLF projects delivered successfully Suspended due to change to BSF programme.</p> <p>😊 have made strong links at National &amp; Regional levels with Play England</p> <p>Not achieved, review of operations underway.</p> <p>😊 ongoing</p> <p>😊 ongoing, appointed of Play workers.</p> <p>😊 partnership working with Aiming for Disabled children and Parent-cares VCS organisation.</p>
<p><b>Threats</b> Maintenance requirements of current play provision citywide.</p> <p>Poorly located local area play sites requiring removal.</p> <p>Protection of dedicated play space whilst accepting some essential equipped removals required.</p> <p>Short term funded schemes.</p> <p>The lack of tolerance amongst adults around teenage play</p>	<p>😊 increased mainstream budget secured through MTFP.</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>

Developers unwillingness to support the ethos of quality play	Ongoing
Over reliance on developers contributions to restore the city play offer.	Ongoing and increased due to current pressures on public sector.
Diminishing green space in some urban areas	Ongoing

## **8. The Way Forward...**

If play provision is to continue to be improved into 2012 then there needs to be a balance of building on strengths and recent progress, remedying weaknesses and seizing opportunities. This will continually need to be achieved in a period of significant challenges and changes at national, regional and local levels.

Building upon the current circumstances which are summarised within the SWOT analysis and our principles for play, the following strategic vision, objectives within the PUGS remain valid. An updated action plan with our next key priorities have been developed.

### **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 facilitated provision as appropriate.

### **Priority Objectives**

- **Ensure that play is strategically planned and resourced in partnership**
- **Involve children and young people in the development of their play opportunities and services**
- **Work in partnership to develop, support and promote high standards for play**
- **Create, improve and develop free and inclusive play spaces**
- **Seek greater innovation in the development of varied and sustainable play opportunities**
- **Ensure that, in partnership, the city monitors and evaluates the impact of play developments citywide to deliver this strategy**

**The detailed action plans are highlighted in Section 9**

### **Places for Play**

The PUGS includes Sunderland model of play distribution standards. The city standards are based on a combination of the Play England Typology, NPFA standard and the City Councils UDP. The key measure being that children and young people should have access to high quality play space within 1km of home.

The national performance indicator pilot recommended the introduction of monitoring the access by children and young people to 3 types of play space. As the city's Green Spaces work is completed the ability to measure children and young peoples access to differing play opportunities will be available.

### **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 area Elected Area Members and the Portfolio Holder for Attractive and Inclusive City.

### **Stage 2**

To advise partners, organisations, C&YP, residents of the project plan, including 'when', 'how' and 'on what' they will be consulted about. The numbers of C&YP involved will be proportionate to the catchments 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.

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.

## Design for Play

Thinking on how outdoor play provision should be developed has been evolving and moving in new directions since 2007. In Sunderland the city has embraced new thinking through developing more adventurous, challenging and natural play spaces. This move to a new direction is demonstrated over the short term, the move to more creative thinking in play space design.

Sunderland has moved along way from the KFC play area (Kit, Fence, Carpet) by embracing the Play England Design Guidance. Creating inspiring play spaces which excite, challenge needs to consider the 10 principles of good design.



*Design for Play: A guide to creating successful play spaces*

## Risk Benefit Policy

There is growing awareness of the value of play provision that gives children and young people active, challenging play opportunities. Play provision does present risks, to children and adults through accidents and injuries and also providers through the risk of liability. However, play grounds of all types, by any measure, comparatively safe places and have been so for some years if not decades.

In Sunderland our approach to safety in respect of play includes:

- The Appointment of Construction, design and management Coordinator (CDM-C) at design stage for all play areas.
- Formal traditional play equipment is installed to meet EN standards.
- Non- standard equipment is assessed where practicable for compliance with the EN standards.
- Independent post installation reports undertaken prior to opening of play areas.
- Regular inspections of all sites by qualified play inspectors.
- Responsive maintenance service based on risk assessment.

Sunderland has a good history safety record in relation to play. Since 2007, with over 100 play spaces city wide a total of just 18 insurance claims relating to accidents have been of which 88% have been repudiated.

It is clear that within well-designed environments, risk is essential for play. This has been established in Sunderland's principles for play.

During 2010 the City Council piloted the use of a 'Risk Benefit' approach to play in conjunction with the traditional risk assessments. This approach was undertaken within the guidance of the Play England 'Managing Risk in Play Provision' published in 2008. This approach advocates the need to take a balanced approach: one that takes into account the benefits the provision offers as well as the risks.

Play provision brings many benefits to children and young people as described within the PUGS. It supports their well being and development through offering activities which stretch their abilities, foster their imagination and build their confidence and resilience, allowing them to learn how to evaluate and manage risk.

The Health and Safety Executive (HSE), and Royal Society for the Prevention of Accidents (RoSPA) both recognise the importance of play in children's lives and endorse the Play England guidance.

The risk management process identifies four key levels; Policy Framework, Risk – Benefit assessment, technical inspection and Dynamic risk benefit (relevant where staff supervise play activity).

The Policy Framework underpins and our approach through establishing values, clear objectives and sets the context. This strategy provides the foundations of our risk benefit Policy.

## **9. Action Plans**



## Strategic Objective 1

Ensure that play is strategically planned and resourced in partnership.

Action	Milestones	Key Partners	Resources	Outcomes	Current Status Sept 2010
Develop and maintain a Citywide Play Partnership embedded in the city's planning process.	Representatives agreed  Terms of reference agreed  Quarterly updates of progress in Children and Young People's Plan.  Annual report to Leisure and Culture Review and Children's Trust Board.	Community & Cultural Services Play England	Staff time	Regular Play Partnership established.  Clearly communicated performance data	Play Partnership superseded by Active Sunderland Board.  Milestones achieved and <b>ongoing action</b> .
Team of 'Play Champions' established.	Partnership identify possible champions across sectors  Inclusion champion established	Play Partnership Youth Parliament	Staff time	Increased positive promotion of Play	Portfolio Holder for Culture and Leisure.  Play shaper training pilot undertaken.
Liaise with ward members for each regeneration area on an annual basis	Review the previous years progress in their area against the Play strategy.  Discuss planned actions for forthcoming year.	Community & Cultural Services and partners. Portfolio Holder.	Staff time Councillor time	Improved communication on priorities. Agreed prioritisation of resources and funds.	Milestone achieved and <b>ongoing action</b> .
Work to identify further funds to maintain successful provision piloted by the Children's Fund	Identify successful projects which reach children and young people with poor access.  Consider funding opportunities including key partners who benefit from the provision.	Play Partnership	Staff time	Increased ongoing funding or income generation for selected projects.	Children's Fund work superseded by Intervention Strategy – Play & Positive Activities work stream. VCS organisations commissioned  <b>Ongoing action; to identify funding</b>

					<b>opportunities.</b>
Prioritise external investment to maximise impact and reach	Partnership agree prioritised approach to external bids  Clear use of GIS and performance data to inform partnership decisions.	Play Partnership	Staff time	Focused funding to continue strategy.	Achieved through BLF, Play Pathfinder, City Capital. <b>Ongoing action; to identify funding</b>
To prioritise the projects in line with the strategy for the city's allocated Big Lottery funding.	Establish priorities from Play strategy which have greatest impact and best match the funding criteria  Develop bids  Submit portfolio	Community & Cultural Services	Staff time	Bid successful  Greater access to high quality play opportunities citywide.	Completed 2008.
To encourage and prioritise suitable priority projects for the Big Lottery Playful Ideas fund.	Establish priorities from Play strategy which have greatest impact and best match the funding criteria  Develop bids  Submit portfolio	Play Partnership	Staff time	Funding achieved	Completed 2008. Bids submitted by VCS unsuccessful to support scrapstore & toy library.
To ensure that the city's 106 contributions are strategically placed to maximise their impact against the deficits of provision identified in this strategy	Maintain current audit of play spaces on GIS  Inform planning decisions in line with GIS mapping and gaps in provision.	Community & Cultural Services Planning and Regeneration	Staff time	106 sums focused towards priority play sites.  Increased access to play provision citywide.	<b>Ongoing action</b>
Establish formal supplementary guidance to improve current planning policy for both equipped and quality natural play environments and encourage those	Establish project team.  Consider guidance in line with LDF.  Monitor completed housing schemes  Prepare design guidance to encourage developers to create well designed play	Development and Regeneration -Development Control -Planning Implementation -Planning Policy Community &	Staff time	Guidance to encourage both revenue and capital contributions to development of play.	Play is linked into the LDF, Green spaces, Seafront Strategy's.  Reference Play England Guidance in respect of Design for Play and Better

involved in the regeneration process to improve play spaces.	spaces	Cultural Services			Places to Play <b>Ongoing action</b>
Review the city's approach to inspections to improve efficiency and planning approach.	Consider best use of resources Standard template for assessment established  Use of ICT to monitor  Full condition surveys of current play assets to support asset planning.	SCC SHG	Staff time Funding required	Full asset plan for repair and replacement of city play provisions	Revision of inspection regime undertaken.  <b>Ongoing action</b>

## Strategic Objective 2

### Involve children and young people in the development of their play opportunities and services

Action	Milestones	Key Partners	Resources allocated	Outcomes	Current Status
Involvement of children and young people in the development of the play workforce.	<p>Include the views of children and young people in the job descriptions.</p> <p>Children and young people involved in the appointment</p> <p>Children and young people involved in the training.</p>	Youth Development Group Youth Parliament	Staff time	Involvement of children and young people is illustrated in evaluation documents	<p>6000 C&amp; YP involved in consultation by 2010.</p> <p>C &amp; YP involve in recruitment of play and engagement workers 2010.</p> <p><b>Ongoing action</b></p>
To ensure that all play projects are led and developed by young people's focus groups, with support from carers or key workers where appropriate.	<p>Representatives from all children and young people participate when play is developed.</p> <p>Research is child led – and in varying formats.</p>	Community & Cultural Services Youth Development group Etec	Staff time	<p>Number of children and young people involved.</p> <p>Child led research and consultation approach to developments</p>	<p>Consultation Framework embeds the process.</p> <p><b>Ongoing action</b></p>
To involve young people in review and assessment of the strategy progress.	<p>Design and delivery of annual survey</p> <p>Annual convention to review strategy progress</p>	Play Partnership Youth Parliament Youth Development Group	Staff time	<p>Survey results</p> <p>Convention feedback forms.</p>	<p>Annual survey via MORI.</p> <p>NI199 Performance Indicator.</p> <p><b>Revised action: To consider the most appropriate and effective way in which C &amp; YP can inform play on an annual basis.</b></p>

### Objective 3

#### Work in partnership to develop, support and promote high standards for play

Action	Milestones	Key Partners	Resources allocated?	Outcomes	Current Status
Establish a consistent standard for Quality Play based upon the principles of play established within this strategy.	<p>Identify national standards</p> <p>Liaise with Play England.</p> <p>Develop a Sunderland standard for all play opportunities</p> <p>Consult on new standards and reach agreement.</p>	<p>Community &amp; Cultural Services</p> <p>Children Services</p> <p>Play Partnership</p>	Staff time	A common standard for quality play in Sunderland.	<p>Play England Design, Managing Risk in Play guidance has been considered and applied as appropriate to the city.</p> <p><b>Ongoing action; with the addition of consistent standards for the delivery of supervised play to be established.</b></p>
<p>To identify training needs through a workforce analysis with the play sector.</p> <p>Address training needs – particularly for supporting older young people and those children and young people with special needs</p> <p>.</p>	<p>Review current information and conduct audit</p> <p>Use audit to plan training programme</p> <p>Identify funding to support training programme</p> <p>Publicise and offer training opportunities</p> <p>Range of infrastructure support developed</p>	<p>Children's Services</p> <p>Etec</p> <p>Play Partnership</p>	<p>Staff time</p> <p>Children's fund resource</p>	<p>Known staff and volunteers have their training needs assessed</p> <p>Comprehensive training programme on offer</p> <p>Take up is monitored</p>	<p>Play Shaper training delivered. In-house training delivered for Play workers.</p> <p><b>Ongoing action</b></p>
To specifically offer play training and information to residential children homes, young parents, children homes and foster carers as well as to social workers.	<p>Establish funding</p> <p>Sustained outreach playworker in post</p>	<p>Play Partnership</p> <p>Children Services</p>	Staff time	<p>Post secured</p> <p>Number of contacts and training opportunities transferred</p>	<p>Training opportunities have been offered in relation to the Adventure Play in partnership with Disabled Children's Services.</p>

					VCS organisations have accessed in-house play worker training.  <b>Ongoing action</b>
Sustain the city's Toy Libraries network in supporting supervised play provisions in the home and the community.	Establish annual funding required  Seek funding  Secure toy library service and improve networked capability	Etec Play Partnership	Children's Fund & Etec until 2008	Number of members using the resource  Number of resources purchased	ETEC unsuccessful with Playful Ideas Bid, end of Children's Fund and reduction of play and positive activities funding through Prevention Strategy has reduced this service.  <b>Revised Action; To establish and evaluate current status of Toy</b>
Support, promote and sustain the city's Scrap store	Establish annual funding required  Seek funding	Etec Play Partnership	Children's Fund & Etec until 2008	Number of members using the resource  Number of resources purchased	<b>Revised Action; To establish and evaluate current status of Scrap Store.</b>
To deliver an annual play convention in Sunderland to celebrate success and gather key professionals and volunteers.	Annual play convention	Etec Play Partnership	Staff time	Number of attendees	National Play Day supported since 2008.  <b>Revised Action; To establish and evaluate current status of Play Together Network &amp; annual convention</b>
High profile marketing campaign to promote the positive value of play.	Establish funds  Agree messages	Play Partnership	None	Positive profile of play increased	National Play Day supported and events organised since 2008.

	Develop marketing campaign including: -Website -Posters -Leaflets			Reduced complaints for 'positive play'  Number of press releases	Programme of 'Lets Play' events in local play areas throughout the year since 2009.  Articles in Community News.  Continue to host 'Lets Play' celebration events & National Play Day.  <b>Ongoing action</b>
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**Strategic Objective 4**  
**Create, improve and develop free and inclusive play spaces**

Action	Milestones	Key Partners	Resources allocated?	Outcomes	Current Status
Create, improve and develop over 35 children and young people's free local spaces citywide which tackle deficits in provision as a priority (see detailed list in appendix 4).	<p>Maintain clear audit of provision</p> <p>Continually review in light of citywide regeneration plans and developments</p> <p>Prioritise funding to achieve developments.</p> <p>Involve CYP in design and developments</p>	<p>Community &amp; Cultural Services</p> <p>Children Services Development and Regeneration</p> <p>Gentoo</p> <p>School governors</p>	Various as detailed in appendix 6	25% more children and young people with access to high quality play spaces 1km from home.	<p>Achieved by 2010.</p> <p><b>New action:</b>  <b>Revised priorities identified for 2010-2012.</b>  <b>Detailed in Appendix 4</b></p>
Assess the quality of the city play sites to include the play opportunities for children and young people with disabilities.	<p>Develop a children and young people's scrutiny group to include children with disabilities</p> <p>Develop a clear understanding and knowledge of what play opportunities may be possible in order to present choice and influence play developments</p> <p>Establish a quality assessment tool to use citywide</p> <p>Ensure findings of assessments feed into ongoing play site developments and proposals.</p>	<p>Community &amp; Cultural Services</p> <p>Gentoo</p> <p>Oxclose Community School</p> <p>Youth Development Group</p>	Staff time Unknown	<p>A clear record of the fully accessible and high quality, play sites</p> <p>Non disabled and disabled children are able to play together</p>	<p>City Adventure Play Park included outdoor, indoor and sensory provision with changing places facilities. for disabled C &amp; YP. Partnership working with Disabled children Services supports this achievement.</p> <p>Barnes Park Play developed and supported by accessible toilets and changing.</p> <p><b>Ongoing action; to ensure that inclusive play opportunities are considered in all lay developments.</b></p>
Increase the number of provisions which maximise the use of informal	Establish where such access would be beneficial	<p>Community &amp; Cultural Services</p> <p>Children's Services</p>	Funds allocated with	Shared resources	Since 2007 play developments at 8 sites have been undertaken



oversight through close proximity to schools, youth provisions, children's centres.	Work with extended schools team and youth service to develop relationships	Gentoo Youth Providers Schools	projects below.	Greater usage of play resource	near to school, community or youth facilities. <b>Ongoing action</b>
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## Strategic Objective 5

**Seek greater innovation in the development of varied and sustainable play opportunities.**

Action	Milestones	Key Partners	Resources allocated	Outcomes	Current Status
To increase the opportunities to seek innovation in play through good design, natural play.	<p>Involve CYP in investigating alternative approaches to play</p> <p>Establish case studies</p> <p>Explore use of natural resources and/or public art</p> <p>Increase access to current resources through the use of creative access points, safer routes and safer neighbourhood zones.</p>	<p>Community and Cultural Services</p> <p>Development and Regeneration</p> <p>Private play designers</p> <p>Gentoo</p> <p>Transport</p>	Staff time	Greater variety and challenge for CYP	<p>Direction of travel through play design is evident in the city.</p> <p><b>Ongoing action</b></p>
Investigate the opportunities to develop mobile resources (potentially combined with other functions) to support seasonal demands or where permanent play services cannot be sustained.	Mobile resources considered. This could include mobile staff resources of mobile equipment resources.	Play Partnership	Staff time	Increased sustainability Greater access to supervised play opportunities	<p>'Lets Play' events have taken play workers to local play areas to support supervised play opportunities.</p> <p><b>New action; see below</b></p>
Feasibility study into the location and 'mode of operation' of a supervised adventure play ground to particularly provide support for those with individual needs.	<p>Feasibility funding established</p> <p>Feasibility study completed</p>	Play Partnership	Staff time	Demand and viability (or not) established for resource	<p>Achieved – City Adventure Pay provision opened at Silksworth April 2010.</p> <p><b>Revised action; to monitor the business plan to support sustainability.</b></p>
Investigate the	Research opportunities with CYP	Community and	Staff time	Demand and	'Lets Play' and taster

opportunities to extend creatively supervised play provision for the youth market (street games, chill out provisions)	Develop proposals Seek funding for proposals	Cultural Services Play Partnership		viability (or not) established for resource	sports sessions linked. <b>New action; see below</b>
<b>NEW ACTION</b>					
To identify how best to manage, coordinate and deliver supervised play opportunities in the city.	Mapping of current provision.  Monitoring and evaluation of Adventure Play supervised sessions  Submit expression of Interest for Play England ' Playful Communities' programme.  Feasibility of establishing local play volunteers. Linking with Volunteering Strategy.	City Services – Community Services  Active Sunderland Board  VCS	Staff time	Demand and viability (or not) established	2012

## Strategic Objective 6

Ensure that in partnership, the City monitors and evaluates the impact of play developments citywide to deliver this strategy

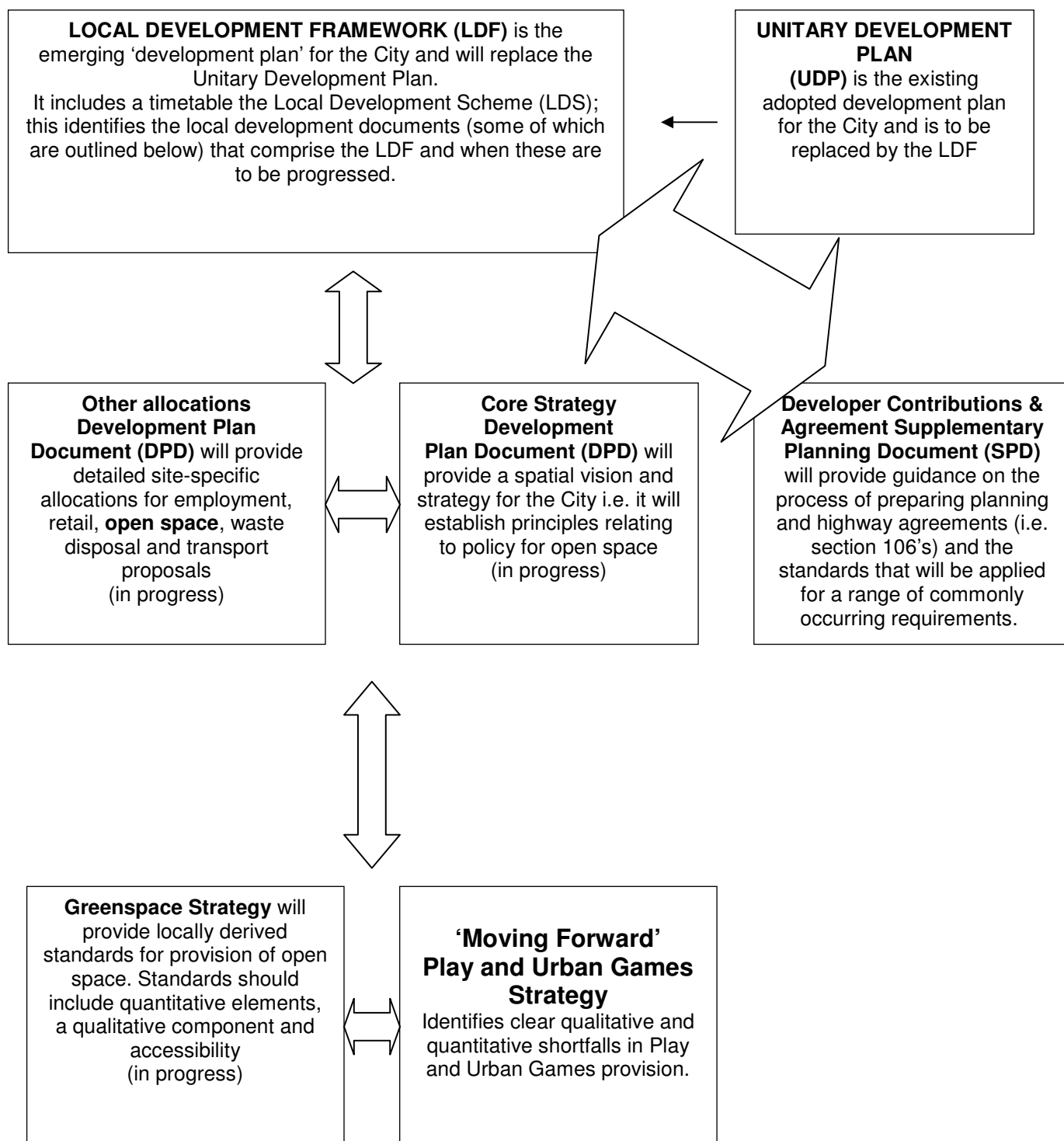
Action	Milestones	Key Partners	Resources allocated	Outcomes	Current Status
To measure and monitor performance against the number of children and young people with access to equipped dedicated play space 1km from home	Clear GIS baselines established  Regular monitoring.	Community and Cultural Services Gentoo	Staff time Cost of GIS reporting	Clear measure of number of CYP with access to high quality play. Clear ability to justify further resource	Updated GIS maps created for Addendum. Featured in appendix 3  <b>Ongoing action</b>
To report on the strategy progress.	Annual report produced and presented.	Community and Cultural Services. Play Partnership members	Staff time		<b>Ongoing action</b>
To consider the recommendations of the current national indicator pilot and consider the development of a suite of indicators to measure the impact of this strategy and performance against the every child matters outcomes.	Review national pilot  Identify indicators suitable for Sunderland's strategy  Involve CYP in selection and adoption of indicators.  Clear performance management framework implemented.	Play Partnership GIS Team	Staff time	Ability to justify resource from non-traditional funding sources into Play	National Pilot completed. Status of PI's to be established in light of changes to CAA.  <b>Revised action; Consideration to be given to application of the PI's at local level</b>
To develop consistent standards citywide in the inspection and maintenance of dedicated play spaces.	Consistent approach to play inspection and risk management developed  Consideration of ICT use citywide  All play areas inspected consistently.	Community and Cultural Services Gentoo Schools	Staff time	Clear	Revision of inspection regime undertaken.  <b>Ongoing action</b>

## **List of Appendices**

Appendix 1	Flow Diagram to show links to LDF
Appendix 2	Members of Active Sunderland Board
Appendix 3	GIS Maps
Appendix 4	Action Plans
Appendix 5	List of Consultees

## Appendix 1

### Flow Diagram to show how Moving forward fits into the LDF System suite of documents.



## **Appendix 2**

### **Active Sunderland Board**

The Active Sunderland Board consists of partners from all sectors, which contribute to the development and delivery of sport and physical activity within the city. Together the Board aspires to:

- Lead development of a citywide strategy for increasing participation in physical activity
- Coordinate and exploit the sport and physical activity facilities in the city
- Increase the number and improve the quality and skills of the workforce
- Capitalise on major events including the Olympics and Paralympics
- Use research and evaluation to understand the physical activity sector
- Identify and maximise potential funding to support and extend the provision of physical activity
- Prepare a collective, citywide response to national sport or physical activity initiatives
- Act as an advocate for physical activity in the city
- Monitor and evaluate achievement against outcomes.

The Board is represented by the following partners.

**Local Authority Sport and Leisure**

**Children's Services**

**Community Safety**

**Local Strategic Partnership**

**Tyne and Wear County Sports Partnership**

**Sunderland AFC Foundation**

**Sunderland Sports Council**

**Specialist Sports Colleges**

**Gentoo**

**Sunderland CVS**

**Sunderland College**

**Sunderland University**

**Adult Services**

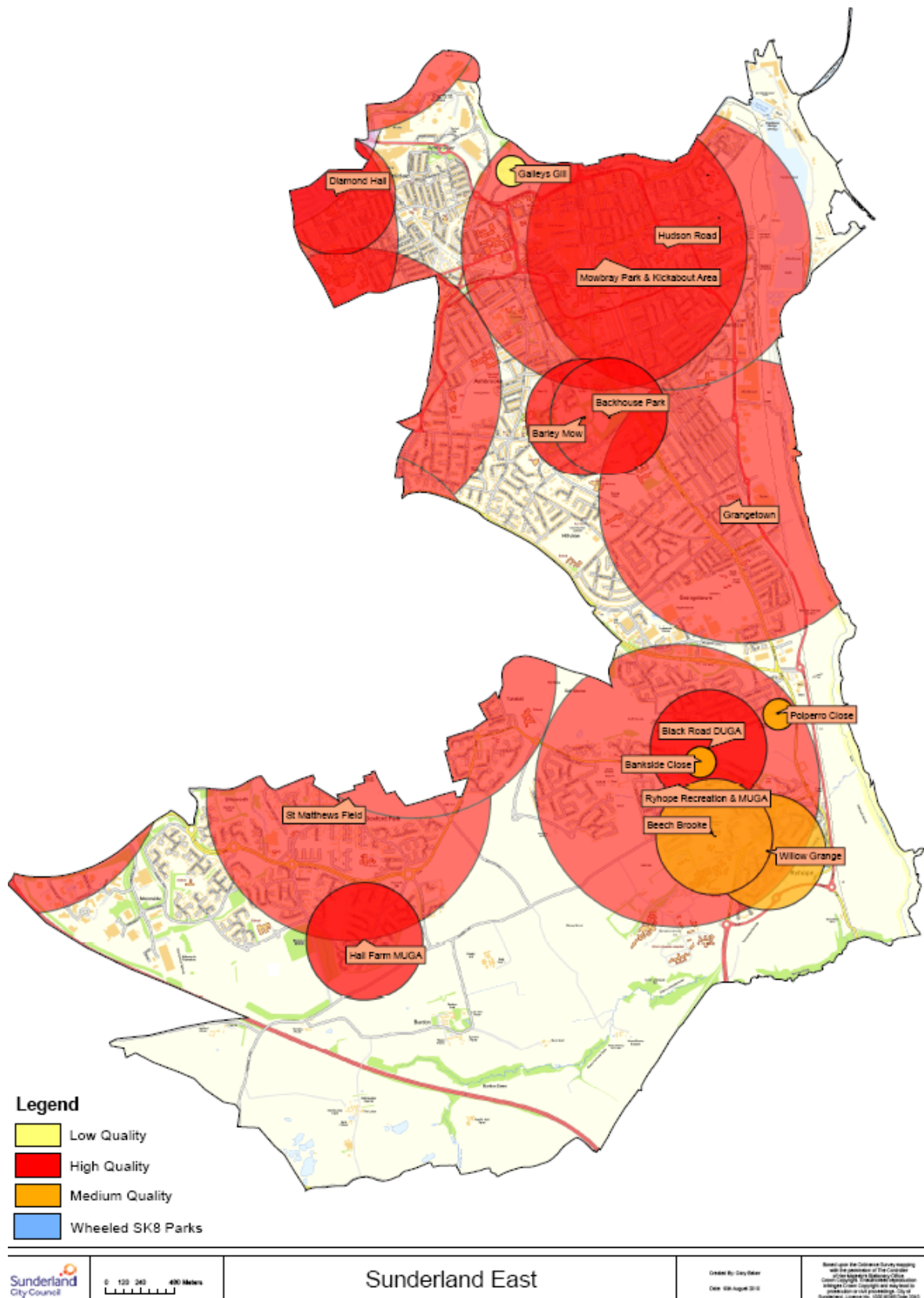
**Teaching Primary Care Trust**





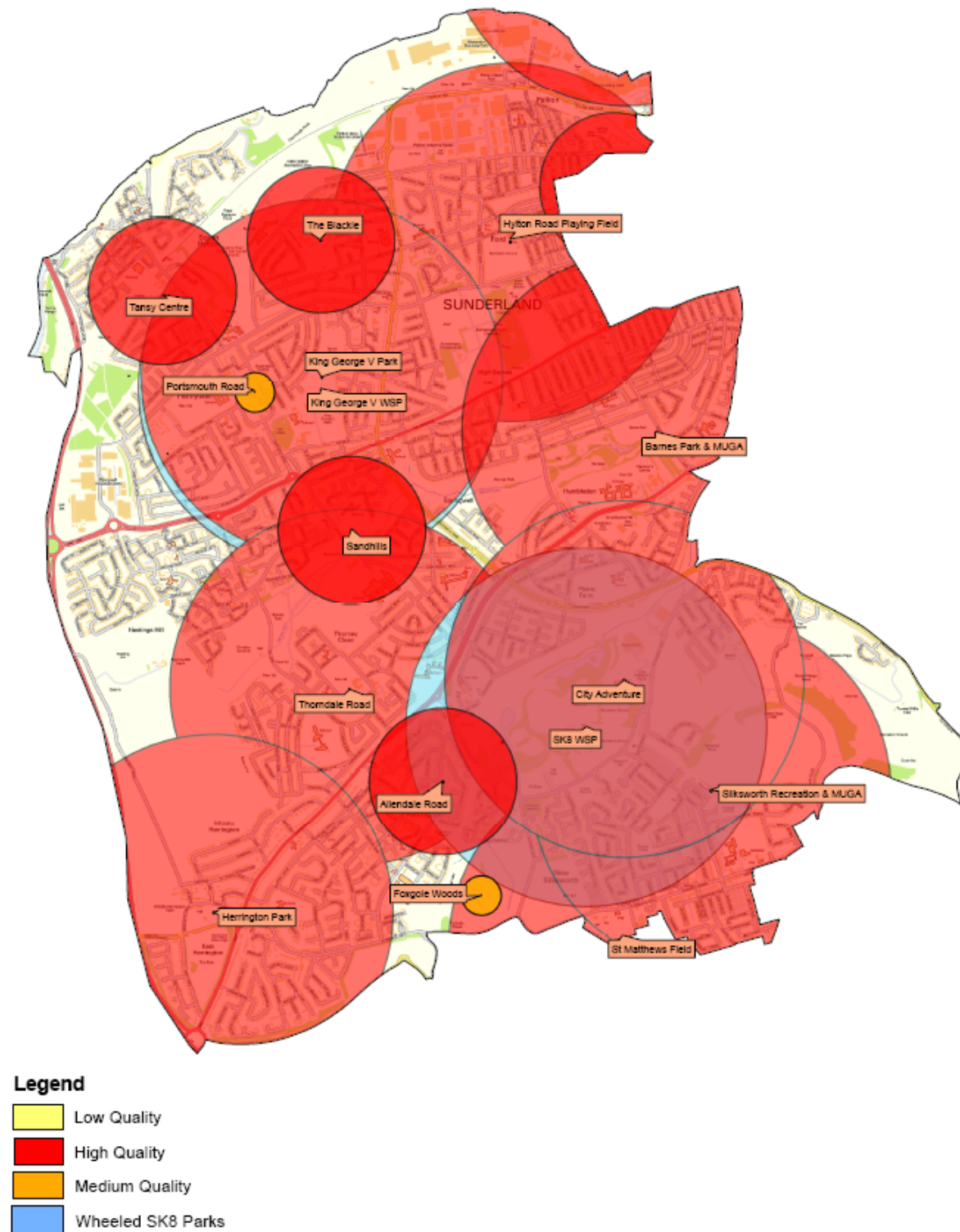
### 3c. East Area – Audit of Provision

Within the East area GIS sampling illustrated that 76% children and young people currently have access to at least one high quality dedicated play space or facility within easy walking or cycling distance (GIS audits)



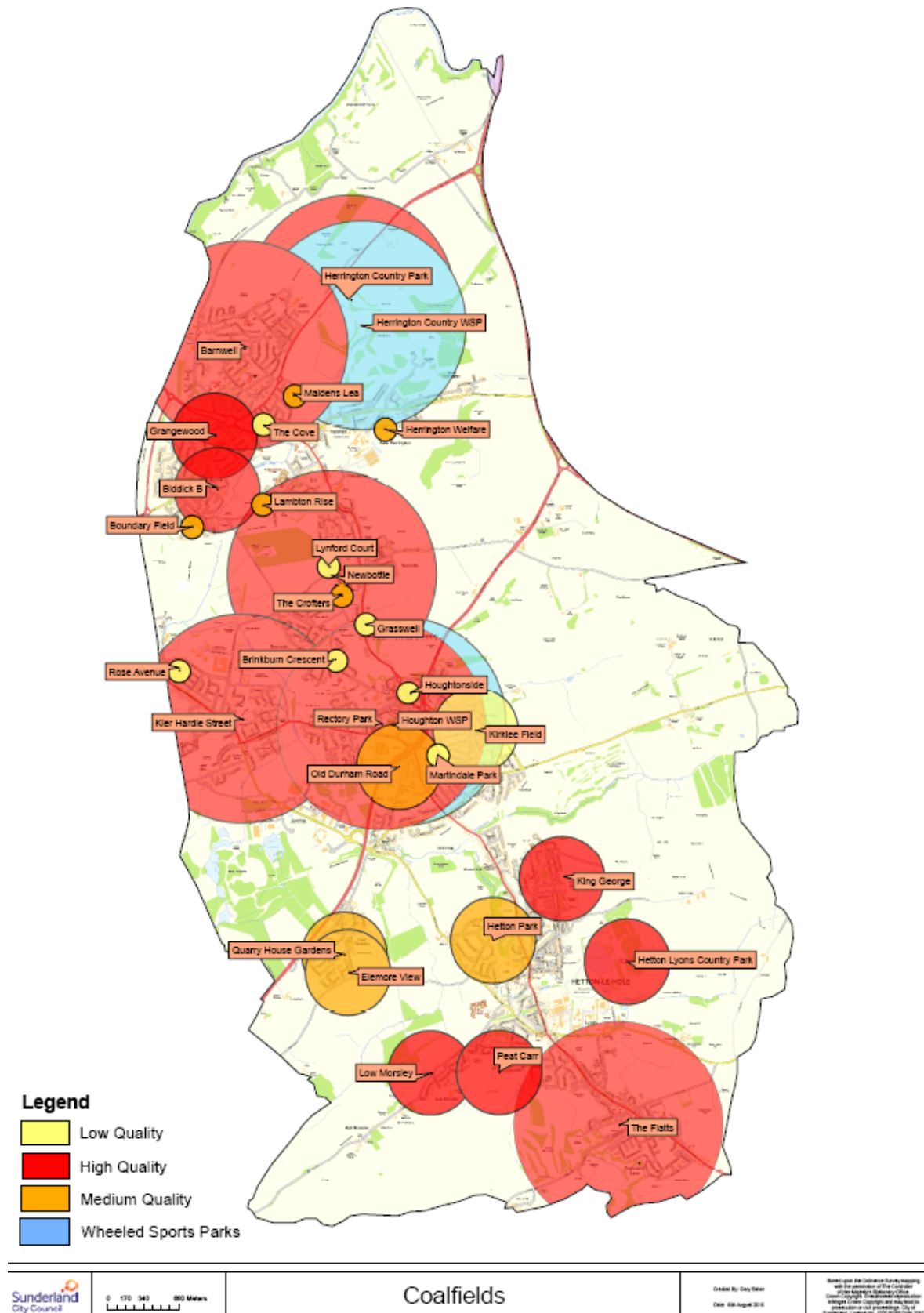
### 3d. West Area – Audit of Provision

Within the West area GIS sampling estimated that 72% children and young people currently have access to at least one high quality dedicated play space or facility within easy walking or cycling distance (GIS audits)



### 3e. Coalfields Area – Audit of Provision

Within the Coalfields area GIS sampling estimated that 83% children and young people currently have access to at least one high quality dedicated play space or facility within easy walking or cycling distance (GIS audits)

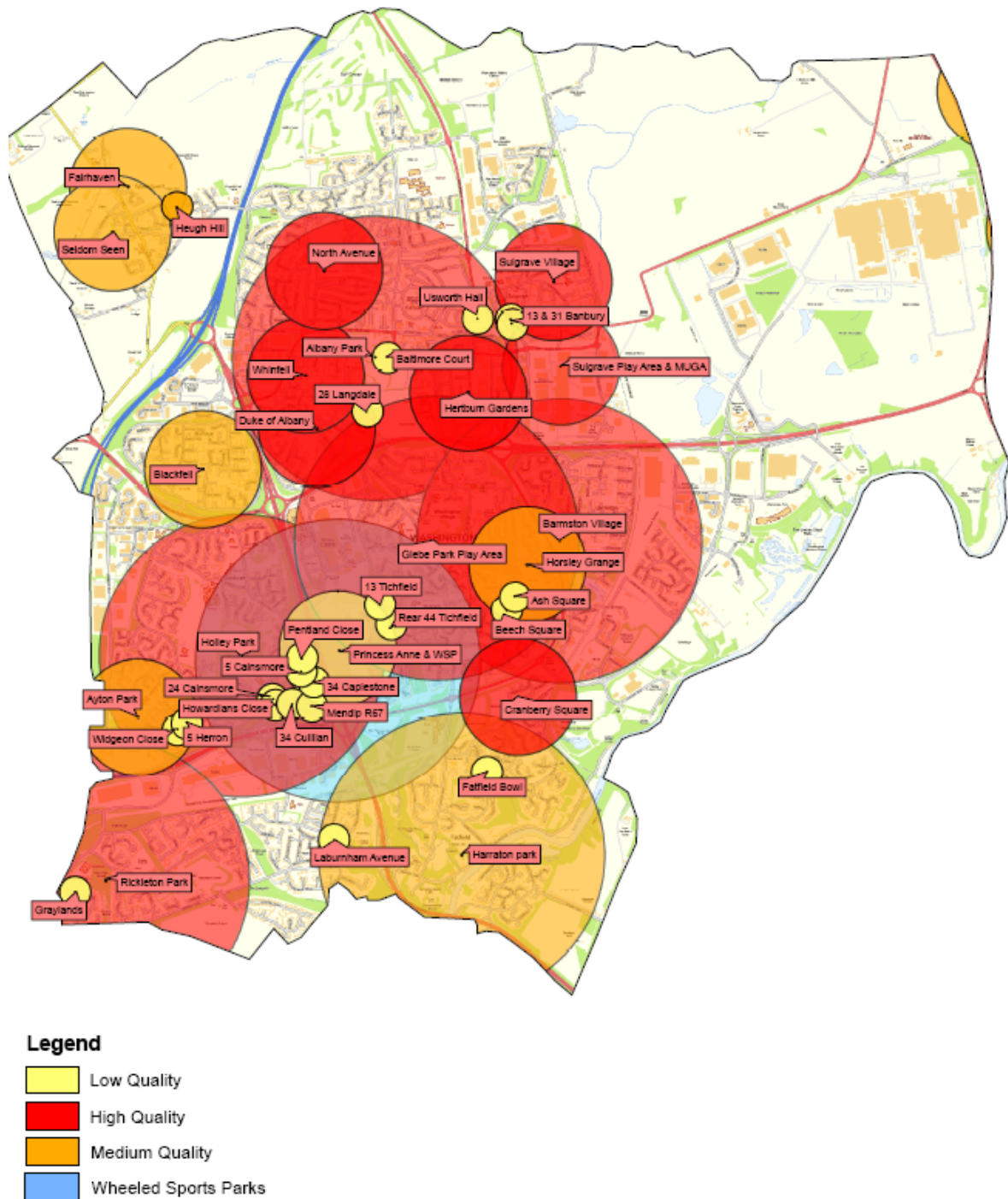






### 3f. Washington Area – Audit of Provision






Within Washington GIS sampling estimated 72% children and young people currently have access to one at least medium - high quality dedicated play space or facility within easy walking or cycling distance (GIS audits)




## Appendix 4

Detailed action plans to create, improve and develop children and young people's free local spaces.



### North Area



	Action	Target/Outcome	Estimated Resources allocated?	Status Sept 2010
1	Full refurbishment of Thompson Park provision.	High quality sub-area resource (estimated NPFA play value 50+)  Increase in children and young people with access to dedicated high quality play space 1km from home.	106 sums of £7,378 £16065	2008 
2	Full refurbishment of Roker Park play provision.	High quality sub-area resource (estimated NPFA play value 50+owners)  Increase in children and young people with access to dedicated high quality play space 1km from home.	106 sums of £21,794 with a further £46,986 expected	2009 
3	Development of Southwick extended school site and subsequent removal of Grosvenor Street site.	High quality new local area resource (estimated play value 35+)  Increase in children and young people with access to dedicated high quality play space 1km from home.	None	2010  Removal of Grosvenor ongoing.
4	Consideration of play improvements as part of the Castletown master plan.  <b>Revised Priority agreed Sept 2010;</b> Identify the preferred location for play development in the Castletown area.	Increase in children and young people with access to dedicated high quality play space 1km from home.	<b>£101,645</b>	<b>2012</b>
5	Work with the new academy owners of Hylton Redhouse Primary School to consider open access play provision on site. <b>Revised Priority;</b> Review current status.	Increase in children and young people with access to dedicated high quality play space 1km from home.	None	2010 <b>ongoing</b>
6	Removal of Rothley Court equipped play area into a green play area.	Reduced maintenance burden of low play value sites.	None	2009 
7	Review and seek to improve the outdoor Downhill provision to encourage greater access.	Increase in children and young people with access to dedicated high quality play space 1km from home.	None	2009 
8	Review and seek to improve the	Increase in children and young	<b>£25, 740</b>	<b>2012</b>

	<p>outdoor Marley Pots play location with Gentoo Neighbourhood renewal assessment.</p> <p><b>Revised Priority agreed Sept 2010;</b> To review the regeneration of the Witherwack area (Marley Potts/Carley Hill) and identify preferred location for play.</p>	people with access to dedicated high quality play space 1km from home.		
9	Removal of Seaburn Worm Garden.	Reduced maintenance burden of low play value sites	None	2008 
10	<b>New priority agreed Sept 2010;</b> Consider the refurbishment of facilities at Seaburn to extend the lifespan of the provision in the context of the Seafront Strategy master planning.	Increase in children and young people with access to dedicated high quality play space 1km from home.	None	2012
11	<b>New priority agreed Sept 2010;</b> Consider the refurbishment of facilities at Roker Foreshore to extend the lifespan of the provision in the context of the Seafront Strategy master planning.	Increase in children and young people with access to dedicated high quality play space 1km from home	£22,432	2012

Funding options and opportunities will be explored to identify appropriate levels of finance to deliver actions. Options may include City Council, external funding bids, partnership approaches.

### Create, improve and develop children and young people's free local spaces in East Sunderland.

	Action	Target/Outcome	Estimated Resources allocated	Status Sept 2010
12	A new development of a play site on the edge of Hudson Road School.	<p>A high quality sub-area resource (estimated NPFA play value 50+)</p> <p>Increase in children and young people with access to dedicated high quality play space 1km from home.</p>	106 sums: £29,486 £15,384 Also £7,992 possible	2008 
13	A new development of a play site in close proximity to Grangetown Primary School.	<p>A high quality sub-area resource (estimated NPFA play value 50+)</p> <p>Increase in children and young people with access to dedicated high quality play space 1km from home.</p>	None	2009 
14	The consideration of development of a local play site near to St Josephs Primary School or Diamond Hall Junior School	<p>A high quality local-area resource (estimated NPFA play value 35+)</p> <p>Increase in children and young people with access to dedicated high quality play space 1km from home.</p>	None	2010 Works commenced and <b>ongoing</b>



15	Development of Mowbray Park wheeled sports park.  <i>Play area and kick about developed as a result of consultation in preference to WSP</i>	Improvements to meet the standards of the other area based wheeled sports park.  Increase in children and young people with access to dedicated high quality play space 1km from home.	106 sums: £14,712 £31,535 £14,102 £16,666 With a further £25,640 expected	2009 
16	Encouraging open access to Hendon Young People's Project Multi-use games area.	Increase in children and young people with access to dedicated high quality play space 1km from home	In house inspection service offered to provider.	2008-09.  Option explored unable to reach agreement.
17	Development of new provision as part of the Vaux/ARC development site and removal of the current low quality Gill provisions.  <b>Revised Priority;</b> Review current status and monitor developments with Planning.	A high quality sub-area resource (estimated NPFA play value 50+) Increase in children and young people with access to dedicated high quality play space 1km from home	Developer contribution	2010-2012  <b>ongoing</b>
18	Development of new high provision as part of the Burdon Lane and Cherry Knowle site  <b>Revised Priority Sept 2010;</b> To provide details of potential green spaces to area committee to agree locations to undergo detailed assessment and consultation prior to site selection.	A high quality sub-area resource (estimated NPFA play value 50+)  Increase in children and young people with access to dedicated high quality play space 1km from home	<b>£60,000</b>	<b>Report to Area committee Oct 2010.</b>  <b>2012</b>
19	Development of a new provision on the Ryhope Grammar school site  <b>Revised Priority;</b> Review current status and monitor developments with Planning.	A high quality local-area resource (estimated NPFA play value 35+) Increase in children and young people with access to dedicated high quality play space 1km from home	Developer contribution	2010-2012  <b>ongoing</b>
20	Full development of St Matthews Field provision.	High quality sub-area resource (estimated NPFA play value 50+).  Increase in children and young people with access to dedicated high quality play space 1km from home	£61,524	2010  
21	Allocation of suitable land and development of a new site as part of the Chapelgarth framework and Master plan.	Increase in children and young people with access to dedicated high quality play space 1km from home	Developer contribution anticipated.	2010-2012  <b>ongoing</b>









	<b>Revised Priority;</b> Review current status and monitor developments with Planning.			
22	<b>New priority agreed Sept 2010;</b> Backhouse park – to advise members of possible types of development which can be achieved with differing levels of funding and impact of spend on Mowbray & Hudson rd play areas	Increase in children and young people with access to dedicated high quality play space 1km from home	S106	<b>Report to Area Committee October 2010.</b>

Funding options and opportunities will be explored to identify appropriate levels of finance to deliver actions. Options may include City Council, external funding bids, partnership approaches.







### **Create, improve and develop children and young people's free local spaces in West Sunderland.**

	Action	Target/outcome	Estimated Resources allocated	Status Sept 2010
23	Development of new provision on site as part of the Pennywell master plan.  <b>Revised Priority;</b> Review current status and monitor developments with Planning.	A high quality local-area resources (estimated NPFA value 50+) Increase in children and young people with access to dedicated high quality play space 1km from home	Fully funded by SHG	2010  <b>ongoing</b>
24	Medium term enhancements to the Blackie play site, and then consideration of its enhancement as part of the Gentoo renewal plan.	A high quality local area resource (estimated value 35+)  Increase in children and young people with access to dedicated high quality play space 1km from home	None	2008  
25	The redevelopment of the two Thorndale Road sites into one sub-area site.	A high quality sub-area resources (estimated NPFA value 50+)  Increase in children and young people with access to dedicated high quality play space 1km from home	106 sums: £13,090 £13,090	2009  
26	Development of a new provision on South Hylton Playing Field.	A high quality local-area resource at (estimated NPFA play value 50+)  Increase in children and young people with access to dedicated high quality play space 1km from home	106 sums : £19,871 £38,391 £48,132	2010 – Tansey Centre  <b>Ongoing</b> work at Ford Oval & SH Playing fields
27	The redevelopment of local play facility at King George V	A high quality local play facility (estimated play value 35+)	106 sums £126,788 £76,920	2010

		Increase in children and young people with access to dedicated high quality play space 1km from home	With a further £19,230 expected	
28	Development of new high quality sub-area resource on the Groves development site  <b>Revised Priority;</b> Review current status and monitor developments with Planning.	A high quality sub-area resource at (estimated NPFA play value 50+)  Increase in children and young people with access to dedicated high quality play space 1km from home	Developer funded	2009  <b>ongoing</b>
29	To work in partnership with the lead officers on the development of play site within the overall master plan for Barnes Park.	A high quality city resource. (estimated NPFA play value 50+) with specialist support for children and young people with disabilities.	Heritage Lottery Fund – Parks for People	2010  
30	Full refurbishment of Herrington Park provision.	High quality local area resource (estimated NPFA play value 50+) Increase in children and young people with access to dedicated high quality play space 1km from home.	None	2008  
31	Review of outdoor play provision as part of the Silksworth master plan and developing swimming pool provision.	Potential removal of Puma based outdoor site	None	2010 – Adventure Play  
32	Consideration of a new additional local area for play within the Farringdon area  <i>Allendale Road play area extended and redeveloped</i>	High quality local area resource (estimated NPFA play value 35+)  Increase in children and young people with access to dedicated high quality play space 1km from home	None	2010  
33	Refurbishment of Silksworth recreation site to remedy condition and improve play value  <i>MUGA &amp; Play area developed</i>	High quality local area resource (estimated NPFA play value 35+)  Increase in children and young people with access to dedicated high quality play space 1km from home .	None	2009 & 2010  
34	<b>New priority agreed Sept 2010;</b> Undertake consultation on need and possible location for play in the Hastings Hill/Grindon area	Increase in children and young people with access to dedicated high quality play space 1km from home	None	2012
35	<b>New priority agreed Sept 2010;</b> Consult with Gentoo on play provision and longer term developments to identify gaps and agree how these will be narrowed	Increase in children and young people with access to dedicated high quality play space 1km from home	None	2012

Funding options and opportunities will be explored to identify appropriate levels of finance to deliver actions. Options may include City Council, external funding bids, partnership approaches.







**Create, improve and develop children and young people's free local spaces in Coalfields area.**


	Action	Measure of success	Estimated Resources allocated	Status Sept 2010
36	The development of Newbottle (rear Melrose gardens)	A high quality local area site (estimated NPFA play value 35+)  Increase in children and young people with access to dedicated high quality play space 1km from home	None	2008 
37	The development of a play site on the outskirts of Barnwell Primary School  <i>Existing location in Barnwell redeveloped.</i>	A high quality local area site (estimated NPFA play value 35+)  Increase in children and young people with access to dedicated high quality play space 1km from home	Partially 106 sums: £67,235 £1,282 £20,628 With further £12,820 expected	2010 
38	The refurbishment of Kier Hardie site and development of a site next to Dubmire School to complement each other.  <i>Kier Hardie Play area redeveloped. No useable land identified near to Dubmire School to date.</i>	Two high quality local area play facilities which compliment each other (each with an estimated NPFA play value of 35+)  Increase in children and young people with access to dedicated high quality play space 1km from home	Partially 106 sums: £25,640 £72,266 £8,022	2009 
39	The new development of a play site on the Biddick site B	High quality local area resource (estimated NPFA play value 35+)  Increase in children and young people with access to dedicated high quality play space 1km from home	Fully – developer built	2010 
40	The new development of a play site on the Biddick site A or enhancing Grangewood.  <i>Grangewood Play Area redeveloped.</i>	A high quality local area resources (estimated play value 35+)  Increase in children and young people with access to dedicated high quality play space 1km from home	Fully	2010 
41	The development of a new sub-area provision as part of the Easington Lane development.  <b>Revised Priority;</b> Review current status and monitor developments with Planning.	High quality on-site provision by the developer (estimated NPFA play value 50+).  Increase in children and young people with access to dedicated high quality play space 1km from home	<b>Fully – developer build</b>  <b>S106 agreement finalised 2010</b>	<b>2012</b>  ongoing
42	The development of the quality of the Flatts site	High quality sub-area site resource (estimated NPFA play value 50+) which has informal oversight by a youth provider.  Increase in children and young	Partially	2010 

		people with access to dedicated high quality play space 1km from home		
43	The removal of Hetton Park site in line with the Hetton Downs (Eppleton) Area Action Plan currently at 'Consultation on preferred option' stage. This could be subject to change. Alternative provision could be alongside the newly planned swimming pool.  <b>Revised priority agreed Sept 2010;</b> Redevelopment of Hetton Park/Bogs play provision	A high quality local area resources (estimated play value 35+)  Increase in children and young people with access to dedicated high quality play space 1km from home	<b>£38,786</b>	<b>2012</b>
44	The development of a large sub-area site as part of Lambton Cokeworks development.  <b>Revised Priority;</b> Review current status and monitor developments with Planning.	High quality on-site provision by the developer (estimated NPFA play value 50+).  Increase in children and young people with access to dedicated high quality play space 1km from home	Fully. – developer contributions	2012  <b>ongoing</b>
45	<b>New priority agreed Sept 2010;</b> Undertake consultation on need and possible location for play in Chiltern Moor area	Increase in children and young people with access to dedicated high quality play space 1km from home	£21,153	2012
46	<b>New priority agreed Sept 2010;</b> Refurbishment of Kirklee Field Play Area.	Increase in children and young people with access to dedicated high quality play space 1km from home	£19,040	2012
47	<b>New priority agreed Sept 2010;</b> Refurbishment of Boundary Filed Play Area	Increase in children and young people with access to dedicated high quality play space 1km from home	none	2012
48	<b>New priority agreed Sept 2010;</b> Undertake consultation on preferred location for play in the East Rainton area. (Elemore/Quarry House View)	Increase in children and young people with access to dedicated high quality play space 1km from home Increase in children and young people with access to dedicated high quality play space 1km from home	none	2012
49	<b>New priority agreed Sept 2010;</b> Consult with Gentoo on play provision and longer term developments to identify further gaps how these will be narrowed	Increase in children and young people with access to dedicated high quality play space 1km from home	none	2012
50	<b>New priority agreed Sept 2010;</b> Consultation on the need and potential upgrade of Old Durham Road Play Area	Increase in children and young people with access to dedicated high quality play space 1km from home	none	2012

Funding options and opportunities will be explored to identify appropriate levels of finance to deliver actions. Options may include City Council, external funding bids, partnership approaches.

**Create, improve and develop children and young people's free local spaces in Washington area.**

	Action	Measure of success	Estimated Resources allocated	Status Sept 2010
51	The development of play provision in Barmston Village on a newly agreed site.	A high quality sub-area resource at (estimated NPFA play value 50+)  Increase in children and young people with access to dedicated high quality play space 1km from home	None	2008 
52	The development of a teenage multi use games area in Sulgrave.	A high quality local area resource.  Increase in children and young people with access to dedicated high quality play space 1km from home	None	2010 
53	The development of a new local play area provision at Rickleton Park	A high quality local area resources (estimated play value 35+)  Increase in children and young people with access to dedicated high quality play space 1km from home	Fully	2007 
54	The full removal of Swirrel Edge, Hexhm and Simonsburn, and replacement with landscaped areas.	Reduced burden on current inspection systems with low play value.	Fully	2007 
55	Gentoo to review the cluster of small equipped sites of low play value in consideration of larger higher quality sites.	Reduced burden on current inspection systems with low play value.	Unknown	2009 <b>Ongoing</b>
56	The development of a sub-area site in Albany Park.	A high quality sub-area resource (estimated NPFA play value 50+)  Increase in children and young people with access to dedicated high quality play space 1km from home	Partially 106 sums: £57,120 £24,639 £16,025 With a further £69,228 expected	2009 
57	The full refurbishment of play provision in Glebe Park in line with the Glebe renewal plan.	A high quality sub-area resource (estimated NPFA play value 50+)  Increase in children and young people with access to dedicated high quality play space 1km from home	Partially 106 sums: £13,900 £24,395 £6,410 £13,900 £34,045	2010 
58	The full refurbishment and relocation of a play site in Princess Anne Park  <b>Revised priority agreed Sept 2010;</b> To refurbish play provision to	A high quality local area resource (estimated play value 35+)  Increase in children and young people with access to dedicated high quality play space 1km from home	None	2012

	compliment the Wheeled Sports Provision developed in 2010.			
59	Development of a local area play provision in Holly Park to counteract the current removals nearby	A high quality local area resource (estimated play value 35+)  Increase in children and young people with access to dedicated high quality play space 1km from home	None	2010  
60	<b>New priority agreed Sept 2010;</b> Undertake consultation on possible location for play un the Upper Oxclose area.	Increase in children and young people with access to dedicated high quality play space 1km from home	None	2012
61	<b>New priority agreed Sept 2010;</b> Undertake consultation on need and potential for improved provision in Lumley Close area	Increase in children and young people with access to dedicated high quality play space 1km from home	None	2012
62	<b>New priority agreed Sept 2010;</b> Upgrading of Blackfell Play Area	Increase in children and young people with access to dedicated high quality play space 1km from home	None	2012
63	<b>New priority agreed Sept 2010;</b> Refurbishment of Ayton Park Play Area	Increase in children and young people with access to dedicated high quality play space 1km from home	None	2012
64	<b>New priority agreed Sept 2010;</b> Undertake consultation on need and potential for provision at Penshaw Park	Increase in children and young people with access to dedicated high quality play space 1km from home	None	2012
65	<b>New priority agreed Sept 2010;</b> Undertake consultation on need and possible location for play at Roseberry Court.	Increase in children and young people with access to dedicated high quality play space 1km from home	None	2012

Funding options and opportunities will be explored to identify appropriate levels of finance to deliver actions. Options may include City Council, external funding bids, partnership approaches.

## **Appendix 5**

### **List of Key Consultees for the Addendum**

**Elected Members through the Area Committee process  
Sustainable Communities Scrutiny Committee  
Planning Policy**

#### **Proposed further consultees**

**Children's Services  
Sunderland Community Network Members  
Gentoo  
Health and Safety Section  
Sunderland's Local Multi Agency Partnerships, chaired by the area police  
inspectors**

**Approval at Cabinet in December 2010**