

Bromsgrove District Action Plan 2007 – 2010

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Foreword

Welcome to Bromsgrove District Council Play Action Plan for 2007 – 2010.

In Bromsgrove we are passionate about play and we take our responsibilities very seriously as a lead organisation to provide support, influence others and deliver direct improvements to help create a range and high quality of play opportunities across the district. We understand what play is, the issues involved and how positive play experiences can contribute to learning, raising achievement, increasing self-confidence and resilience. Further more we appreciate that successful play opportunities can lead to increased community cohesion, tackle social inclusion and develop safer communities by tackling anti social behavior.

We know it is fundamental that we work in partnership with stakeholders and beneficiaries across the district to deliver good quality play experiences for our children. Bromsgrove also recognises the value of working in partnership with organisations outside the district and, for this reason our Action Plan is intrinsically linked to the countywide Worcestershire Play Strategy.

This Action Plan demonstrates the play improvements that are in progress and aim to deliver over the next three years. It recognises the importance of play for all children and young people living within the Bromsgrove area and identifies elements that are needed to ensure that there are comprehensive play opportunities for all children and young people. The action plan is designed to deliver the out comes and the priorities for change within the Countywide Worcestershire Play Strategy and is based on the vision and values of “Every Child Matters” and the Children & Young People’s Plan 2006 to 2009.

A great deal of progress has already taken place throughout the District over recent years with improvements to many of our parks and open spaces including the attainment of the Green Flag Award at Sanders Park. The continued improvement of our public open spaces, largely realised through success in gaining inward investment, funds made available by the Council, together with the many improvements that this Play Strategy will bring, will mean that Bromsgrove continues to be a District that values its children and young people and which is committed to providing the best environment possible in which they may develop and flourish.

I am proud of my role as the Play Champion for Bromsgrove District Council and I will serve to influence and promote opportunities to benefit children and young people of the district.

Councillor June Griffiths
Play Champion, Portfolio Holder Culture & Community Services and Deputy
Leader of Bromsgrove District Council



Bromsgrove
District Council

www.bromsgrove.gov.uk

Thanks for playing

For their time, thoughts and commitment to this process, thanks go to:

Bromsgrove District Council

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John Godwin, Acting Head of Culture & Community Services
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About Bromsgrove District

Location

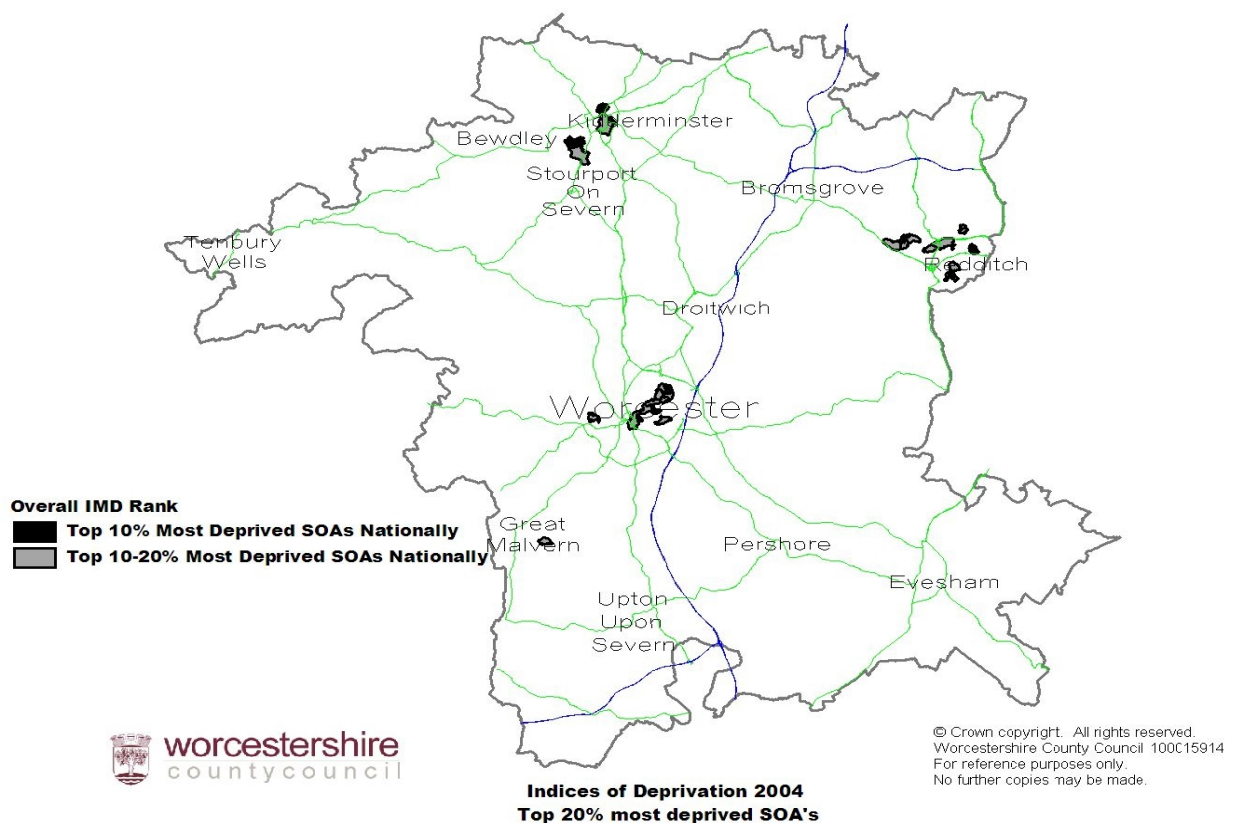
Bromsgrove District is in north Worcestershire, covering a large district area of approximately 83.9 square miles. Whilst only 14 miles from the centre of Birmingham, the Lickey Hills country park provides an important dividing line between the urban West Midlands Conurbation and the rural landscape of north Worcestershire. Four radial routes pass through the District, each served by railway lines and major roads, including the M5 running north and south, the M42 running east and west, with further links to the M40 and M6. Though close to the heart of the West Midlands conurbation, the district remains predominantly rural. Ninety percent of the District is greenbelt which causes problems for housing policy.

Data suggests that 16,643 people travel into the District for work, with 26,112 (29%) of the population travelling out, a net commute out of 9,469. Our main communities are detailed in Table 2. The District has no wards in the top 20% most deprived in England (see Table 1 below).

Bromsgrove is located close to national transport networks however, the nature of the District means that some residents experience isolation, as there are few public transport options available in some rural areas.

Bromsgrove town has grown substantially since the 1950's. Some growth has also occurred in rural parts of the District, particularly before Green belt policy began to take effect from the 1960's onwards. In the northwest, Wythall has seen significant development over the last 20 years; in the northwest Hagley has been under pressure for development; elsewhere infilling and limited development has taken place in many of the villages.

Table 1 - Map of County Deprivation



Population

The population of the District is 90,550 with the District experiencing a 0.8% increase between 2003 and 2004 (the joint highest in Worcestershire). This increase is mainly attributable to inward migration as a result of a number of large housing developments, with the District clearly being viewed as an attractive location to live and work in (or commute from). The District's population is also set to expand by a further 3,000 to 7,000 households between 2006 and 2010 depending on the outcome of the Regional Spatial Strategy review. There is also the possibility of a further expansion if the District has to take some of Redditch District Council's housing allocation. The black and minority ethnic population (BME) is only 3.3% which is low for the region and nationally. This BME % comprises 1% Irish, 0.8% Asian, 0.8% mixed, 0.4% black and 0.3% Chinese.

Bromsgrove has a significantly higher proportion of married or re-married people in comparison with the English/Welsh average. When compared to the rest of England and Wales, Bromsgrove has a much higher proportion of owner occupied households and has a much higher number of 2 car+ households. Most of the population of Bromsgrove are in employment with a significant number of people employed in the manufacturing, real estate and education sectors in the District with the rate of unemployment being consistently lower than the British and the Worcestershire average. There is also a higher percentage of retired people in the area.

Table of ward by ward population in Bromsgrove (2001 census data)

| | All People | Ages 0 - 4 | Ages 5 - 7 | Ages 8 - 9 | Ages 10 - 14 | Age 15 | Ages 16 - 17 | Ages 18 - 19 |
|---|------------|------------|------------|------------|--------------|--------|--------------|--------------|
| Worcestershire County | 542,107 | 30,328 | 19,562 | 13,667 | 35,183 | 6,918 | 13,524 | 11,521 |
| Bromsgrove | 87,937 | 4,547 | 3,149 | 2,233 | 5,961 | 1,089 | 2,133 | 1,667 |
| <i>Alvechurch</i> | 6,261 | 311 | 210 | 156 | 402 | 60 | 137 | 88 |
| <i>Beacon</i> | 2,145 | 68 | 66 | 49 | 164 | 31 | 45 | 43 |
| <i>Catshill</i> | 4,428 | 302 | 206 | 127 | 292 | 57 | 89 | 84 |
| <i>Charford</i> | 5,174 | 375 | 229 | 173 | 353 | 53 | 99 | 106 |
| <i>Drakes Cross & Walkers Heath</i> | 4,838 | 259 | 173 | 131 | 324 | 69 | 123 | 85 |
| <i>Furlongs</i> | 4,119 | 185 | 139 | 106 | 289 | 45 | 102 | 67 |
| <i>Hagley</i> | 4,283 | 181 | 145 | 129 | 334 | 67 | 108 | 62 |
| <i>Hillside</i> | 4,648 | 238 | 194 | 116 | 305 | 48 | 113 | 80 |
| <i>Hollywood & Majors Green</i> | 4,279 | 169 | 108 | 77 | 253 | 50 | 91 | 74 |
| <i>Linthurst</i> | 2,348 | 114 | 96 | 70 | 166 | 43 | 61 | 34 |
| <i>Marlbrook</i> | 4,217 | 222 | 143 | 86 | 262 | 47 | 105 | 93 |
| <i>Norton</i> | 4,529 | 345 | 216 | 103 | 317 | 56 | 108 | 91 |
| <i>St Johns</i> | 4,474 | 168 | 108 | 65 | 283 | 83 | 140 | 102 |
| <i>Sidemoor</i> | 4,971 | 257 | 164 | 140 | 345 | 67 | 129 | 101 |
| <i>Slideslow</i> | 3,468 | 195 | 134 | 94 | 206 | 45 | 86 | 58 |
| <i>Stoke Heath</i> | 2,552 | 147 | 105 | 93 | 245 | 34 | 80 | 63 |
| <i>Stoke Prior</i> | 2,008 | 81 | 50 | 45 | 123 | 19 | 45 | 41 |
| <i>Tardebigge</i> | 3,044 | 124 | 86 | 68 | 147 | 29 | 57 | 68 |
| <i>Uffdown</i> | 2,275 | 86 | 69 | 56 | 135 | 17 | 42 | 30 |
| <i>Waseley</i> | 4,454 | 223 | 168 | 124 | 326 | 52 | 122 | 108 |
| <i>Whitford</i> | 5,017 | 312 | 197 | 134 | 406 | 75 | 159 | 135 |
| <i>Woodvale</i> | 2,046 | 87 | 65 | 36 | 130 | 21 | 38 | 26 |
| <i>Wythall South</i> | 2,260 | 98 | 78 | 55 | 154 | 21 | 54 | 28 |

Economy

The economic picture of the District is generally very positive. The mean household income is £36,906, which is the highest in the County (the County average is £32,699).

There are three major areas of economic concern within the District: the redevelopment of the Longbridge site, Bromsgrove town centre and Bromsgrove railway station.

Sustainable Development

House prices are higher than the average for England and Wales and there is a shortage of affordable housing.

One of the biggest issues facing the District is affordable housing: 83.4% of households are owner occupied, the 11th highest figure in England and Wales and house prices are rising faster than the national average with the average house price being £219,949. The Council is currently operating a planning moratorium with only affordable housing developments being built. The Housing Strategy has a target of 80 units of affordable housing a year for the next five years.

The Council works closely with a preferred partnership of three Registered Social Landlords in the development of affordable housing in the district. The provision of open space and play facilities as part of the development is encouraged and where appropriate a Home Zone approach to creating safer access roads on developments is favoured. The recent provision of 9 family homes in New Road, Sidemoor enabled the provision of the landscaping of open space, and pedestrian friendly access roads. The Council's Principal Development Partner, Bromsgrove District Housing Trust who now owns and manages the former local authority housing stock consults closely with the Council and residents when carrying out estate improvements. Recent refurbishment proposals for the Upper Charford Estate are incorporating traffic calming measures and the provision of leisure and open space facilities.

Education, Deprivation and Health

The percentage of the population qualified to NVQ Level 4 is significantly higher than average. GCSE results gained at local authority schools and colleges in Worcestershire in 2004 were amongst the highest in the country (56.1% achieved five or more GCSEs at A*-C).

The District ranks 293rd out of 354 councils on the national index of multiple deprivation 2004 (where one is the most deprived), making the District one of the least deprived nationally. However, there are localised pockets of deprivation in some parts of the District. Sidemoor is the most deprived area of the District and only 4,050 households are in receipt of housing or council tax benefits in the District, one of the lowest figures in Worcestershire. As a result, identifying the vulnerable within our communities is more difficult than a district with geographic areas of deprivation.

Generally, the District's population is healthier than the regional average. Young people (18-24) have a high risk status being the most likely to smoke, binge drink and not take exercise. Potentially, we could be storing up problems for our young

people. The most recent Primary Care Trust (PCT) annual report noted that our children's health is good, but there is a need for more child and adolescent mental health services. The PCT retain a concern (shared by the Council's own Community Safety Team) that domestic violence remains "common place". This clearly can have a negative affect upon young family members. Between 2000-2003 teenage pregnancies increased marginally across Worcestershire (the overall rate is significantly lower than England as a whole).

Crime and Fear of Crime

Crime levels are low and the rate of violent crime is significantly lower than the national figure. Despite this our surveys show that crime and community safety issues remain a high priority for Bromsgrove residents.

There has been a 31.9% reduction in headline comparator crime figures for the District over the last three years. This, together with the Partners and Communities Together (PACT) community meetings, has had a very positive impact on fear of crime in the District: 97% of residents feel safe during daytime and 70% after dark. Low level crimes like: anti-social behaviour, litter, rubbish, "young people hanging around", vandalism and criminal damage remain an issue. Drug offences are low. Charford is the only ward where drug use is a significant issue.

The West Mercia Crime and Safety Survey (October 2006) for the Bromsgrove district which was based upon a random selection of 3,800 district residents during July 2006 identified that the vast majority of respondents felt safe in their neighbourhood or district during the day and most respondents also still felt safe after dark. Residents of Charford (42% safe), Uffdown (49%) and Whitford (44%) felt more fearful in the neighbourhood after dark compared to wards such as Linthurst, Marlbrook, Norton, Stoke Prior or Wythall South where more than 80% felt safe. Amongst survey respondents, the issues in their neighbourhoods that were most commonly cited in the top three that needed to be addressed first were:

- Speeding traffic (29%)
- Groups of people loitering or hanging around (23%)
- Burglary (22%)

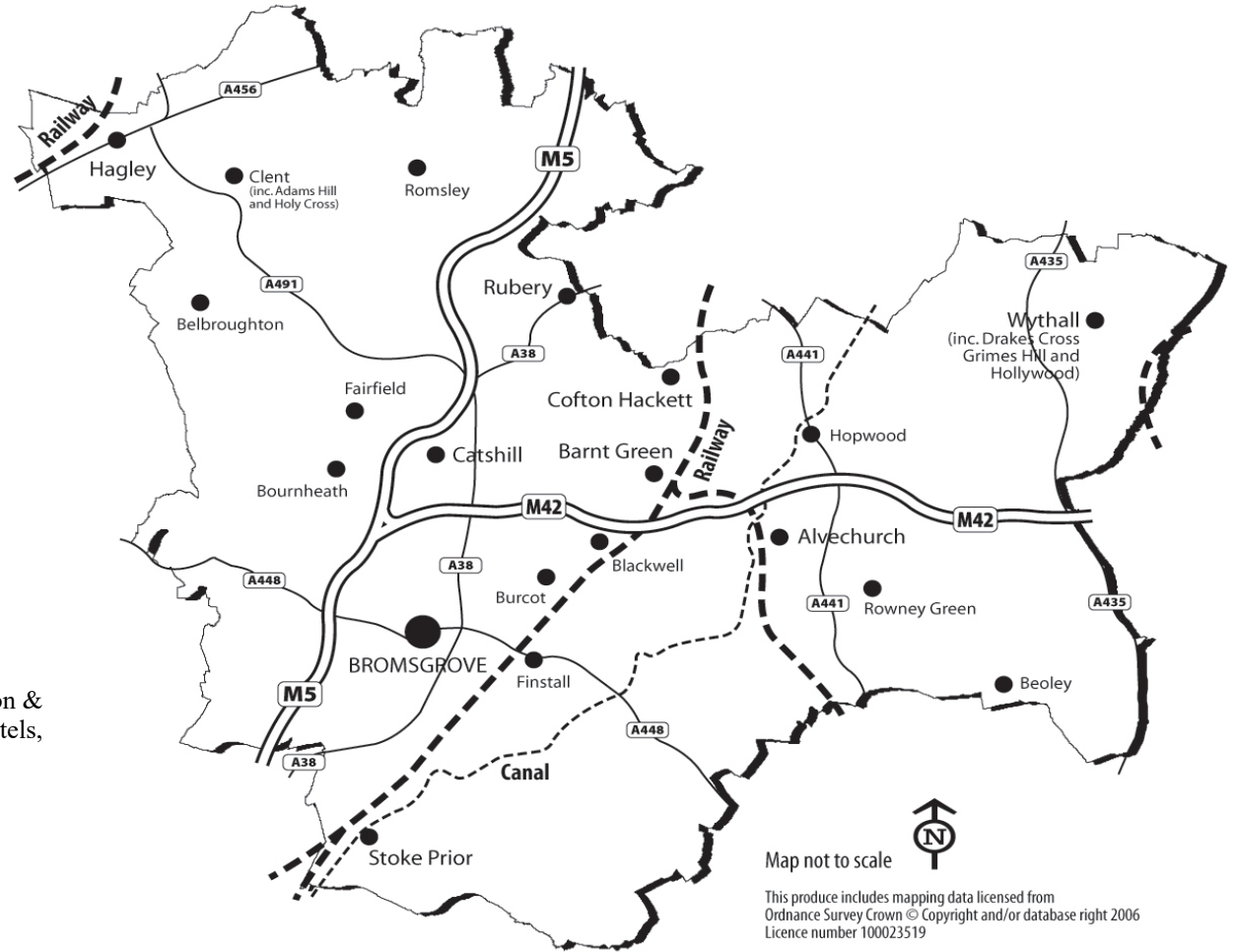
Groups of people loitering or hanging around was a higher priority in Beacon (59%), Drakes Cross and Walkers Heath (43%), Wythall South (39%) and Whitford (37%).

Around half of the sample believed that anti social behaviour (ASB) was very or fairly serious in the district (48%), although only a third (31%) said that the same was true about their neighbourhood. ASB was a more serious problem in the neighbourhoods of Waseley (66%), Beacon (57%) , Catshill and Whitford (both 51%)

The Bromsgrove Action Plan aims to help tackle these issues in respect to providing more stimulus to young people in the areas most affected by anti social behaviour.

Table 2 - Map of the Bromsgrove district

| | |
|-----------------------------|--|
| Size Area: | 83.9 square miles |
| Population: | 90,550 (census 2001) |
| Households: | 37,798 |
| Towns: | Bromsgrove, Hagley, Rubery, Wythall |
| Main Employment: | Public Administration, Education & Health (25.5%); distribution, hotels, & Restaurants (21.2%) |
| Unemployment: | 1.9% |
| Ethnicity: | 3.3% |
| Deprivation Ranking: | 293 out of 354 |



About the Council

Bromsgrove District Council was formed in 1974. The management structure consists of a Chief Executive, an Executive Director for Services and a second Executive Director for Partnerships and Projects that are responsible for seven service Directorates.

The Executive Director for Partnerships and Projects is a key member of the Worcestershire Children and Young Peoples Strategic Partnership (CYPSP) and the Local Strategic Partnership (LSP) for Children and Young People.

Play, as a subject area, sits within the remit of the Executive Director for Partnerships and Projects who is responsible for the Culture and Community Services Directorate (C&CS). The passion and commitment to influencing provision and opportunities for children and young people is embedded primarily within C&CS Directorate. The C&CS Parks and Community Services Manager (P&CSM) has direct day to day responsibility for the operational management of the Councils parks and play areas and is a key member of the Worcestershire Play Partnership and is responsible for production of this Action Plan.

The Council have taken the lead role to facilitate and coordinate the strategic direction of play provision across the district. The Council have formed new relationships with other key stakeholder organisations within the play sector that we shall continue to work with on delivering the Outcomes of the Worcestershire Play Strategy and the Bromsgrove Play Action Plan.

Bromsgrove's strategic context

The Worcestershire Play Strategy and Bromsgrove's Action Plan will have links to key existing strategies and policies.

The Bromsgrove Partnership is the Local Strategic Partnership (LSP) for the District and brings together local partners in order to develop a shared understanding of the particular needs and priorities of the area.

The Bromsgrove LSP will:

- Act as the over-arching, co-ordinating partnership, ensuring that links are made between the locally themed partnerships. The themed partnerships that particularly relate to this Action Plan are The Children and Young People, Health and Well Being, Safe and Feel Safe and The Better Environment themed partnerships.
- Take responsibility for cross-cutting issues that have been identified as critical to the locality; and
- Ensure that district-level plans such as the Sustainable Community Strategy and Local Development Framework take account of county-wide priorities and that district level priorities are considered, and where appropriate, reflected at the county level, i.e. through targets in the Local Area Agreement (LAA).

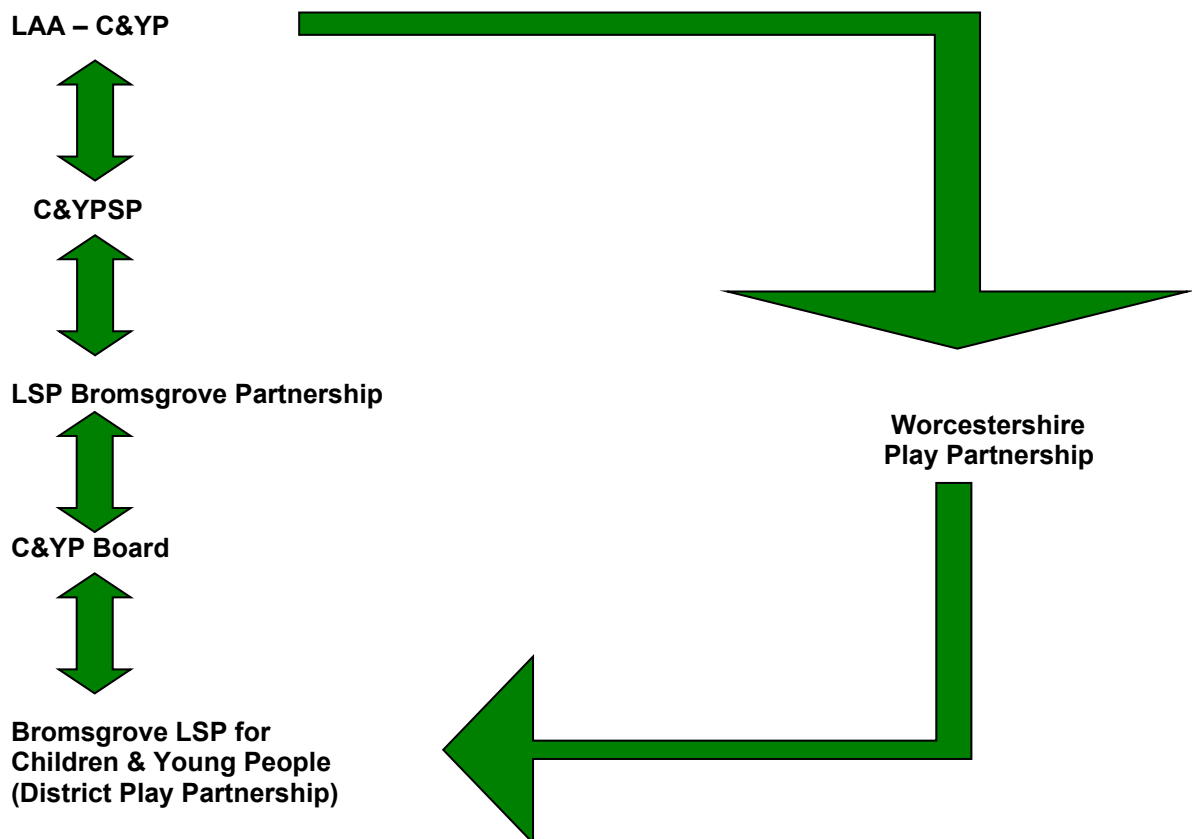
The Board is responsible for preparing the Sustainable Community Plan and managing the progress against the actions in it. It provides a vehicle for partners to discuss joint approaches to more strategic issues and build links with the county

LSP, the Worcestershire Partnership. The Chief Executive and Leader of Bromsgrove District Council are on the Worcestershire Partnership Board, ensuring the local voice has an influence at a strategic level.

Core to the district-wide approach to the development of this Action Plan is the **Bromsgrove LSP Children and Young People theme group**. The C&YP group have played a central part in the development of the Bromsgrove Play Action Plan. This partnership consists of the key organisations in Bromsgrove district involved with delivering play in all its forms. Partners come from the voluntary, public and private sectors. It is this partnership that will be the driving force behind the delivery of this plan.

This partnership has strategic links to the Bromsgrove Strategic Partnership and the Worcestershire Play Partnership. This ensures that the Plan is genuinely inclusive at all levels and has ownership from all sectors and communities right across the county.

These relationships can be best illustrated as follows.



Community Strategy

The Local Government Act 2000 led to the development of Community Strategies for all Local Authorities. These strategies set out how services were to be delivered to local communities and how they could be improved. The Worcestershire Play Strategy and the Bromsgrove Action Plan will be key delivery vehicles for the

following high level action contained within the Bromsgrove Sustainable Community Strategy:

- To enrich the experiences and development of children and young people in Bromsgrove through activity and positive contribution.
- Reduction of anti social behaviour in key areas.
- To develop inclusive communities by increasing the lowest level of attainment.

The Bromsgrove Sustainable Community Strategy can be viewed on the Councils website www.bromsgrove.gov.uk

Local Development Framework and PPG17

The West Midlands Regional Spatial Strategy, formerly known as Regional Planning Guidance for the West Midlands, sets out what should happen where and when across the West Midlands Region up to 2026. The new planning system requires all local authorities to produce a Local Development Framework (LDF) which over time will replace the Bromsgrove District Local Plan. This framework is a folder of documents containing planning policies which will guide development throughout the district in future. Bromsgrove's Play Strategy and Action Plan will be a key document in the development of the LDF and, by linking strongly into the planning system, will ensure that quality play provision is always at the forefront of development considerations in the District.

Strategic planning in Bromsgrove is defined by a number of key factors primarily the fact that 91% of the district is covered by the West Midlands Green Belt, and as such development is restricted in the vast majority of the district. This designation places further development pressures on areas of land within the urban areas and it is important that open spaces are protected and enhanced.

Further to this factor the district is currently operating a housing moratorium on most forms of residential development; this policy has been introduced to restrict housing growth taking place over and above the targets identified in the Worcestershire County Structure Plan and also the Regional Spatial Strategy (RSS). The RSS is currently under review and will soon be allocating a level of residential development to the district up to 2026 this new housing will be delivered through new policies as part of the LDF, it is important that play space provision is factored into the amount of land required to meet these development targets. The current moratorium means only small scale residential development is taking place, offering little chance to increase the current level of provision.

Planning Policy Statement 17: Sport, Open Space and Recreation requires planning authorities to undertake an assessment of sport, open space and recreation facilities within the district, this work is being done as part of the evidence base which informs the emerging documents in the LDF. The results of this assessment will be fed into new policies which will ensure that not only the correct amount of open space is provided in new developments, but also that the space provided is an integral part of the whole scheme and not just an afterthought using up any vacant land left over.

Currently the Bromsgrove District Local Plan identifies minimum targets for play space provision using the standard of 6 acres (2.42 hectares) per 1,000 population. This is made up of two main components: outdoor sports facilities for youths and adults inclusive of pitches for field sports and children's play space inclusive of equipped play areas. Currently the calculation of provision of total play space and

children's equipped play areas falls below the minimum targets in the majority of areas in the district and the Council shall seek to target those locations for new areas of play space which currently have an acute under provision.

It is well documented that the 6 acre standard is regarded as being a basic measure of the requirements for sufficient play space. However it is apparent that the majority of the ward catchment areas of the district are in need of significant investment to address the deficiencies. The PPG17 Survey is a vital piece of work and is therefore included within the Play Action Plan, the outcome of the survey will be a key driver for change and shall direct funding for play initiatives over the forthcoming years.

Parks Management Plans

Bromsgrove District Council has produced Park Management and Development Plans for our two principal parks Sanders Park (Bromsgrove) and St. Chads Park (Rubery) following extensive consultation with the community (users and non users). The Plans outline a commitment to improving the parks through funding from the Council and external sources. Some of the key improvements identified across each of the parks include:

- provision of a greater variety of play and leisure areas for informal activities for young people including new skate parks, play areas and MUGA's
- an established and expanding use of parks for events.
- improvements to the 'welcome' experience for visitors including site entrances/signage
- resurfaced footpaths, new seating, new litter and dog waste bins
- increased frequency of waste collection
- improved site security

Current state of play in Bromsgrove

The Council has created significant investment in parks and play in recent years. The Council were successful in gaining funds from the Governments Liveability Fund to implement improvements to the two main parks in Bromsgrove and Rubery, Sanders Park and St. Chads Park respectively, and have secured significant sums from Section 106 (Town & Country Planning Act) arrangements. The Section 106 sums have helped provide new facilities in areas of the community.

Bromsgrove District Council is the key provider of play facilities for young people and children across the District. Parish Councils, in particular, are important providers of play spaces and facilities. Bromsgrove District Council has an equally important role as an enabler in working in partnership with local organisations and has done so to good effect with the availability of Section 106 funds helping to provide the catalyst to work with Parish Councils and other local organisations to improve play spaces and provide new play provision in a number of wards of the district. This has helped improve opportunities for play largely in those areas where new residential development has been most significant from which the Section 106 contribution derived. In addition the ongoing dialogue with other partners such as Parish Councils has helped communicate how best to manage the balance between the need to offer risky play, as an intrinsic requirement to children's development, and the need to keep children safe from harm.

Additional external funds have been secured from grants, including the Worcestershire Youth Action Fund, to support new community play facilities in areas of particular need. Recent improvements include the introduction of a skate park,

play area and multi use games area (MUGA) at Charford Recreation Ground and an extended MUGA and youth shelter at King George Playing Fields in Sidemoor. The Council have also worked in partnership with local organisations by provided expertise and financial support from their capital receipts to support improvements in play provision across the district.

In addition partnerships such at the Catshill 20/20 group have been formed to target local ward based priorities for change.

Because of the semi rural nature of the District the area faces challenges in the provision of play facilities and accessibility to a variety of play experiences particularly in the outlying areas and villages of the District. Those areas in the district that have limited or poor provision for play are generally the same areas that do not possess a good central park or open space opportunities. In these areas where the Council do not own sufficient or appropriate land to improve play provision the Council has and shall continue to work in partnership to deliver play facilities and services.

A few recent examples of partnership working across the district include provision of play facilities at Wythall Park, a site run by an independent Park community association, provision of funds for the Hagley Parish Council to provide a neighbourhood play area facility on their playing fields at the centre of the village, funding to the Wagstaff Memorial Trust of Catshill to provide a new play area and access pathway to their playing fields, refurbishment of Stoke Prior Parish Council's play area at Shaw Lane, funding to Romsley Parish Council for improved play provision for young children, funding to Clent Parish Council to provide a skate facility on playing fields that they lease from Bromsgrove Council and proposals for introducing facilities for teenagers at the Walter Wiggin Trust Ground in Alvechurch.

In 2006/7 the Council advertised through the Official Journal of the European Union (OJEU) a contract to supply the Council with play facilities. Following a tender process five play specialist companies were chosen to help implement the Councils capital programme and install such facilities as play areas, multi use games areas and skate parks across the district. Companies were selected against a quality output performance based set of criteria ensuring significant consideration is given to play value, design, innovation and creativity, safety and accessibility/inclusiveness. The contract arrangement has given the Council a greater ability to provide play facilities of a high quality within a more efficient time frame and provide opportunities for children and young people (the beneficiaries) to work directly with suppliers as an essential element of the consultation and design stages.

Parks, Green Spaces and Play Areas

There are some 80 green space sites owned by the Council; 55 of which can be classified as public open spaces/playing fields, 12 parks and recreation grounds, 3 cemeteries, 8 allotment sites, a semi ancient woodland at Roundhill and a large 60 acre nature reserve at Hopwood that is maintained in partnership with the Wildlife Trust. The Hopwood Nature Reserve primarily serves to protect the biodiversity of the area and is a site that can be considered for children's play conservation experiences and wetland activities such as pond dipping i.e. learning by play.

The Bromsgrove District BVPI triennial residential survey of 2006/7 found that satisfaction levels with parks and open spaces particularly was high with 76% satisfied reflecting a 5% increase in satisfaction levels since the survey was last

undertaken in 2003/4. This is testimony to the financial commitment and hard work of the Council in recent years. In addition the Customer Panel Survey conducted in 2007 showed that of the cultural and recreational activities available in the district those of greatest interest to respondents were parks and open spaces at 75%.

Quality Assessments have been undertaken on Council owned parks and open spaces. The aim of the quality assessment is to assess the quality of play provision for children and young people. Although children and young people do play in numerous spaces and places, parks and designated play areas and open spaces can significantly enhance children's capacity to play out freely and increase the quality of their play experiences. The quality assessment focused on three major aspects to children's play

- The suitability of the location of the play area and spaces where children may play
- The play value of the site (and not just of the fixed equipment)
- Care and maintenance in respect to measuring if children are free from hazards

Sanders Park, a Green Flag accredited park (first achieved in 2006) located at the centre of Bromsgrove has an excellent range and quality of facilities and opportunities for play. Parks at Rubery (St. Chads Park) and Charford (Charford Recreation Ground) have recently been improved to provide a larger range of play facilities whereas some other parts of the district do not always have a good sized park and opportunities for play are somewhat limited and those that exist are of average quality and of low play value.

We can all remember playing as a child and some of the best times were climbing trees and playing in the woods. The Council has over several years maintained its commitment to keeping the district green by planting thousands of trees particularly within its parks and open spaces, that previously were uninspiring expanses of close mown grass, and added variety to the urban form and provided more stimulating areas in which children can play and explore. We are committed to maintaining its stock of trees through periodic tree survey work and regular maintenance to ensure that children remain safe from harm during their adventures.

There are 33 play areas provided by the District Council classified as children's provision across the District. Quality audits of these sites show that the quality of these sites tends to be average with the poorest quality sites being situated in anti social hot spot areas of the district. These areas shall be the main focus of improvement within the Action Plan.

Bromsgrove's consultation

General approach

From the Bromsgrove Sustainable Community Strategy consultation with the public has been pursued through a number of approaches, these are.

- A 'Glad or Grumpy' postcard campaign, which was sent out in the local free newspapers, to Parish Councils and discussed in the July 2007 'Together Bromsgrove' magazine and at the 'Town Hall' event.
- The Customer Panel Survey 2007 had a section on the Sustainable Community Strategy priorities.

- Consultation during August 2007 each Wednesday at the Street Theatre events at The Recreation Ground, Bromsgrove.
- Board members and elected Members went out in the streets to ask passers by for their views and the postcard was also available on the Council's website.
- Compact Bromsgrove is a partnership between the Council and the local voluntary and community sector represented by the Bromsgrove and Redditch Network (BARN) for the benefits of both parties including information and knowledge sharing, consultation on policy proposals and recognition of the vital role that the voluntary sector provide to adding value to our communities.

Methodology

A number of methodologies have been employed in our consultations in preparation of this Play Action Plan. These include.

- **Parks user panels, on site visitor surveys and regular recorded comments from children that use the facilities in selected parks and open spaces.**
- **Project Specific Consultation** – direct consultation with young people to influence the location and design of facilities led by members of the C&CS team in association with Youth Service workers.
- **In school discussions** - with councillors and students in site specific high schools in the District and surveys carried out at youth events..
- **Issue based consultation** - conducted with young people at youth centres and play spaces.
- **Partnership consultation** – working with organisations such as the youth service on 'Youthink' exercises. Exercises like 'Youthink' involve over 100 students ranging from 11-18 and are carried out at schools across the District.
- **Feedback information** – conducted after events that are run such as Street Theatre in the Park events.
- **Targeted consultation as part of wider research** – general resident consultation also aimed at young people.
- **Household survey** – surveys distributed to randomly selected households across Bromsgrove, calculated using population statistics for the different analysis areas.

Key partners

Partner organisations that have been involved in the consultation are.

- Children and young people of Bromsgrove
- Bromsgrove District Council
- Parish Councils
- Worcestershire Council for Voluntary Youth service (WCVYS)
- Worcestershire County Council Extended Services
- Worcestershire County Youth Service
- Schools
- Community Associations e.g. Wythall Park Community Associations, Wagstaff Memorial Trust (Catshill).
- Children's Fund
- YMCA
- North Worcestershire School Sports Partnership (NWSSP)
- Worcestershire Wildlife Trust

Summary of Bromsgrove's consultation

The amount of information generated by these consultations is considerable but the following key themes were observed and these formed the basis for Bromsgrove's local priorities.

The information collected through consultation also forms the basis and justification for the recommended local standards in our approach to play provision. This ensures that all local standards applied are reflective of the aspirations and expectations of local residents.

Summary of children and young peoples' priorities in Bromsgrove:

- More facilities — things to do and places to go especially for teenage age ranges that provide risky play activity.
- Improved public transport – to make travelling easier
- Finding the right jobs and having the right skills – employment and opportunity
- Affordable housing – being able to stay in the area if they want to and have somewhere to live
- Better communication – about what is going on locally & what is available

Consultation highlights an overall perception of insufficient facilities particularly for children and young people. The quality of facilities is however perceived to be satisfactory, suggesting that the overall priorities should lie with improvements to the quantity of provision.

One of the recurring themes at all external consultations was the need for more interesting play equipment and the availability of more facilities especially for teenage age ranges requesting more 'things to do'. In areas where there is a shortage of teenage facilities this is where facilities for young children are most likely to be targets of anti social behaviour and vandalism. The Bromsgrove Action Plan therefore seeks to target areas of greatest deficiency and addressing the under provision of teenage facilities prior to improvements to facilities for younger age ranges.

This is reflected not only in the consultation, but also in the application of the local standards, which highlights significant areas of deficiency, both in terms of quantity and accessibility across the district.

The projects contained in the Action Plan therefore address the areas of particular deficiency.

Bromsgrove's Priorities

The key priority for change that this Bromsgrove Action Plan can deliver is to provide

- More facilities — things to do and places to go especially for teenage age ranges that provide risky play activity.

The consultation exercises have enabled the identification of a number of key priority areas for play in Bromsgrove. These priorities will influence the projects identified in the Action Plan and the outcomes listed below:

The **Four key priorities for Play** in Bromsgrove are as follows:

Outlying Areas and Villages

Ensuring that children and young people in the outlying areas/villages of the district can access a range of high quality play opportunities.

Teenage and youth provision

Ensuring that the range of play facilities within the District meets the needs of all children and young people, especially those in the 11 -16 age range.

Accessible play

Ensuring that children and young people in any area of the District can access quality play opportunities within a reasonable distance and length of time from their homes.

Risky play

Ensuring that children and young people in the District have the opportunity to challenge themselves by providing play features including "safe risks".

Bromsgrove's outcomes for play

The four outcomes for play in the Worcestershire Play Strategy will be complemented and achieved in Bromsgrove through the following District outcomes. These outcomes will be achieved over the next three years (by 2010) via the projects included in the District Action Plan.

District Outcome 1 More children and young people in outlying areas/villages of the District will have access to quality play opportunities.

District Outcome 2 More teenagers will have access to suitable play provision.

District Outcome 3 More children and young people in Bromsgrove will have quality play opportunities within a 10 minute walk (480m) of their homes.

District Outcome 4 More children and young people will have the opportunity to access "risky" play.

Worcestershire's Play Outcomes

Worcestershire Play Strategy agreed four key outcomes for play in the county. As part of the process of developing this countywide strategy, Bromsgrove has signed up to these outcomes. The countywide outcomes are as follows:

Outcome 1 Children and young people have increased opportunity to access and enjoy a variety of play

Outcome 2 Increased inclusive play opportunities

Outcome 3 A greater understanding of the importance of play

Outcome 4 Children and young people are involved in the design and delivery of play

The Worcestershire Priorities for Change (improvements we want to make) are set out below with an explanation on how the Bromsgrove Action Plan helps to achieve them.

1. Support children to access a variety of play opportunities

The Bromsgrove Action Plan achieves this to great effect with the variety of age ranges and play experiences covered including adventure play and risky play, specific teenage play, green play, social play and the play work activities and services proposed.

2. Support the development of quality assurance schemes.

The Bromsgrove Action Plan supports the development of improved quality assurance schemes in particular through the progressive development of Performance Indicators, improvements to GIS mapping and proposals for the PPG17 survey.

3. Ensure children, including children with disabilities, children from black and minority ethnic communities, young carers, traveller children and children from low income families or remote areas have access to play opportunities.

The Bromsgrove Action Plan supports the awareness and deliver of equality and diversity schemes and inclusive play facilities and services. Specifications of work are compliant to Equality and Diversity policy and DDA requirements are incorporated.

4. Ensure play providers have an understanding of inclusion.

The delivery agents for the schemes included within the Play Action Plan have an understanding of inclusion issues. Council staff has recently received training in equality and diversity issues.

The following table demonstrates the links between the District, countywide and E.C.M outcomes:

| District Outcomes | Worcestershire Strategy (countywide) Outcomes | Every Child Matters Outcomes |
|--|---|---|
| 1. More children and young people in the outlying areas/villages of the District will have access to quality play opportunities. | 1. Children and young people have increased opportunity to access and enjoy a variety of play. 2. Increased inclusive play opportunities. | Being healthy Enjoying and achieving Economic well-being |
| 2. More teenagers will have access to suitable play provision. | 1. Children and young people have increased opportunity to access and enjoy a variety of play 2. Increased inclusive play opportunities 3. Children and young | Being healthy Enjoying and achieving Making a positive contribution |

| | | |
|--|---|---|
| | people are involved in the design and delivery of play | |
| 3. More children and young people in Bromsgrove will have quality play opportunities within a 10 minute walk of their homes. | <p>1. Children and young people have increased opportunity to access and enjoy a variety of play</p> <p>2. Increased inclusive play opportunities</p> | <p>Being healthy</p> <p>Enjoying and achieving</p> <p>Economic well-being</p> <p>Making a positive contribution</p> |
| 4. More children and young people will have the opportunity to access "risky" play. | <p>1. Children and young people have increased opportunity to access and enjoy a variety of play</p> <p>2. Increased inclusive play opportunities</p> <p>3. A greater understanding of the importance of play</p> <p>4. Children and young people are involved in the design and delivery of play</p> | <p>Being healthy</p> <p>Staying safe</p> <p>Enjoying and achieving</p> <p>Making a positive contribution</p> |

Children's Play Outcomes / "Three Frees"

In addition to the four sets of outcomes listed above the BIG Lottery have also developed a series of outcomes for their Children's Play initiative. BIG will be a major funding partner in play provision therefore projects being put forward for BIG funding should also reflect their outcomes.

It is also important to note that every project being put forward for Children's Play funding adheres to the philosophy of the "Three Frees". These are as follows

- The project will be **free of cost**.
- The children and young people will be **free to choose** what they would like to do.
- The children and young people will be **free to come and go** as they please.

Children's Play outcomes – for the sake of saving space in the tables below numbers have been allotted to the Children's Play outcomes in the table. It should be noted that this is not a ranking or prioritisation and each carries equal weight. These can be seen below:

- More children will take part in a wider range of good, inclusive and accessible play experiences. (1)
- Children will have more choice and control over their play. (2)
- Children will develop greater well-being through play (including healthy growth, knowledge and understanding, creativity and capacity to learn). (3)
- Children will achieve greater independence and self-esteem through play. (4)
- Children will acquire greater social skills and respect for others through play. (5)
- Children will be able to test boundaries, be challenged and take risks through play, while kept safe from harm. (6)

- More children experiencing barriers to free play will be included in mainstream play provision (for example, girls, children and young people from ethnic or religious minorities, children in care, children of refugees and homeless families and those living in rural areas). (7)
- Local communities, especially children, will have greater involvement in designing, planning and running play projects. (8)

Bromsgrove Project Action Plan 2007-10

Schemes are listed by catchment/project area for ease of reference primarily for local ward members and local organisations.

| Project Name | Project Description | Outcomes met | Timescale | Contact | Key project milestones | Review date(s) | Cost Rev / Cap | Funding source |
|---|---|--|--|---------|--|-------------------------------------|----------------|---|
| Wythall schemes | | | | | | | | |
| <p>The following schemes in Wythall will support the following district outcomes;</p> <ul style="list-style-type: none"> • More children and young people in outlying/village areas of the District will have access to quality play opportunities. • More teenagers will have access to suitable play provision. • More children and young people in Bromsgrove will have quality play opportunities within a 10 minute walk (480m) of their homes. • More children and young people will have the opportunity to access "risky" play. | | | | | | | | |
| Wythall Play Project – 1. Wythall Park Adventure Play Area | A joint venture with Bromsgrove Council and the Wythall Park Association to provide a new adventure play area for teenage age ranges. | District – 1,2,3,4 County – 1, 4 ECM - Being healthy, Staying Safe, Enjoying & Achieving BIG – 1,2,3,4,5,6,7 808 more young people/teenagers will have access to quality play by Summer 2008 | 2007/8 Discussions underway with WPA. | C&CS | Consultation Autumn 2007. Design & Consultation Dec. 07. Project build start April 08. Completion June 2008. Site launch August 2008. Pending Lottery decision. | 6 months after site works concluded | £52,000 | £40k BIG Lottery Fund + £12k from BDC |
| Wythall Play Project – 2. Hollywood Lane open space play area, Wythall | Create an innovative and natural play facility with climbing boulders, tyre swing and enviro mulch safer surfacing and creation of a wetland area designed for junior age ranges. | District – 1,2,3 County – 1 & 4 ECM - Being healthy, Enjoying & Achieving BIG – 1,3,4,5,6,7,8 761 more children/young people will have | 2007/8 | C&CS | Consultation Autumn 2007. Design & Consultation Dec. 07. Project build start Spring 2008. Completion July 2008. Site launch August 2008. | 6 months after site works concluded | £50,000 | £40k BIG Lottery Fund + £10k from BDC (S106 funds for Wythall) |

| Project Name | Project Description | Outcomes met | Timescale | Contact | Key project milestones | Review date(s) | Cost Rev / Cap | Funding source |
|--|---|---|--|---------|--|-------------------------------------|----------------|--|
| | | access to quality play by Summer 2008 | | | Pending Lottery decision. | | | |
| Wythall Play Project – 3. May Farm Close play area, Wythall | A play area designed for toddler and young children age ranges that is accessible to young families in the vicinity of May Farm Close. | District – 1,3,4 County – 1 & 4 ECM - Being healthy, Enjoying & Achieving BIG – 1,3,5,6,7,8 735 more children will have access to quality play by Summer 2008 | 2007/8 | C&CS | Consultation October/November 2007. Design & Consultation March 2008. Build start May 2008. Completion July 2008. Site launch August 2008. | 6 months after site works concluded | £35,000 | £35k BIG Lottery Fund |
| Wythall Park - A new multi use games area. | A partnership between Bromsgrove Council and the Wythall Park Association to provide a new MUGA to improve facilities for teenage age ranges in the Wythall area. | District – 1, 2, 3, 4 County – 1 ECM - Being healthy, Staying Safe, Enjoying & Achieving | 2007/8 Discussions with the Wythall Community Association are underway. | C&CS | Consultation Autumn 2007. Design & Consultation Jan.08. Build start March 08. Completion May 2008. | October 2008 | £55,000 | BDC (from Section 106 funds for Wythall) |
| Wythall Youth Club games area | A scheme to improve opportunities for games and sports participation by providing line marking and equipment for the hard standing at the rear of the youth club. | District – 1, 2 County – 1, 4 ECM - Being healthy, Enjoying & Achieving | Discussions with Wythall Youth Club underway. | C&CS | Grant issued Nov. 08. Line marking undertaken by Jan. 08. | Spring 2008 | £3,000 | BDC (From Section 106 funds for Wythall) |

Rubery schemes

The following schemes will support the following district outcomes;

- 1 More children and young people in outlying/village areas of the District will have access to quality play opportunities.
- 2 More teenagers will have access to suitable play provision.
- 3 More children and young people in Bromsgrove will have quality play opportunities within a 10 minute walk (480m) of their homes.

| Project Name | Project Description | Outcomes met | Timescale | Contact | Key project milestones | Review date(s) | Cost Rev / Cap | Funding source |
|--|--|--|-------------------------------|---------------|--|-------------------------------------|------------------------|--------------------------------------|
| 4 More children and young people will have the opportunity to access "risky" play. | | | | | | | | |
| Callowbrook open space Play Area | Creation of a new play area providing play opportunities for young children. | District – 1 & 2 County – 1 & 2 ECM – Being healthy | Scheme completed Spring 2007 | C&CS | Scheme completed in Spring 2007 | Summer 2008 | £50,000 | BDC (Section 106 funding for Rubery) |
| Callowbrook open space Play Area | Provision of a shelter/meeting point for teenagers in proximity to the on site CCTV | District – 1 & 2 County – 1 & 2 ECM – Staying Safe | Scheme completed 2006 | | Installed 2006 | Summer 2008 | £5,000 | BDC |
| Rubery MUGA Project - Callowbrook open space | Provide a multi use games area for teenage age ranges. | District – 1, 2, 3, 4 County – 1 & 4 ECM –Being healthy, Staying Safe BIG – 1,2,3,4,5,6,7 1071 more young people/teenagers will have access to suitable play provision by Summer 2008. | 2007/8 | C&CS | Consultation Dec. 2007. Design & Consultation Jan. 08. Project build start April 2008. Completion June 2008. Site launch August 2008. Pending Lottery decision | 6 months after site works concluded | £50,000 | BIG Lottery Fund |
| Multi-Skills Club, Waseley Hills High School | Development of fundamentals of movement through coach led play activities for 5 to 8yrs. | District - 2 & 3 County – 1 & 2 ECM –Being healthy, Enjoying & Achieving | Start April 2007 | C&CS | Start April 2007 | Annual | £7,300 | NWSSP/BD C |
| Rubery Festival | An annual event to celebrate local youth based opportunities and nurture | District – 2 & 3 | Event held in June - Annually | Rubery Festiv | Planning event from autumn (annually). Event | Late summer | Approx. £4,000 plus in | Rubery Festival – external |

| Project Name | Project Description | Outcomes met | Timescale | Contact | Key project milestones | Review date(s) | Cost Rev / Cap | Funding source |
|--|--|---|-----------------------|--------------------------------------|---|----------------|------------------------|----------------------------------|
| | community cohesion | | | al Coordinator with advice from C&CS | held in June. | | kind voluntary support | financial grants |
| <p>Sidemoor schemes</p> <p>The following schemes will support the following district outcomes;</p> <p>2 More teenagers will have access to suitable play provision.</p> <p>3 More children and young people in Bromsgrove will have quality play opportunities within a 10 minute walk (480m) of their homes.</p> <p>4 More children and young people will have the opportunity to access "risky" play.</p> | | | | | | | | |
| Sidemoor Play Project - King George Playing Fields | To extend the existing play area provision to provide more stimulating and risky play items for the under 12 age ranges. | District - 3 & 4 County – 1 & 2 ECM - Being healthy, Enjoying & Achieving BIG – 1,2,3,4,5,6 685 more children will have access to risky play by Summer 2008 | 2007/8 | C&CS | Consultation Autumn 2007. Design & Consultation Dec. 07. Project build April 08. Completion June 2008. Site launch July 2008. Pending Lottery decision | Spring 2008 | £35,000 | BIG Lottery Fund |
| King George Playing Fields multi use games area | Replace and extend the sports fencing and provide a youth shelter to the existing MUGA | District – 1, 2, 3, 4 County – 1 & 4 ECM –Being healthy, Staying Safe | Completed Summer 2007 | C&CS | Site works completed Summer 2007 | March 2008 | £30,000 | Worcs Youth Capital Fund (DABID) |
| King George Playing Fields MUGA floodlights | Increase the level of access/participation by providing floodlights to the existing MUGA facility. | District – 2,3,4 County – 1 ECM - Being healthy, Staying Safe, Enjoying & | 2007/8 | C&CS | Consultation Spring 2007. Planning Permission by end Dec.07. Build | March 2008 | £30,000 | BDC |

| Project Name | Project Description | Outcomes met | Timescale | Contact | Key project milestones | Review date(s) | Cost Rev / Cap | Funding source |
|---|---|--|-----------------------------------|------------------|---|----------------|----------------|---|
| | | Achieving, Positive Contribution | | | Jan. 08. Completion March 08. | | | |
| Sidemoor Funded Activities | Delivery of sports activities and trips for 5-14yrs | ECM - Being healthy, Enjoying & Achieving | 2006-2008 | C&CS | Delivery of 6 week blocks Sept 07 onwards | March 08 | £7,000 | Childrens Fund |
| Sidemoor Childrens Centre | Children under 5 years old and their families can receive seamless holistic integrated services and information. | 1,3,4 | March 2008 | Cath Ellicott | Ongoing | | | WCC |
| Charford schemes | | | | | | | | |
| <p>The following schemes will support the following district outcomes;</p> <p>1 More children and young people in outlying/village areas of the District will have access to quality play opportunities.</p> <p>2 More teenagers will have access to suitable play provision.</p> <p>3 More children and young people in Bromsgrove will have quality play opportunities within a 10 minute walk (480m) of their homes.</p> <p>4 More children and young people will have the opportunity to access "risky" play.</p> | | | | | | | | |
| Charford Recreation Ground | Provision of a <ul style="list-style-type: none"> Skate park MUGA New play area | District – 2, 3 & 4 County – 1 & 2 ECM - Being healthy, Enjoying & Achieving | 2007 | C&CS | Site works completed by August 2007 | October 2007 | £150,000 | £100k BDC and £50k Worcs Youth Capital Fund (DABID) |
| Skate Park Graffiti Art project, Charford | To work with the Multi Agency Resource Centre and engage with young people from Charford to create graffiti art on the new skate ramps. | District - 2 County - 4 ECM - To make a positive contribution, enjoying and achieving. | Completion of art work by Dec. 07 | C&CS | Consultation with Resource Centre October 07. Implementation of artwork Jan.08 | | £2,000 | BDC |
| Multi-Agency Resource Centre, Charford | Range of activities for children and young people | 1,2,3,4 | On-going | Sue Raison Jones | As per MARC delivery plan | annual | | Grants and own fund raising activities |

| Project Name | Project Description | Outcomes met | Timescale | Contact | Key project milestones | Review date(s) | Cost Rev / Cap | Funding source |
|---|---|---|-----------|---------------|--|------------------------|----------------|----------------|
| Charford Children's Centre | Children under 5 years old and their families can receive seamless holistic integrated services and information. | 1,3,4 | On going | Cath Ellicatt | Children's centre service plans | | £50,000 | WCC |
| Catshill schemes | | | | | | | | |
| <p>The following schemes will support the following district outcomes;</p> <p>1 More children and young people in outlying/village areas of the District will have access to quality play opportunities.</p> <p>2 More teenagers will have access to suitable play provision.</p> <p>3 More children and young people in Bromsgrove will have quality play opportunities within a 10 minute walk (480m) of their homes.</p> <p>4 More children and young people will have the opportunity to access "risky" play.</p> | | | | | | | | |
| MUGA for Catshill | A new MUGA designed for teenage age ranges. Indicative proposal to locate the MUGA on the open space at Milton Road, Catshill | District – 1, 2, 3, 4 County – 1 & 4 ECM –Being healthy, Staying Safe | 2007/8 | C&CS | Consultation with young people August 2007. Design & Consultation Dec.07. Installation March 08. Completion May 08. | Spring and Summer 2008 | £55,000 | BDC |
| Horsecourse Playing Field play area | Refurbish and extend the existing play area for junior age ranges | District - 2 & 3 County – 1 & 2 ECM - Being healthy. | 2007/8 | C&CS | Scheduled to follow the above scheme. Consultation August 2007. Design & Consultation Jan. 08. Build start April 08. Completion June 2008. | Summer 2008 | £50,000 | BDC |
| Bromsgrove based schemes | | | | | | | | |
| The following schemes will support the following district outcomes; | | | | | | | | |

| Project Name | Project Description | Outcomes met | Timescale | Contact | Key project milestones | Review date(s) | Cost Rev / Cap | Funding source |
|--|---|--|---|---------|--------------------------|----------------|----------------|-----------------------------|
| <p>2 More teenagers will have access to suitable play provision. 3 More children and young people in Bromsgrove will have quality play opportunities within a 10 minute walk (480m) of their homes. 4 More children and young people will have the opportunity to access "risky" play.</p> | | | | | | | | |
| Activzone at the Dolphin Centre | An exciting mix of sport, arts, games and challenges aimed at 5 to 12 years held at the Dolphin Centre, Bromsgrove during the summer holidays. Spin off activities include the gamezone, splashzone and sports zone sessions. | District – 1, 2 & 3 County – 1 & 2 ECM - Being healthy, Staying Safe, Making a positive contribution | Annual summer activities held during the school holiday periods except xmas | C&CS | Annual | Annually | | BDC |
| Barnsley Hall Play Area | Requisition of land from English Partnerships and creation of a new play space and play area to serve the Woodland Grange residential estate. | District – 1 & 3 County – 1, 2, 3 ECM - Being healthy, Staying Safe, Making a positive contribution | Scheme completed July 2007 | C&CS | Completed July 2007. | November 2007 | £65,000 | BDC |
| Barnsley Hall play space | Provide a basketball area for informal casual play to meet demand from local teenagers | District – 1, 2 & 3 County – 1 & 2 ECM - Being healthy, Staying Safe, Making a positive contribution | 2007 | C&CS | Installation Autumn 2007 | Summer 2008 | £2,000 | BDC |
| Barnsley Hall playing fields | Conveyance of land from EP. Rejuvenation of playing pitches/fields. | District – 1, 2 & 3 County – 1 & 2 ECM - Being healthy, Staying Safe, Making a positive contribution | Conveyance of land completed 2006/07 | C&CS | TBA | September 2007 | £215,000 | BDC + Govt Liveability Fund |

| Project Name | Project Description | Outcomes met | Timescale | Contact | Key project milestones | Review date(s) | Cost Rev / Cap | Funding source |
|---|--|---|--|---------|---|----------------|----------------|---------------------------|
| Parklands open space | Provide 5 aside football goals for informal casual play to meet demand from local teenagers | District - 2 & 3 County – 1 & 2 ECM - Being healthy, Staying Safe, Making a positive contribution | Installed | C&CS | Installed | Summer 2008 | | BDC |
| Parklands/Oakalls Play Area | Provision of a new play area for junior age ranges and basketball goals for teenagers to serve the Oakalls and Parklands residential estate. | District - 2 & 3 County – 1 & 2 ECM - Being healthy, Staying Safe, Making a positive contribution | 2007/8 | C&CS | Pending receipt of £25k S106 sum from Barratt Homes anticipated by Autumn 2007. Commencement of site works to follow. | March 2008 | £65,000 | BDC (Section 106 funding) |
| Jubilee bandstand programme at Sanders Park | A varied programme of 43 events/workshops held inc. youth bands and traditional brass bands, music, puppet shows, clowns and magic, school performances, visual art, drumming and story telling workshops. | District - 3 County – 1 & 2 ECM - Being healthy, Making a positive contribution | Annual events in July/August each year | C&CS | Event preparations from January each year.- | Annually | £8,000 | BDC and sponsor |
| Street Theatre at the Recreation Ground, Bromsgrove | Five Street Theatre community focused events with a varied programme of national/international street performers/artists. | District - 3 County – 1 & 2 ECM - Being healthy, Making a positive contribution | Event held on Wednesdays throughout August each year | | Event preparations from January each year. | Annually | | BDC and sponsor |
| Multi-Skills Festival | Annual Multi-Skills Festival for children 5-8 years | District – 3 County – 1 & 2 ECM - Being healthy, Enjoying & Achieving | 1 st Festival October 2007 | C&CS | Event preparations July-Sept each year. Annual event October. | November 2008 | £2,400 | BDC |

| Project Name | Project Description | Outcomes met | Timescale | Contact | Key project milestones | Review date(s) | Cost Rev / Cap | Funding source |
|---|---|--|------------------------------|---------|---|----------------|----------------|--------------------------------------|
| Other Outlying/village areas of the district | | | | | | | | |
| <p>The following schemes will support the following district outcomes;</p> <p>1 More children and young people in outlying/village areas of the District will have access to quality play opportunities.</p> <p>2 More teenagers will have access to suitable play provision.</p> <p>3 More children and young people in Bromsgrove will have quality play opportunities within a 10 minute walk (480m) of their homes.</p> <p>4 More children and young people will have the opportunity to access "risky" play.</p> | | | | | | | | |
| Sports Development around the district | A comprehensive programme of multi sports coaching activities for 5 to 19yrs throughout the summer at venues in Hagley, Romsley, Belbroughton, Alvechurch, Stoke Prior, Barnt Green and more | District – 1, 2 & 3 County – 1 & 2 ECM - Being healthy, Staying Safe, Making a positive contribution | Annual summer programme | C&CS | Annual programme | Annually | BDC revenue | BDC |
| Activzone at Haybridge Sports Centre, Hagley | An exciting mix of sport, arts, games and challenges aimed at 5 to 12 years held at Haybridge Sports Centre during the summer holidays. | District – 1, 2 & 3 County – 1 & 2 ECM - Being healthy, Staying Safe, Making a positive contribution | Annual summer activities | C&CS | Annual programme | Annually | BDC revenue | BDC |
| SAY yes programme | Holiday programme covering all school holidays (exc. Christmas). Delivery of semi-structured sports and arts activities in targeted areas across the district. The scheme includes elements of free choice, flexibility of participation and affordability, | District – 3 County – 1 & 2 ECM - Being healthy, Enjoying & Achieving | Annual programme of delivery | C&CS | SAY yes Brand 2007/8. Ongoing activity programme. | Annually | £15,000 | BDC/Community Safety |
| Hunters Hill School, Blackwell | New sports facilities building at Hunters hill School and community use agreement to | District – 1 County – 1 & 2 ECM - Being healthy, | Building scheduled for | C&CS | Agreement concluded. Building | Quarterly | £210,000 | Supported in partnership with BDC to |

| Project Name | Project Description | Outcomes met | Timescale | Contact | Key project milestones | Review date(s) | Cost Rev / Cap | Funding source |
|--------------------------------------|---|---|--|-------------------------|--|----------------|-------------------|-----------------------------------|
| | also allow use of the adventure play/outward bound facility. | Staying Safe, Enjoying & Achieving, | completion by autumn 2007. | | scheduled for completion by autumn 2007. | | | secure community use |
| Alvechurch village teenage provision | To extend opportunities for teenagers to participate in leisure and play activity | District – 3 County – 1 & 2 ECM - Being healthy, Enjoying & Achieving | Subject to The Neighbourhood Management Pilot scheme | C&CS | | ? | ? | BDC |
| Hopwood Nature Reserve | To explore opportunities to use parts of the 60 acre site for playful conservation activities for children in association with the Wildlife Trust and local Schools | District – 1, 3 County – 1 & 4 ECM - Being healthy, Staying Safe, Enjoying & Achieving, | 2009/2010 | C&CS/ Wildlife Trust | Meet with the Wildlife Trust March 2008. Agree a programme of activity by Autumn 2008. | Annual | Not known to date | BDC/Wildlife Trust |
| Blackwell play area | To provide a new play in the village of Blackwell in partnership with Lickey and Blackwell Parish Council and the County Council | District – 1 County – 1 & 2 ECM - Being healthy, Staying Safe, Enjoying & Achieving | 2007/8 | C&CS | BDC Cabinet approval scheduled for September 2007. Completion of scheme schedule January 2008. | TBA | £40,000 | Supported in partnership with BDC |
| Belbroughton | Improved play facilities at Belbroughton Recreation Centre | District – 1 County – 1 & 2 ECM - Being healthy, Staying Safe, Enjoying & Achieving, | Scheduled for completion by August 2007 | C&CS | Scheduled for completion by August 2007 | | £20,000 | Supported in partnership with BDC |
| Romsley | Enhanced play facilities for young children at St. Kenelm's Recreation Ground, Romsley | District – 1 County – 1 & 2 ECM - Being healthy, Staying Safe, Enjoying & Achieving, | Completed | C&CS | Grant issued. | Annual | £600 | Supported in partnership with BDC |

| Project Name | Project Description | Outcomes met | Timescale | Contact | Key project milestones | Review date(s) | Cost Rev / Cap | Funding source |
|---|---|--|-------------|---------|--|---------------------|--|---|
| Tardebigge Community Hall | Enhancement of recreational facilities at Tardebigge Community Hall, picnic area, patio and children's adventure play area | District – 1 County – 1 & 2 ECM - Being healthy, Staying Safe, Enjoying & Achieving, | 2007/8 | C&CS | First grant instalment issued August 2007. | Summer 2007 | £25,000 | Supported in partnership with BDC |
| District wide Services | | | | | | | | |
| <p>The following schemes will support the following district outcomes;</p> <p>1 More children and young people in outlying/village areas of the District will have access to quality play opportunities.</p> <p>2 More teenagers will have access to suitable play provision.</p> <p>3 More children and young people in Bromsgrove will have quality play opportunities within a 10 minute walk (480m) of their homes.</p> <p>4 More children and young people will have the opportunity to access "risky" play.</p> | | | | | | | | |
| Raising the profile of Play | To provide a seminar/workshops for play providers in the district e.g. Parish Councils, to help promote innovate, risky and inclusive solutions for play facilities | District 4 County 1, 2, 3 | 2008 - 2010 | C&CS | Programme content approved August 2008. First seminar to be arranged for Autumn 2008 | After each seminar. | Cost offset by Play Companies. C&CS staff support. | Sponsored event by Play Suppliers under contract to BDC |
| Link to National Play Day | Incorporate the National Play Day into play, arts and cultural events held on 1 st August e.g. Wednesdays Street Theatre | District 4 County 3 | 2008 - 2010 | C&CS | Refer to events schedules | Annually | Cost absorbed with events budgets | BDC In kind voluntary organisation support |
| Adopt the Children's Charter for Play | To formally adopt Play England's Charter For Children's Play; to promote the aims and objectives of the Charter and to work to ensure that policies and practices across the organisation support and | District 1,2,3,4 County 1,2,3,4 ECM | 2008 | | Pending Play England's consultation upon the revised Charter. | Annually. | | No cost to adopting Charter. |

| Project Name | Project Description | Outcomes met | Timescale | Contact | Key project milestones | Review date(s) | Cost Rev / Cap | Funding source |
|--------------------------------------|--|---|-------------|---------|---|-----------------------------|---|----------------------|
| | promote children's access to a range of play opportunities and services. | | | | | | | |
| Play Safety Inspection Training | To extend the Councils RPII play safety training programme to other district wide providers of play. | District 1, 4 County 1, 3 ECM – Staying Safe | 2008 – 2010 | C&CS | Training programme approved September and delivered November 2008. Training delivered annually. | After each training course. | BDC play safety budget. Additional costs offset by hosting the courses. | BDC. Other attendees |
| Play Area Minders | To review the existing scheme of providing Play Area Minders for play areas within the district and consider the option to adopt the 'Maintenance by Van' approach | District 1 County – 1 & 2 ECM - Being healthy, Staying Safe, Enjoying & Achieving. | 2007/8 | C&CS | Review commenced July 2007. | 2008 | Existing revenue | BDC |
| Review Grounds Maintenance Programme | To review the parks grounds maintenance specifications to incorporate more opportunities for play e.g. letting selected areas of grass grow, more woodland areas, tolerance of children's dens and BMX mounds. | District 1,2,3,4 County 1,3,4 ECM - Being healthy, Staying Safe, Enjoying & Achieving | 2008/2009 | C&CS | Selected sites to initially be piloted during Summer 2008. | Annually | Costs within existing grounds maintenance budgets | BDC |

| Project Name | Project Description | Outcomes met | Timescale | Contact | Key project milestones | Review date(s) | Cost Rev / Cap | Funding source |
|---|---|---|---------------------------------|--|--|----------------|---------------------------------------|----------------|
| Extended Services | Liaise with Extended schools to support innovative play developments with children at school. | 1,2,4 | On going | Alvynne Curley, Extended Schools Coordinator | Schools providing extended schools core offer Promote the value of play within the school environment | | | WCC |
| Detached Youth team | Provision of activities | 1,2,3,4 | On-going | Kim Caves | Youth Support Service Delivery plan | annual | | WCC |
| Youth Clubs | Provision of youth activities at WCC owned centres – Ryland, Rubery, Wythall, Catshill | 1,2,3,4 | On-going | Kim Caves | Delivery of youth support Service Delivery Plan | annual | | WCC |
| VCS Support | Support of voluntary sector play providers across Bromsgrove | | On-going | Dave Boucker | Number of VCS supported. | quarterly | | WCVYS |
| Local Community and young peoples Forums 'Pilots' | For local partnerships to join up activities for children and young people aged 8 to 19 years, with the knowledge of the needs of children and young people. The forums will identify gaps in provision, and youth activity centres. As well as arranging for local things to do and places for young people to go. | 1,2,3,4 | On going pilot September '07 | Anthony Blagg, Dave Evans | | March '08 | | WCC |
| Play based activity sessions | To deliver a play based programme of activities in target areas of Bromsgrove in association with the YMCA/voluntary sector | District – 3 County – 1 & 2 ECM - Being healthy, Enjoying & Achieving | 2008/9 | C&CS | In principle agreement received from YMCA September 2007. BDC | Summer 2008 | £4,500 subject to 2008/9 budget round | BDC/YMCA |

| Project Name | Project Description | Outcomes met | Timescale | Contact | Key project milestones | Review date(s) | Cost Rev / Cap | Funding source |
|---|--|--|---|-------------------------------------|--|---|--|----------------|
| | | | | | Funding bid approval April 2008 | | | |
| Information Technology Development | Improvements to the Councils GIS system The future development of the GIS and take up of various analytical tools will be able to interrogate and analyse time drive scenarios. | District – 1,2,3,4 County – 1 & 2 ECM - Being healthy, Enjoying & Achieving | 2008/9 | C&CS | 2008/9 | | Internal capacity for the analytical work subject to Council support | BDC |
| Planning Policy Development | | | | | | | | |
| <p>The following schemes will support the following district outcomes;</p> <p>1 More children and young people in outlying/village areas of the District will have access to quality play opportunities.</p> <p>2 More teenagers will have access to suitable play provision.</p> <p>3 More children and young people in Bromsgrove will have quality play opportunities within a 10 minute walk (480m) of their homes.</p> <p>4 More children and young people will have the opportunity to access "risky" play.</p> | | | | | | | | |
| PPG17 Survey | An initiative to commission an audit/strategy to meet the requirements of PPG17. | District – 1,2,3,4 County – 1 & 3 ECM - Being healthy, Staying Safe, Enjoying & Achieving, Economic Well being | 2007/8 | Mike Dunphy, Strategic Planning BDC | Tendering Process to begin autumn 2007. Spec Brief produced August 07. Survey report available 2008. | 6 months following completion of report | £30,000 | BDC |
| PPG17 Survey outcome. | The results and recommendations of the survey work will be incorporated into the Bromsgrove Local Development Framework. | District – All County – 3 ECM - Economic Well being | LDF Core Strategy is currently being prepared and | Mike Dunphy, Strategic Planni | The First Stage of formal consultation on the Core Strategy to take place early in 2008 | | | BDC |

| Project Name | Project Description | Outcomes met | Timescale | Contact | Key project milestones | Review date(s) | Cost Rev / Cap | Funding source |
|--|--|--|---|-------------------|---|-------------------------------------|------------------------|--------------------------------------|
| | Lessons learnt from existing play provision throughout the district should be applied to new development sites. | | consulted on although adoption of the final documents is likely to take place 2009/10 | ng BDC | | | | |
| Indicative proposals subject to the outcome of the Bromsgrove PPG 17 Survey | | | | | | | | |
| Green Play Route Network | Develop cycling and walking play routes linking schools, parks, play areas to the National Cycle Network spine through the town. The routes will be play resources themselves, as well as providing safe and attractive ways for young people and the wider community to move around their local area. | District – 1,2,3,4 County – 1,2,4 ECM - •Being, healthy, Staying safe, Enjoying and achieving BIG – 1,2,3,4,5,6,8 | 2008/10 | C&CS/ Sustrans | Indicative proposal pending completion of PPG17 survey/report | 6 months after site works concluded | Indicative £50,000 | Section 106/tbc |
| Swanslength Play Area, Alvechurch | To extend the size and quality of the existing play area to provide a facility of greater play value for junior age ranges. | District – 3 County – 1 & 2 ECM - Being healthy, Staying Safe, Enjoying & Achieving | 2008/9 | C&CS | Indicative proposal pending completion of PPG17 survey/report | | £50,000 | BDC Capital |
| St. Chads Park Play Area | Extend the existing play area to provide greater innovative and stimulation for junior age ranges. A secondary phase to the development of the new skate park and ball court facilities provided in 2006. | District – 1, 3 & 4 County – 1 & 2 ECM - Being healthy, Enjoying & Achieving | 2008/9 | C&CS | Indicative proposal pending completion of PPG17 survey/report | | Indicate estimate £50k | BDC (Section 106 funding for Rubery) |

| Project Name | Project Description | Outcomes met | Timescale | Contact | Key project milestones | Review date(s) | Cost Rev / Cap | Funding source |
|--|---------------------|--------------|-----------|---------|------------------------|----------------|----------------|----------------|
| <p>In addition to the above a number of additional Section 106 agreements are in place that shall in due course trigger the release of additional capital sums to Bromsgrove District Council. These sums shall help deliver the recommendations of the PPG17 survey report (notwithstanding the necessity to ensure compliance with the terms of the agreements). To date additional Section 106 agreements include;</p> <ul style="list-style-type: none"> • £163,520 for off site play space at 14-20 Station Road, Blackwell, Bromsgrove. • £39,324 for off site open space within the Whitford ward ref. Elmsvynne Ltd development at 34 Rockhill, Bromsgrove. • £81,090 for off site play facilities within the district of Bromsgrove ref. Persimmon Homes development at land at School Drive, Bromsgrove • £54,208 for off site play facilities ref. Billingham & Kite development at 7a & 9a Crownhill Meadow, Catshill, Bromsgrove | | | | | | | | |

BDC = Bromsgrove District Council
C&CS = Culture & Community Services Directorate of BDC
WCC = Worcestershire County Council

Outcomes – District = District outcomes, County = Worcestershire Play Strategy outcomes, ECM = Every Child Matters outcomes, BIG = Children’s Play outcomes.

In all projects the cost of project management and support by either Council officers or volunteer organisations has not been included. Inevitably in all cases this is substantial.

Monitoring the Action Plan

The projects included in the Bromsgrove Action Plan will all be monitored and evaluated to ensure that its aims and outcomes are being achieved. To do this Bromsgrove will adopt the Children's Play Council's Draft Play Indicators as identified on page 17 of the county strategy:

The four play indicators are as follows:

| | Method of generation | How we will monitor and collection proposals |
|--|---|--|
| <p>Participation The percentage of all children and young people aged birth to 16 (i.e. from all social and ethnic groups, including those who have disabilities), who play out for at least four hours each week.</p> | School and household survey data collated by the Councils Policy unit | Bromsgrove will incorporate the questions recommended in the Play Indicator Guidance notes into existing planned surveys. Reports shall be disseminated by the Councils Policy unit and reported to and reviewed by the LSP for Children and Young People forum. |
| <p>Access to a variety of facilities and spaces The percentage of children and young people aged birth to 16 that have access to at least three different types 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.</p> | Open space and Play Strategy Audits GIS mapping | Projects will be prioritised to ensure best fit with the outcomes and recommendations of the proposed PPG17 survey. Once complete they will be added to a GIS mapping system to enable future reprioritisation at strategy refresh. |
| <p>Quality of facilities and spaces The proportion of facilities and spaces meeting the quality criteria for 'excellent' and 'good' ratings</p> | Assess against standards based on agreed quality criteria. | Projects will be assessed to ensure they comply with the quality standards set out on page 18 of the Worcestershire Strategy. Annual site assessment reports shall be undertaken to measure play value and comparisons drawn from previous reports. |
| <p>Satisfaction The percentage of all children and young people (i.e. from all social and ethnic groups, including those who have disabilities), who think that the</p> | School and household survey collated by the Councils Policy unit County Youth Service 'Youthink' exercises | Bromsgrove will incorporate the questions recommended in the Play Indicator Guidance notes into the IT based 'Youthink' surveys carried out by |

| | | |
|---|--|--|
| range and quality of play facilities and spaces they are able to access in their local neighbourhood is good/very good. | | Worcestershire County Council on an annual basis. Survey data shall be made available to relevant stakeholder organisations. |
|---|--|--|

It should be noted that these indicators are currently in draft form and, therefore, may be subject to change according to the results of the pilot programme for the indicators being conducted by the Children’s Play Council.

Monitoring and evaluation of the Action Plan will take place in line with the systems identified on page 16 of the County Strategy. In addition, any externally funded projects within the Action Plan will be subject to any reporting, monitoring and evaluation systems required by relevant funding bodies.

The table below identifies the methods of generation for the Performance Indicator data in Bromsgrove and shows the likely timescales for these.

Responsibility for reporting the monitoring information will rest with the District Council. Responsibility for collation and reporting of the countywide information will lie with the Worcestershire Play Partnership.

Review

Review of the strategy will be performed on an annual basis by the County Play Partnership to ensure that the outcomes and aims are being fulfilled. In 2010 the final review and evaluation of the strategy will take place with a view to formulating and prioritising the next strategy (2010 onwards). In a similar way Bromsgrove’s Action Plan will be reviewed annually with a final review and evaluation in 2010. This will be carried out by the local strategic partnership for Children and Young people consisting of voluntary and public sector stakeholders.

Bromsgrove’s position statements / standards

Aside from being committed to the statements seen on pages 3, 5, 9 and 12-15 of the countywide document, Bromsgrove has adopted a number of local standards and position statements on issues around quality, risk, accessibility and sustainability.

Quality

Parks and Green Spaces

The Green Flag Award is the national standard for parks and green spaces and represents a benchmark against which the quality of all parks can be measured. Although a large number of sites are parks and open spaces, the criteria for an award also extends across recreational green spaces including nature reserves, greens and allotments. Sanders Park in Bromsgrove has achieved this award and should therefore be considered an example of good practice.

Bromsgrove aims to increase the number of open spaces with Green Flag Award status from 1 to 2 over the three years of the Action Plan.

Bromsgrove’s own quality statement on parks and open spaces is as follows:

A welcoming, clean and litter free site providing a one-stop community facility with a wide range of leisure, recreational and enriched play opportunities for all ages. Sites should have varied and well-kept vegetation, appropriate lighting and ancillary accommodation (including benches, toilets and litter bins) and well-signed to and within the site. The safety of sites should be enhanced wherever possible (e.g. through appropriate planting, CCTV and a community warden presence)

Bromsgrove's own quality statements on provision for children and young people are as follows:

Children

A well designed clean site providing a mix of well-maintained and imaginative formal equipment and an enriched play environment in a safe, secure and convenient location. Sites should have clear boundaries, with dog free areas and include appropriate ancillary accommodation such as seating, litter bins and toilets within the larger sites. Sites should also comply with appropriate national guidelines for design and safety.

Young people

"A site providing a robust yet imaginative play environment for older children in a safe and secure location, with clear separation from younger children facilities, overlooked from some aspects and that promotes a sense of ownership. The site should include clean, litter and dog free areas for more informal play and appropriately designed seating and shelter. Sites should also comply with appropriate national guidelines for design and safety".

Bromsgrove's own quality statement on amenity green space is as follows:

A clean and well-maintained site with appropriate ancillary accommodation (seating, dog and litter bins etc), pathways and landscaping in the right places providing a spacious outlook and overall enhancing the appearance of the local environment. Larger sites should be suitable for informal play opportunities and should be enhanced to encourage the site to become a community focus, while smaller sites should at the least provide an important visual amenity function.

Risk

All projects undertaken as part of the Bromsgrove Play Action Plan will be subject to a full risk assessment. This will be the case for all projects at planning stage and for capital projects upon completion and prior to opening for use.

Bromsgrove also believes that all children need and want to take risks in order to explore limits, venture into new experiences and develop their capacities, from a very young age and from their earliest play experiences.

The line between providing opportunity for risky play and providing sufficient measures to ensure safety and safeguards is a fine one but it is one that we need to tread in order to provide the best possible play opportunities for the children and young people of Bromsgrove.

Accessibility

In addition to the standards required by the Disability Discrimination Act a series of local accessibility standards applying to play provision have been developed by

Bromsgrove. All projects within this action plan will adhere to and contribute towards these local, as well as national, standards.

Parks and green spaces

- Provide 0.75 hectares per 1000 population in urban areas.
- Provide a site within 15 minute walk time in urban areas.

Provision for children and young people

- Provide 0.07 hectares per 1000 population (Children)
- Provide 0.02 hectares per 1000 population (Young people)
- Provide a site within 10 minute walk time (480 metres) for children
- Provide a site within 15 minute walk time (720 metres) for young people

Amenity green space

- Provide 0.61 hectares per 1000 population
- Provide a site within 10 minute walk time (480 metres)

These standards shall be reviewed upon completion of the PPG17 survey.

Sustainability

All projects within this Action Plan will have been assessed as to their long term sustainability. Revenue projects, such as projects involving employing officers, will have either allowed for ongoing costs after 2010 or will have justified the reasoning for any short term contracts and the subsequent exit strategies. Capital projects will have allowed for any increased maintenance costs in their long term budgeting processes.

Thank you for Playing

Rob Heard,
Parks & Community Services Manager,
Bromsgrove District Council

The end.