

Joint Area Committee - North - 27 May 2009

10. Area North Play Days 2009 (Executive Decision) (Excepted Business)

<i>Portfolio Holder</i>	<i>Cllr Sylvia Seal (Leisure & Culture)</i>
<i>Head of Service:</i>	<i>Steve Joel, Head of Service – Leisure & Culture</i>
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Purpose of the Report

To seek financial support funding for the delivery of five community play day events in Area North in 2009 as part of the Big Lottery play programme.

Recommendation

It is recommended that the Area North Committee agree to provide £1500 towards the delivery of five community play days from the Area North reserves.

Background

The Council adopted the South Somerset Play Policy and Strategy in 2007 with the aim of increasing the quality and quantity of play opportunities in South Somerset. The Council used the strategy to support its successful Big Lottery bid for the Play South Somerset portfolio. Through the development of the strategy, it enabled SSDC to:

- Appoint a Community Play Officer to work with 16 rural locations across South Somerset District Council (SSDC) for three years with the remit to work with local volunteers, towns and parishes to develop community play days and develop playful opportunities through play schemes, play consultation and auditing.
- Deliver a Play Ranger Programme in three locations across South Somerset during the major school holidays.
- Capital finance for the flagship play space at Yeovil Recreation Ground.

The play days are community based and are there to enhance the profile and importance of play in individual communities. The events are targeting children and young people between 0-19 years but we want all the community to come together and take part in the event, helping to break down some of the natural barriers and improve community cohesion.

The Big Lottery award enabled the role to have a limited budget allocation of £1000 to finance all 16 of the District's community play days.

Report Detail

Area North Community Play Days 2009

The community play days are free, open access and will run throughout the summer of 2009 in five locations within Area North.

Although the play days are located in five individual locations, they are there for the whole community of South Somerset. The events are used as a great sign-posting tool to not just inspire individuals to play in their own residential environments but also to give

them information on what is available to them through leisure, recreation and hobby groups.

The aim of the days in the long term is to turn them into regular community events with the ownership, both financially and operationally, being taken over by the parish or the individual community volunteers. The funding would help the individual communities with a stepping stone towards achieving this goal and will give them the foundations to develop the programmes and marketing of the events in its early years.

In 2008 we delivered all five of the Area North play days:

Location:	Date	Attendance	Financing	Expenditure
Somerton	Friday 15 th August 2008	127 people	£0.00	£54.00
Curry Rivel	Tuesday 5 th August 2008	21 children, 6 parents	£75.00 (Area North)	£75.00
Tintinhull	Saturday 24 th May 2008	Approx 500 people	£1950 (Cllr Jo Roundell Greene)	£2037.36
Martock	Tuesday 12 th August 2008	Approx 500 people	£300 (Parish Council) £500 (Cllr D.Campbell)	£804.00
Ilton	Monday 18 th August 2008	22 children	£0.00	£54.00

In 2009 the service wishes to deliver five play days in:

Location:	Date	Target Attendance	Match funding / targeted financial (provisional): support	Proposed Budget:
Somerton	Monday 24 th August 2009	250 people	£200	£500.00
Curry Rivel	Tuesday 4 th August 2009	100 people	£200	£400.00
Tintinhull	Thursday 20 th August 2009	500 people	£200	£500.00
Martock	Wednesday 12 th August 2009	500 people	£700 from two sources Currently reviewing other possible applications available	£1000.00
Ilton	Monday 17 th August 2009	100 people	£100	£400.00

In this 2009 session the team is planning to incorporate a community focus towards the play days involving more community groups to come along and promote themselves as well as running mini activities for the children and young people. The plan for the play days is also to try and get back to basics more with play, using the environment around the individual parishes and towns to promote risky play and wild play. This is quite apparent as seen in some of the locations selected for this year's play day events:

Ilton: Brook Green Common (Conservation site):

Outdoor wild play including making your own model boat to race down the river, SSDC Countryside Team – conservation games and bug hunting, den building, Eduzoo animal encounters, Heritage Team activities, Tesco Ilminster – healthy eating workshops. Even the trip down from the village hall parking will incorporate a treasure hunt activity for the children.

Martock: Martock Recreation Ground: Working with Martock Youth Centre:

A youth based play event running on International Youth Day. The youth are at the centre of the organisation of the day and they have asked for a more community-based event to get everyone young and old to participate. Plans are already in hand to involve community groups, pre-school fun and of course activities for the youth.

Somerton: Gassons Lane Playing Fields:

The play day will start off a week of playful activities working with the schools in the area. Recent contact has been made with the Town Council on the way forward for this particular event. The South Somerset District Council Resource Centre double decker bus will be at the centre of the event once again with activities running on the nearby play equipment, skate park and playing fields.

Curry Rivel: Curry Rivel School, Church Street:

The play day is running again on the school grounds with the use of the school playing fields and sports hall. The intention is to move the location next year to the village playing field working more in touch with the parish council. Community involvement from the Scouts, Police and Fire service has already been confirmed. Additional funding will help secure play workshops to come in and add to the day's programme.

Tintinhull: Tintinhull Recreation Ground.

After the success of last year we really want to push on in this parish. Over 500 people attended the day last year from all over St. Michael's ward. This year we aim to down size the event and bring more community activities and workshops but still have the same party atmosphere we managed to get last year. Plans are in place to try and bring in groups from the surrounding parishes and focus on the great leisure and recreation resource already in the parish such as the MUGA, swimming pool, playing field, parks and tennis courts

The coverage of the play day events has increased over the last year through the press and public support. We are asking the Area North Committee to help contribute to help support the coverage this year and help increase participation across the district.

Financial Implications

There is currently £23,920 in the Area North Reserves. If the award of £1500 is approved, this will leave £22,420.

Implications for Corporate PrioritiesCorporate Plan Key Targets:

3.19 Increase children and young people's satisfaction with parks and play areas and adult participation in sport and active recreation. (NI 199, NI 8)

4.1 Develop specific programmes of positive activities for children, young people (especially those already at risk of exclusion or offending) and families designed to reduce anti-social behaviour by October 2010. (SCS Action 1, NI 199)

4.2. Increase the perception of parents taking responsibility for the behaviour of their children in the area. (NI 22)

4.19. Increase % of people who believe people from different backgrounds get on well together in their local area. LAA (NI 1)

4.20. Increase perceptions that people in the area treat one another with respect and consideration. (NI 23)

4.21. Increase % of people who feel that they belong to their neighbourhood. (NI 2)

4.26. Increase participation in regular volunteering. (NI 3)

Other Implications

SSDC Play Strategy objectives and Government Every Child Matters

Background Papers: *SSDC Play Strategy and Big Lottery Programme Plan*
