



Children's **Play** Initiative **Portfolio** March 2007



For further information look on
www.justenjoy.tv

Directorate of Children's Services

The Dudley Play Strategy 2006 /2010



Children's Play Initiative

Prioritisation Panel Awards

The Dudley Children's Play Initiative Prioritisation Panel is delighted to propose the following projects to be included in the £690,321 Big Lottery Fund Children's Play Initiative Portfolio. The 14 projects below have been chosen following a three month period of assessment including project team planning meetings and site visits. These projects have now been endorsed by the Council and the Dudley Children and Young People's Partnership.

	Revenue Projects	Award
1	KIDS Orchard Partnership - Play Project	£ 50,000
2	Me2 MENCAP - Play Project	£ 50,000
3	Rollercoaster's (Registered Charity) - Summer Play Programme	£ 45,000
4	NCH Dudley Young Carers - Play Project	£ 10,000
5	Dudley DCS Home and Hospital - Play Project	£ 10,000
6	Fizzog Theatre Company – Play Project	£ 65,000
7	Free2Play - Community Play Rangers Project	£ 66,500
8	Dudley Environment Zone - Local Play Partnership Project	£ 29,387
	Capital Projects	
9	Brierley Hill Community Youth Forum MUGA and children's play area	£ 37,500
10	Wordsley Belle Vue children's play area.	£ 74,401
11	North Dudley Tenacre Lane Skate Park	£ 65,000
12	Ellowes Hall Sports College - Play wall	£ 15,000
13	Saltwells TRA Netherbrook Community MUGA and children's play area.	£ 60,000
14	Friends of Wollescote Park Community MUGA	£ 43,500
	Management and monitoring team	
	<i>"Creating over 1 million new children's play hours in Dudley."</i>	
	SMART Team - central management and monitoring team	£ 69,032
	Total awards	£ 690,320

Membership of the Awards Panel

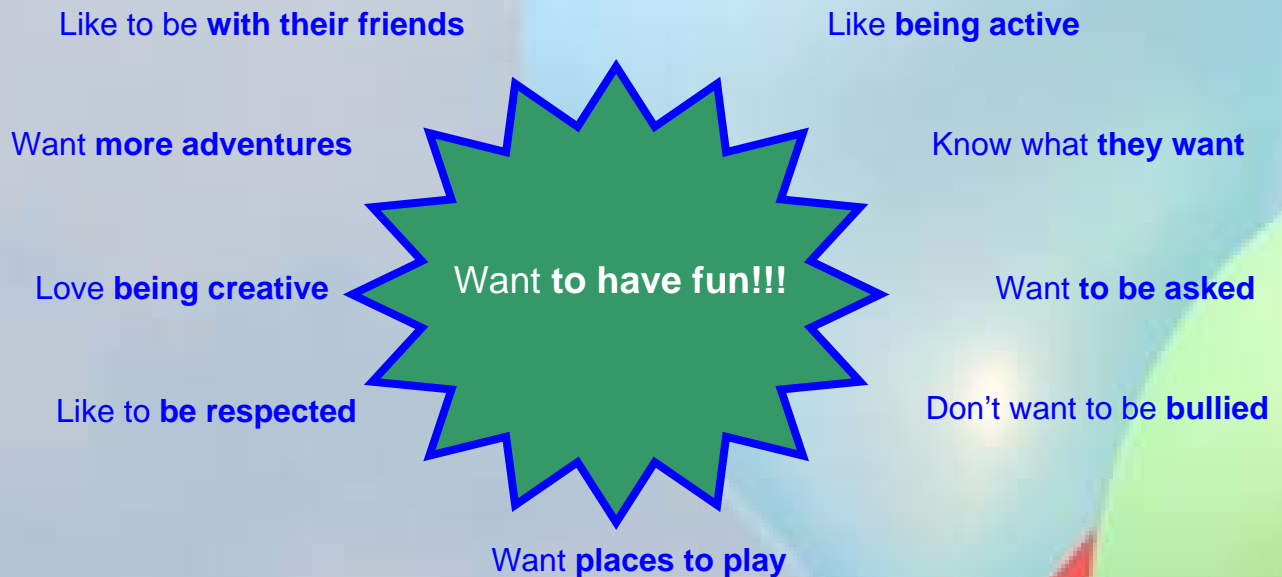
The prioritisation panel included five young people from the Dudley Youth Council, Dudley Children's Fund and the Me2 Mencap disability access panel and five adults representing Dudley MBC Select Committee for Children's Services and working group on Listening to Children and Young People, Dudley Primary Care Trust, Dudley Community Partnership

(LSP), Dudley Council for Voluntary Services (DCVS) and Dudley Ethnic Minority Achievement Service (EMAS). The awards panel was chaired by a young person. The development of the Dudley Play Strategy and Children's Play Initiative Portfolio has been led and coordinated by the Development Office of the Directorate of Children's Services.

Dudley Children's Play Initiative Strategic Needs Analysis

During 2006, an extensive audit, consultation and participation programme was undertaken to identify the play needs and aspirations of children and young people across Dudley. After detailed analysis of all the data, the following list of generic themes and outcomes was agreed by the Council. These have now been used to develop the Dudley Play Strategy and prioritise the portfolio of play projects for the Big Lottery Fund Children's Play Initiative application.

Dudley children and young people told us that they...



The Dudley Play Strategy Strategic Themes



Working together with its partners, the Council wishes to create, improve and develop children and young people's free local play spaces and opportunities. It seeks to support innovation and new ways of providing for children's play, develop an infrastructure to support local agencies and promote long-term strategic and sustainable provision to ensure that good, inclusive and accessible children's play services and facilities are provided locally.

The Dudley Play Partnership will take the lead on implementing the Dudley Play Strategy and commissioning the necessary training and support

Dudley Children's Play Initiative Portfolio

The following five strategic themes have been selected to meet the combined needs identified during the children's play audit, consultation and participation programme. These have been selected to best represent local and national policies and strategic outcomes including the Big Lottery Fund's Children's Play Initiative outcomes and other relevant local and national strategies. These five themes will be used to help the Council organise, manage and evaluate the Big Lottery Fund Children's Play Portfolio and set the framework for achieving the programme's wider themes and outcomes.



Portfolio Criteria

Free of charge – Free to choose – Free to come and go

Big Lottery Fund Children's Play Initiative Outcomes

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

The Dudley Play Partnership

Strategic Revenue Partners



- The organisations above have been prioritised to provide a wide range of children's play projects over the lifetime of the lottery-funded programme.
- These range from a three-year summer holiday programme for profoundly disabled children to a borough-wide play rangers project designed to provide play ranger support to children and young people across the borough.
- Other revenue projects involve providing improved creative play opportunities for children in hospital, young carers and those with physical and learning disabilities. All projects will involve children looked after by the local authority.
- One revenue project will support the development of *Local Play Partnerships* across the borough involving large numbers of children and young people, schools, and voluntary and community sector partners.
- The *Local Play Partnerships* will work together with the Council and the voluntary sector to create new opportunities for children's play across the borough including free play activities on some of the 52 equipped play areas in public parks.
- The *Local Play Partnerships* will work closely with the 28 Friends of Local Parks and Friends Forum across the borough.

The Dudley Play Partnership

Strategic Capital Project Partners



The Children's Play Initiative Prioritisation Panel visiting project locations.

- The *strategic capital projects* will work closely with the *strategic revenue partners* to create new children's play facilities across the borough. The first capital project is a new skate park for the Tenacre Lane site in North Dudley. The skate park will be built on Council land and managed by Dudley Council's Culture and Community Services Division supported by the Directorate of Children's Services.
- This site was selected after an extensive consultation programme with children, young people and local residents. Full planning permission has been granted and the project is ready to start as soon as the lottery funding has been approved. The project will be supported by the Council working with Free2Play and the Dudley Environment Zone revenue partners.

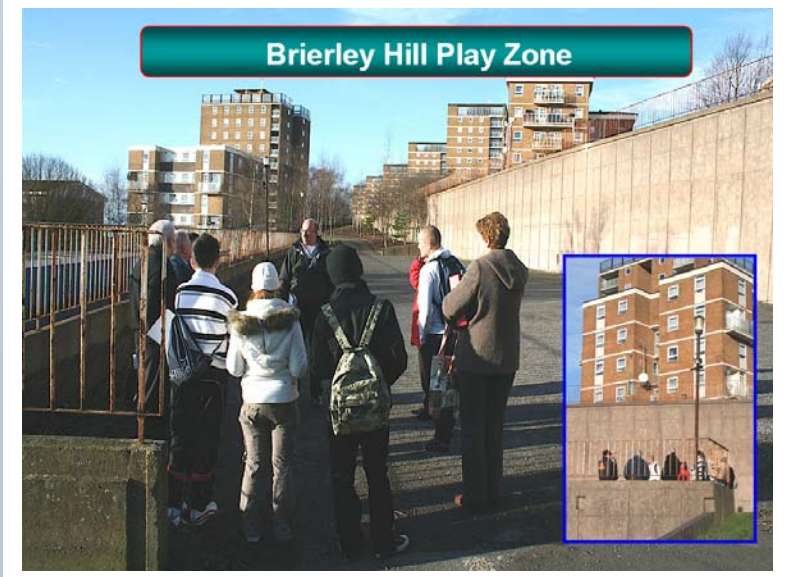


- Other stakeholders include the Dudley Youth Council, the police, detached youth workers and volunteers. The project is estimated to create 35,000 play hours during the lifetime of the programme.

Lottery award £65,000

Plus £26,286 Section 106

Strategic Capital Project Partners



- The Brierley Hill Play Zone is being led by the Brierley Hill Community Youth Forum. The strategic capital project will see a disused Council car park transformed into a new multi use games area and small-equipped play area for young children.
- The project will be supported by the Brierley Hill Regeneration Partnership together with their full time officers and community volunteers.

- A full programme of free play activities are scheduled for the site during evenings, weekends and school holidays.
- The strategic revenue partners will support the project with new play activities and inter play zone projects.



- The project is estimated to deliver a minimum of 90,000 play hours over the lifetime of the lottery programme.

Lottery award £37,500
Plus £10,311 Section 106

Strategic Capital Project Partners



- The Wordsley Park and Belle Vue Centre of Excellence for Children's Play will pioneer the development of high quality play experiences for children and young people on the King George V Park and neighbouring Belle Vue Primary School site.
- Significant investment has already been made in providing high quality play opportunities for children and young people on the campus over the last few years.

- The strategic capital project will allow the children and young people, local volunteers, landscape architects, and environmentalists to design and build a new central innovative play feature that will aim to achieve all the outcomes of the portfolio, particularly for use by children with disabilities.

- Revenue partners will be able to contribute towards the design, installation and use of the new play feature. It is expected that over 100,000 play hours will be created over the lifetime of the project.



- A major part of the project will be a weekend play festival linked to the annual Wordsley Festival held on the Park in June each year.
- Over 15,000 children, young people and families use the park each year.

Lottery award £ 74,401

Strategic Capital Project Partners



- The Wollescote Park Play Zone will be led by the Friends of Wollescote Park. Over the last two years the Friends have championed a major regeneration of the park with Liveability funding from the ODPM now Department of Communities and Local Government.
- The strategic capital project will part fund the installation of a new multi use games area adjacent to the existing equipped play area.
- As part of the Park Master Plan, the Friends are well on the way to raising extra funding to refurbish the existing equipped play area to create a high quality play facility for the children and young people in the area.



- The park is extensively used by the local community providing a popular viewpoint across the whole of Dudley.
- The new multi use games area is estimated to create 90,000 new play hours over the lifetime of the project.

Lottery award £43,500
Plus £27,500 Liveability Funding

Strategic Capital Project Partners



- The Bowling Green Road Tenants and Residents Association, working closely with Netherbrook Primary School, wish to create a new community multi-use games area and open access children's play park.
- The new play facilities will be built on Council land at the bottom of the school field. The facilities can be used by the school children during the day and open to the public at all other times.

- The new facilities will be built outside the school fence and be managed out of school hours by volunteers from the Tenants and Residents Association. The area is surrounded by Council and privately owned housing and the TRA have the active support of local residents.



- The new facility is at the heart of the lottery funded Fair Share Annuity Neighbourhood and is estimated to create over 100,000 new play hours.

Lottery award £60,000
Plus £52,260 Fair Share Annuity Funding

The Dudley Play Partnership

Strategic Operational Outcomes Framework

The Dudley Play Partnership will work together to develop an interdependent partnership of partners and agencies to promote the long-term strategic and sustainable provision for children's play to ensure that good, inclusive and accessible services and facilities are provided locally. The needs and outcomes identified in Dudley Play Strategy have been organised into the following framework of operational outcomes. These will be used to manage the portfolio of projects and frame the monitoring and evaluation programme.

Children's Play Initiative Portfolio Strategic Outcomes			
<i>The Just Enjoy Children's Play Initiative will...</i>			
	Outcomes	Strategic Action	Project
1	The project will work with relevant partners to promote the importance of play.	The Dudley Play Partnership will take the strategic lead in delivering the outcomes in the Dudley Play Strategy and the Children's Play Initiative Portfolio. All portfolio projects will be required to support the full range of activities and work interdependently to achieve the outcomes.	All projects
2	The project will create new opportunities to listen to what children say and act upon it.	The <i>Just Enjoy</i> children's play participation road show will engage with large numbers of children and young people across Dudley. This work will ensure that the views, opinions and experiences of children and young people are at the heart of the development of play opportunities and facilities across the borough. The <i>Just Enjoy</i> road show will work and support all project teams and visit all Play Zones.	All projects
3	The project will support innovation and new ways of providing for children's play.	Each play project will be support setting up a <i>Local Play Partnership</i> of children and young people with the purpose of supporting a programme of local play activities.	All project
4	The project will support children who are disabled, disadvantaged or at risk of exclusion.	Specific play projects have been chosen to support children who are disabled, disadvantaged or at risk of exclusion. These projects will be led by the Dudley Play Partnership working with Kids Orchard and the Dudley Me2 Mencap project.	All projects
5	The project will support activities that allow children to have fun with their friends where they are respected not bullied.	All play project teams will be required to promote strong anti-bullying strategies in their programmes.	All projects
6	The project will support activities that allow children to be active, creative and adventurous.	All prioritised play projects have been chosen to ensure that all children and young people have the opportunity to be active, creative and adventurous.	All projects
7	The project will work with relevant partners to make public spaces more child friendly by creating, improving and developing free local play spaces and opportunities.	The capital play projects selected in the portfolio have been chosen to target the five play zones across the borough. The new Dudley Play Zones will act as centres of excellence for children's play and work to try out new ideas and focus upon coordinated play activities to areas of opportunity and greatest need.	All projects
8	The project will support activities that help all children manage acceptable risks.	All play projects will be required to adopt a new risk assessment programme designed to engage all children and young people across the borough. The programme will seek to help children and providers identify and manage every day risks without losing the enjoyment and challenge of the urban and natural environment.	All projects

The Dudley Play Partnership

Dudley Play Strategy Timeline

Dudley Play Strategy and Portfolio Development Task		05		2006												2007											
		11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
P 1	Chief Executive informed of Children's Play Initiative allocation.	■																									
	Dudley LSP agrees to take the lead on developing the Dudley Play Strategy.		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	Play Strategy Working Group set up with terms of reference. Appoint consultant																										
Phase 2	Dudley Play Partnership takes over the lead on the Play Strategy and Portfolio																										
	Early work on play policy development manifesto and discussion with BIG																										
	Play audit methodology agreed and begins.																										
	Online consultation with children and young people. www.kidsmag.net																										
Phase 3	Publication of the Planning for Play and engagement with Play England																										
	LSP agrees draft policy, manifesto and consultation methodology.																										
	Children's Play consultation, participation and engagement programme.																										
	Just Enjoy Road show and campaign begins www.justenjoy.tv																										
Phase 4	Initial data analysis and findings reported on website and to LSP																										
	Call for portfolio proposals from the voluntary, community and statutory sector																										
	Formal consultation on the draft Dudley Play Strategy																										
	All data from the audit, consultation and portfolio proposals considered by LSP																										
Phase 5	Dudley Play Strategy approved by the LSP and Cabinet.																										
	Prioritised portfolio projects planning and development.																										
	Final assessment and selection of the portfolio projects.																										
	Endorsement by the LSP.																										
P 5	Lottery application forms discussed with BIG and completed.																										
	Lottery application submitted together with the play strategy and portfolio																										
	Lottery assessment begins																										
P 6	Lottery assessment completed																										
	Lottery offer received																										
	Borough wide launch and press campaign																										
P 7	SMART Team (Project Management) appointed																										
	Contracts signed with Revenue Portfolio Partners																										
P 7	Tendering for and selection of capital contractors in line with Standing Orders																										
	Project monitoring and evaluation begins																										
P 7	Play workers appointed																										
	Projects start across Dudley																										

For further information please contact

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