

A Play Strategy
for
TENDRING
2007-2011

Tendring
District Council



August 2007

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Preface

Play has always happened. It is part of a truly rounded childhood experience. Research on the positive effect of play and the influence it can have on a child or young person's growing up indicates that it enriches every child's life. It makes them more likely both to socialise with others, and to learn, not only in childhood and youth but when they become parents and adult citizens who teach the next generation how to play. Playing teaches many human characteristics: turn taking, imagining, sharing, a sense of fairness, all can be enhanced by good experiences of play, whether it is supervised and structured, or "free".

We have the opportunity across the district in the next few years to develop more play opportunities for all our children. With the injection of the Big Lottery Fund grant we can strive to make creative play opportunities more available, more embedded at the heart of our communities, and more exciting.

This strategy clearly spells out the importance of play in the lives of children. Through the strategy, Tendring will bring together children, families and those that work for and with children to plan together real activities and opportunities to be creative and have fun.

Essex Play Policy

Vision

The overarching County-wide Policy on Play demonstrates the complexities of this county. It is specific, yet demonstrates flexibility. It is the umbrella under which all district strategies on Play have been developed.

The Essex Play Policy aims to be durable and sustainable. It demonstrates a commitment to real inclusion at all levels. It is written in a language that is easily understood by those for whom it has been developed and realistically reflects the needs of the younger members of a growing population. It shows evidence of consultation across the various populations and the development of play partnerships throughout the county. It is timely and strategic. Above all, it is honest and open.

By affirming that Play is an essential and automatic right for every child and young person and that Play and its provision is everyone's responsibility, the Essex Play Policy ensures that the local play strategies will keep Play high on the agenda.

What develops from this Policy will equip future Play providers with a realistic vision of how to make Play available to all children and young people and where Play is needed. A variety of creative and effective consultancy methodologies have been employed to gather information which inform and drive forward the local and county-wide strategies for play in Essex. The results of these together with local and county-wide audits into the scope and usefulness of current play provision form the basis of the local strategies.

The Process of Developing an Essex Policy for Play

Each of the twelve district and borough councils that currently make up the County of Essex formed Play Partnership with the intention of developing local strategies for Play. The principles for these strategies form the Essex Play Policy.

Starting from The National Occupational Standard definition of Play (Skills Active 2005), the Play Partnerships developed a definition of Play for Essex. From this definition, the **Policy for Play** grew. The resulting definition of Play is of considerable length and detail. Its strength lies in the dedicated approach that members of various Play Partnerships demonstrated to ensure that their specific hope for Play in Essex was acknowledged and addressed. Other contributors wanted to acknowledge that Play in the right context has the power to 'bring back' those young people who may have been pushed or self-elected to set themselves outside of their community. These are powerful sentiments, and demonstrate the impact that Play can have.

Defining Play

Play is an abstract concept which is difficult to describe in its entirety. We all recognise play when we see it in action, but feel restricted by a limited vocabulary when asked to reach a definition as to what Play is. In order to produce an effective **Policy for Play**, it is necessary to agree a working definition of Play. This then is defined as the following:-

Play:

- is freely chosen, personally directed, intrinsically motivated behaviour that actively engages the child and young person
- is not always spontaneous and may have to be introduced gradually
- can be fun or serious. It is sometimes joyful; sometimes risky; memorable
- is an essential and intrinsic part of growing up and time should be made for play
- allows children and young people to learn and develop as individuals and as members of the community
- is a natural impulse and is what children and young people do when they follow their own ideas and interests in their own way and for their own reasons
- is that activity or 'chilling-out' period between school, home, homework and other demands made on the time of young people
- offers human learning and development in a non-threatening and un-prejudiced way
- provides children and young people with the opportunity to confront positive and negative messages about themselves
- has the power to re-engage disaffected children and young people

Everyone (participants, providers, planners, supervisors or observers) involved in play in Essex will strive to:

- Ensure that Play is available for everyone identified as a child or young person up to the age of 19 as defined within Every Child Matters
- Ensure that Play is inclusive and complies with Living Places; Cleaner, Safer Greener, (ODPM February 2005), Developing accessible play space: a good practice guide and the Disability Discrimination Act
- Ensure that Play is accessible to all who want to play, or whose families encourage them to participate
- Ensure that Play reflects local needs and priorities
- Ensure the presence of a suitably qualified and vetted adult as and when this is required for a specific play type. Where this is the case there will be adequate evidence of procedures followed correctly. Criminal Records Bureau (CRB) certificates will be obtained for named adults and references checked thoroughly
- Offer adventure and reasonable risk
- Offer all children and young people in Essex opportunities to attain skills and developmental milestones which can lead them to successfully achieve the five outcomes identified as part of the government's *Every Child Matters Change for Children Programme*

Play Objectives

Within the Essex Play Policy there are seven key objectives for Play, which are used as an evaluative tool against which provision of play is measured. These seven key objectives for Play underscore the five outcomes for children and young people and the Essex Definition of Play. They form the basis of true provision of Play across the county. At least one of the objectives should be identified and evidenced in any play provided by any of the 12 District Councils.

The seven key Play objectives are:

- Play provision should extend the choice and control that children and young people have over their play, the freedom they enjoy and the satisfaction they gain from it.
- The provision should recognise that children and young people need to test boundaries and respond positively to that need.
- The provision should manage the balance between the need to offer risk and the need to keep children and young people safe from harm.

- The provision should maximise the range of play opportunities.
- The provision should foster independence and self-esteem.
- The provision should foster children and young people's respect for others and offer opportunities for social interaction.
- The provision should foster children and young people's wellbeing, healthy growth and development, knowledge and understanding, creativity and capacity to learn.

The Importance of Continuing Consultation

Play provision should be flexible and sustainable. The generation of children and young people ready to use the Play facilities now will change within the next 5 to 8 years. Therefore it is essential that regular reviews and consultations are conducted to ensure that all play provision is appropriate and adequate. Essex endorses this philosophy and invites planners, businesses, families, children and young people to participate in this life-long commitment.

Delivery of Objectives

In order to deliver the objectives at district level we will bring together service provider representatives and volunteers into a Play Partnerships to explore opportunities to work together to **develop capacity** and deliver **excellent quality** play opportunities for all children and young people in the districts.

These Partnerships will focus on the following **objectives**:

1. Establish a Partnership of representatives from the public, private and voluntary sectors who deliver play opportunities for children and young people in the district, and to agree a vision and a common understanding of the value of Play.
2. Map out existing Play Services in the district and identify the children's needs.
3. Consult with children and young people, parents and carers.
4. Give Play a high profile, and champion the values of Play for All.

Outcome

Children and young people should have easy access to a range of appropriate and stimulating play opportunities, which enhances their development and helps them achieve their full potential and meets with the objectives.

A Strategy for Play in Tendring will be a live document developed, agreed and reviewed by the Play Partnership and relevant service representatives annually.

Introduction

What is Play?

'Play is "what children and young people do when they follow their own ideas, in their own way and for their own reasons"'.

Adopted definition for this programme from the DCMS play review '**Getting Serious About Play.**'

'Play is an essential part of every child's life and vital to their development. It is the way children explore the world around them and develop and practise skills. It is essential for physical, emotional and spiritual growth, intellectual and educational development, and for acquiring social and behavioural skill. Play is a generic term applied to a wide range of activities and behaviours that are satisfying to the child, and freely chosen by the child. Children play on their own and with others. Their play may be boisterous and energetic or quiet and contemplative, light-hearted or very serious.'

Definition of play - *National Voluntary Council for Children's Play*

Why write a strategy for Play in Tendring?

The previous Play Strategy 'Equipped for Play' expired in 2006 and this new Strategy takes account of the Big Lottery Play funding opportunities and other future funding streams e.g. Section 106 funding from Planning obligations.

Tendring's Play Strategy takes the definitions of play and objectives within the Essex Play Policy as detailed on page 4 to 6 of this strategy and applies them at a local level.

How has the strategy been developed?

Following the expiry of the previous 'Equipped for Play' strategy the emergence of the Big Lottery funding provided the catalyst for the development of a Play Partnership to consider the play opportunities in Tendring and an opportunity to work with all Essex Districts and Essex County Council (ECC) to share resources.

In Tendring a Play Partnership has been developed out of the Children and Young People's Strategic Partnership (CYPSP) being a group of people, with knowledge, professional skills or play experience. Whilst meetings of the Play Partnership have not been well attended those present have contributed to the development of this Strategy, however an outcome of this Strategy is to continue to develop this Partnership in order to provide a sustainable group reviewing and assessing children's play needs.

An assessment of need has been carried out by a desktop exercise auditing all the current equipped play area provision within the Tendring District whether they be managed by Tendring District Council, Parish and Town Councils or the voluntary sector, by consultation funded by Children's Fund Essex and carried out by Consultants 'mapalim' under the banner **Play4Play** in a number of local schools with Arts and Drama workshops and consultation with special needs schools across Essex.

Consultation has also been undertaken with the Tendring Youth Assembly whose views were sought on what they currently play, where and when they play. The results of this consultation have been incorporated into this Strategy and a summary of the consultation is an Annex to this Strategy.

In addition previous consultation with Parish and Town Councils and the voluntary sector relating to the development of a Formal Open Space audit has been drawn upon as it assesses the needs in the respective localities. The local need identified by these providers is summarised in Annex D to this Strategy.

National, strategic and local contexts

The national context

The Play Strategy reflects the Children and Young People's rights described in the UN Convention on the Rights of the Child (Article 31).

"Parties recognise the rights of the child to rest and leisure, to engage in play and recreational activities appropriate to the age of the child and to participate freely in cultural life and the arts." Endorsed by UK Government 1991.

The Government has five outcomes for Children and Young People as laid out in the '*Every Child Matters*' Policy Documents. These provide the framework for all future policies including play and form the basis for the Children's Act 2004. The five outcomes are:

- Be healthy;
- Stay safe;
- Enjoy and achieve;
- Make a positive contribution;
- Achieve economic well-being.

The Government's 'Extended Schools' programme is at the heart of the delivery of '*Every Child Matters*' and the 'Building on Experience' document published in 2007 recognises the importance in enabling families and local communities to access and benefit from a wide range of opportunities including play. The Government is investing £217 million by 2011 in a subsidy scheme to enable disadvantaged children to have free access to activities. Local Authorities have a central role in supporting the Extended Schools programme and success depends on effective planning by partners in the development of Children and Young People's Plans and Local Area Agreement. This programme therefore provides a valuable resource for children and families.

In addition the provision of playgroups, nurseries, youth centres and many other organisations providing facilities for children and young people all include play in their programmes and it is important that these facilities are available across the district. Whilst funding from the Big Lottery's Children's Play programme would not be accessible to them as they are not free at the point of delivery they are an important service and one that should be encouraged and supported.

The strategic and local context

The provision of play for children and young people is a cross-cutting issue running through a number of the Council's strategies, policies and plans. Those of particular relevance include:-

County

- Essex Children and Young People's Plan
- Local Area Agreement

Tendring Partnership Strategies and Plans

- Tendring Community Strategy
- Tendring Children and Young People's Strategic Partnership Strategy
- Tendring Crime and Disorder Reduction Strategy
- CDRP Anti-Social Behavior Strategy and Protocol
- Tendring Cultural Strategy

Tendring District Council Strategies, Policies and Plans

- Corporate Strategy
- Best Value Performance Plan
- Children and Young People Strategy
- Child Protection Policy
- Open Space Audit
- Housing Anti-Social Behaviour Strategy
- Equality and Diversity Policy
- District Council Improvement Plan

Equality & Diversity

The Play Partnership recognises the diversity of the local community and will seek to meet their needs and treat them fairly. It opposes discrimination on the basis of racial or ethnic origin, gender, disability, religious belief, colour, marital status, age, or sexual orientation. It will actively work towards increasing the range of play opportunities for all groups in the community.

Key Priorities:

The Play Strategy reflects and supports the achievement of the following key priorities of Tendring District Council and key regional, county and local organisations:

Tendring District Council:

- Better public space
- A willing partner and community leader

Tendring Community Strategy:

- Promoting Healthier Communities

Tendring Children & Young People's Strategy:

- To increase the number of diversionary activities to reduce the incidence of crime and disorder committed by children and young people

Essex Local Area Agreement:

- Priority one: Reduce obesity
Halt the increase in obesity in Essex in children aged 5-10 by 2009

County Sports Partnership – sportessex

- Increasing quality opportunities for participation in sport and physical activity in a range of settings
- Improving and expanding the sport and physical activity infrastructure

Community Sports Network – activetendring

- Raise participation levels within sport and physical activity by 1% year on year.

Audit, Assessment of Need and Key Priorities

Audit

Tendring Background

Approximately 140,000 people live within the Tendring District, which is situated in north east Essex on a 130 square mile peninsular between Suffolk to the North, the North Sea to the East and South, and Colchester to the West. The major proportion of the rivers and seaward perimeter extends from just north of Manningtree to Wivenhoe, some 38 miles.

Tendring is largely a residential and leisure area, with significant numbers of visitors during the summer months. However, agriculture, industry and commerce also play an important role in the district, Harwich being a port of international status, which is due to significantly expand out to Bathside Bay. A major proportion of the population is elderly and retired - residents aged 60 years and over accounting for more than 32% of the population.

In 2001 a fifth of the 138,539 population (27,255) was aged 19 and under. (2001 Census)

Age	Number of Children
0-4 years	6854
5-7	4537
8-9	3279
10-14	8107
15	1443
16-7	3035
18-19	2417

Summary of key issues affecting children in Tendring

- **Deprivation** - Tendring has areas that are amongst the most deprived in Essex. A number of Tendring's wards are in the top 10% of the most deprived wards in England with one ward being the most deprived in Essex.
- **Teenage Pregnancy** - In 2002, 47.8 per 1,000 young people under the age of 18 became pregnant, compared with 33.4 per 1,000 in Essex and 42.6 per 1,000 in England.
- **Not in Education, Employment or Training** - In June 2005 15.6% of young people including those with disabilities were not in education, employment or training in Tendring compared against an Essex average of 6.1%.
- **Child Protection** - In May 2004 Tendring was the second highest district for the proportion of children on the Child Protection Register in Essex.
- **Looked After Children** - Tendring has one of the highest proportions of looked after children in Essex and the outcomes for looked after children are extremely poor. 30% of Looked After Children have a statement of special educational needs, only 2.5% progress into higher education, 75% have no formal qualifications, 27% have/are misusing drugs and/or alcohol and 67% have identifiable mental health problem.
- **Urban/ Rural Dimension** - Tendring has three main urban areas, Clacton, Harwich/Dovercourt and Frinton/Walton and the urban settlements of Brightlingsea and the Manningtree area. The distant geographical location of these towns on the coastal fringe of the district leaves the rural areas some distance from their nearest

urban centre, with relatively infrequent transport links. The Council also has to spread its capital leisure investments between several centres.

- **Lack of Affordable Housing** - The Tendring Housing Needs Survey 2002 identified a need for 1232 new affordable dwellings per annum. This need for affordable dwellings is considerably greater than the implied building rate of 445 dwellings per annum. Common themes on the causes of youth homelessness include the lack of access to affordable housing.
- **Equality and Diversity** - Negative stereotyping of young people in the media and general attitudes towards young people.
- **Lack of Activities for Young People** - Diversionary activities for young people was identified as the third most important priority to reduce crime and disorder according to the Tendring Crime and Disorder Reduction Partnership survey published in April 2006. 24.1% of respondents identified this as an important issue. Also the top perceived cause of crime and disorder was young people with nothing to do.
- **Obesity** – Child Obesity is now a recognised problem nationally and the Local Area Agreement for Essex proposes to halt the increase in children aged 5-10 by 2009.
- **Substance Misuse** – The sale of alcohol to underage children, the extent of teenage smoking and young offenders who have been involved in drugs are issues which need to be addressed.

Existing Play Provision

A total of 69 equipped play areas are provided in the district and these are operated by Tendring District Council, Town or Parish Councils, and the voluntary sector. All sites give children free access to play. A major investment was made in 1990 to improve the sites owned by the Council and a grant was made to many Parish and Town Councils at that time to improve sites managed by them and create some new play areas.

All sites are inspected on a regular basis and Tendring Council's sites are inspected weekly, twice a year by our insurers and annually by an independent inspector. However it is recognised that a lack of capital investment has resulted in many of the sites requiring funding to replace items of equipment that either do not meet the ever increasing standards, replace equipment that has been removed for health and safety reasons and to provide equipment to ensure inclusive play for all.

A number of the sites are not in easily accessible places for children and a number of areas in the district do not have play facilities. Whilst new play areas provide interesting and challenging equipment, most of the equipment in the district is old and has low play value, and insufficient consideration has in the past been given to cater for a wide age range.

Until recently there has been limited use of formal planning guidance and Section 106 funding which has resulted in new housing developments having limited open space play facilities for children and young people. As part of the development of the replacement Local Plan an assessment of open space provision was made and Town and Parish Councils were sent a draft assessment and asked to verify the findings and also asked to provide their view of identified need in their areas. Annex D to this Strategy is an Identification of Need – Summary of Consultation with Town and Parish Councils.

The topography of the district with its long coastline has influenced the layout of its open spaces. Unlike many areas the district does not benefit from large urban parks. The beaches and greenswards are the largest free play space the district has to offer and the long stretches of sandy beaches are locally recognised as a major play facility in the district. Despite being popular play areas, the beaches are not recognised as formal open space as they do not contain equipped play areas.

Assessment of Need

Traditionally, methods of consulting with communities were designed to meet the communication needs of adults, and did not seek to involve children and young people in the consultation process.

Striving towards meaningful outcomes for community involvement, Children's Fund Essex (CFE) sought a project approach that used creative and interactive methods to engage with children and young people. CFE on behalf of the twelve Essex District Councils commissioned 'mapalim', a play and arts organisation with a proven track record in working with children, young people and practitioners to undertake the consultation project, entitled **Play4Play**. 'mapalim' offered tried and tested methods of engaging children and young people and a team of specialists to deliver the project in a face-to-face capacity.

Aims & Objectives

The **Play4Play** project aimed to consult with children, young people, those with special needs and the wider community, about local play facilities using meaningful and creative methods to inform local play strategies.

The project had several objectives:

- To use creative participatory techniques to engage with children and young people
- To gather valuable information to inform the play strategies
- To be inclusive and consult widely with individuals regardless of age, ability, ethnicity, gender, or location (rural/urban; central/remote; community/'isolated')
- To build capacity of staff skills for local schools
- To research the views and wants of parents/carers and the wider community

Methodology

The **Play4Play** project reflects the participation and consultation recommendations of Play England's *Planning for Play* guidance for involving children and young people:

Engaging, participative events can provide a broad range of information. The presence of adults, children and young people together at well-organised events can help build respect for the perspectives of different generations, and exposes adults to the powerful experience of hearing at first-hand children and young people and young people's views.

(Planning for Play, 33.12)

The **Play4Play** project consulted with children, young people and those with special needs through interactive workshops as the primary and qualitative means of research. Each of the project workshops adhered to the following questions, which were the focus areas for the six project outcomes:

- What is play/what do you play? (General)
- Where do you play / don't you play? (Present)
- Where/ what would you like to play? (Future)
- Who do you play with? (Present)
- Who would you like/not like to play with? (Future)
- What is stopping you, accessibility/ safety? (Present and future)

The workshop activities were pre-planned and adhered to a workshop outline, which ensured that each activity was directly related to the six project outcomes. Monitoring and data
TDC Leisure Services

gathered during the workshops were captured and documented in line with the six project outcomes. The project engaged in secondary consultation with parents and carers, using questionnaires as a quantitative method to support the findings of the workshops. The Essex Play website (www.essexplay.com) also ensured the quality and value of the project by encouraging the participation of the wider community in the consultation.

The six project outcomes penetrated all methods of consultation with children and young people, parents and carers.

Results

1. Overview

In Tendring, the **Play4Play** project consulted a total of 977 people: 931 children aged between 5 and 13 years of age, and 46 parents and carers in schools across the district whose views are reflected in the findings. A copy of the summarised findings reports are attached as Annexes B and C to this strategy.

Seven Key questions were asked:

1. What do children think play is?
2. Where children of all age ranges play at present?
3. Where children of all age ranges don't play?
4. Where children of all ages would like to play?
5. What children of all age ranges would like to play?
6. What accessibility aspects stop children from playing?
7. What safety aspects stop children from playing?

The findings provided by responses to these questions are summarised and set out in the subsections below.

2. Findings

'What is play, where I play, and where I'd like to play'

Note: these findings are based on data gathered from children and young people only.

1. What do children think play is?

The perception of what play is, for the largest percentage of children aged 5 – 13 years, is firstly football, predominantly chosen by boys rather than girls, followed by games consoles and swimming; both fairly equally chosen by boys and girls.

2. Where children of all age ranges play at present?

The majority of 5 - 8 year olds choose or have an understanding that they play mostly at home, in the playroom or in the garden, where these environments are safe, are known, free from threat, and supervised. There is no travel involved and no level of skill required. The older age group 8 -11 years prefer to play on the beach, at the leisure centre or in the park nearby the leisure centre. There is no record for the 11 - 13 year group.

3. Where children of all age ranges don't play

For the 52% of children between the ages of 5 and 11 that want to play in the home vicinity, there are 48% that don't, don't like to or can't play at home, in fields or in playgrounds. Skate parks or parks by leisure centres; school and school playing fields are other areas where the older children choose not to play.

4. What children of all age ranges would like to play

Currently over half of the children aged between 5 – 11 years are playing in the locations that they want to play: in the home environment, on beaches, in leisure centres and in parks by leisure centres. In addition to, and at the top of their current

choices of locations to play, children would choose playing in parks. In addition to what they are already playing at present, children would choose playing with waterslides, swimming pools, and football stadiums, in that order of preference. As the children develop through the ages of 8 -13, the choices of what they would like to play become more adventurous, representing more challenging play opportunities and skill level, with a cost involved. Exotic activities such as quad biking, paint balling, snow domes, as well as the more conventional activities were chosen, with the heightened safety risk involved.

What stops play?

Findings based on responses to questions 6 and 7

These findings are based on data gathered from children and young people and parents and carers, as indicated.

1. What accessibility stops play for children of all ages?

Information and publicity are listed as reasons that make accessibility to facilities a problem.

Parents and carers rate the easiest way to get to the facilities as by car and the most difficult means is by foot. Public transport is hard to calculate due to the variety of distances involved with the interviewees.

The quality of existing play facilities seem good for the under 5s but decline steeply as the age goes up, becoming more inadequate as the children become teenagers.

2. What safety aspects stop children from playing?

By far the most dominating concern, for all age groups of children, that they perceive stops them from playing at a venue is rubbish and glass in the outdoor sites, such as fields, parks, beaches and parks by leisure centres. Additional concerns reflect lack of supervision and maintenance: fear of bullying, broken equipment, toilets, graffiti, vandalism, dog mess and drugs.

Parents and carers perceive the safety issues a little differently citing the fear of older children first, followed by dog mess, broken glass and vandalism.

On the indoor sites, cleanliness, broken equipment and impaired flooring were cited as reasons for not wanting to play.

3. Summary:

1. Existing facilities

- Beyond the home environment for the younger age group 5 - 8, the beach, leisure centre and the park by a leisure centre, were places of play. This is supported by the views of the parents and carers with the addition of swimming at the Dovercourt Pool as the most common places of play.
- The cost and access are reasonable and the quality good for the 5 – 8 year olds but are seen as less effective beyond this age.

2. Barriers to play

- One reason why children do not play in existing local play facilities is due to lack of information and publicity about the venues and activities.
- As mentioned, the quality of the existing facilities is seen by all groups to be adequate for the 5 – 8 year old group but declines sharply as the children get older, with the facilities reaching a poor standard of quality by their teenage years.
- Other barriers are cost, weather, and distance selected by the children although for the parents and carers, this is not particularly an issue.
- In terms of safety, rubbish is the key deterrent for the children of all age groups, with broken glass being a second choice; dog mess and vandalism are also mentioned by the parents and carers
- For all age groups of children, parents and carers, bullying, graffiti, drugs, are all seen as large deterrents.

3. What children want/ improvements they would like to see

- Suggestions for improvement of existing local play facilities are firstly to maintain and improve playgrounds and equipment, secondly to make them cleaner and thirdly more affordable.
- Removal of rubbish, glass, signs of vandalism, dog mess would start the process of regenerating the venues and attracting more children and parents and carers.
- The larger unsupervised areas are not seen as totally safe, attractive, clean or secure, with weather allowing only partial usage. So more supervision, maintenance of sites and equipment, clearing of rubbish and detritus, and engaging, challenging, and appropriate facilities.
- Activities to prevent older children affecting the play of younger ones.

4. The findings from the special needs consultation reflect the main *Play4Play* findings in that those surveyed find existing facilities would meet their needs if accessible to them and that the main barriers to them were that the facilities were not welcoming or safe due to 'broken equipment', the threat of older children and lack of adult supervision. They wanted to see more equipment, better maintenance of existing sites together with the opportunity to engage in art and drama activities.

Key Priorities

The Key Priorities of this Strategy resulting from the assessment of need are as follows:-

1. To develop and maintain the existing Play Partnership including the involvement of Tendring Youth Assembly.
2. To improve the awareness of existing facilities and provide contact details at all play areas to enable problems to be reported.
3. To assess and improve the play provision for teenagers.
4. To assess and improve the existing play provision.
5. To identify alternative funds for play provision.

Funding of Key Priorities

Funding for the Key Priorities of this Strategy will be one of the challenges facing the Play Partnership. A number of funding sources currently exist and others will emerge during the period of the strategy.

1. The Big Lottery Children's Play Programme
This Programme launched in 2006 allocated sums of money to each Local Authority in England and invited them to submit a portfolio of projects together with a play strategy for approval as the key to assessing £288,862 for the Tendring District.
2. Section 106 Funding
The need for play is recognised in Planning Guidance, Planning Policy Guidance Note 17 *Open Space, Sport and Recreation (PPG17)* aims to safeguard open spaces and playing fields. The Council has undertaken an audit of the formal open space within the district and prepared a Supplementary Planning Interim Document (Attached as Annex E to this strategy) for its Policy COM 6 – *Provision of Recreational Open Space for New Development*, which requires developers of properties to pay a development contribution using costs per bedroom to fund the priority projects identified within the open space audit for each parish/ward catchment area.
Currently £40,000 has been received for play facilities in the St Pauls Ward and £20,000 for the Holland & Kirby Ward.

3. Capital Funding

The Council has recognised the need for the development of play both by the formulation of this strategy and its current capital commitment to improve existing play areas. Capital funding for 2007/2008 is £140,000 for the refurbishment of the following three large play areas: Cliff Park – Harwich, Jubilee Open Space – Walton and Eastcliff Recreation Ground – Clacton.

4. Partnership Funding

The Council has a successful track record of working with external partners to secure funding and facilities over a period of many years. In 1998 it secured funding from the Heritage Lottery Fund for a new play area at Marine Parade West, Clacton as part of a £514,000.00 project to restore and refurbish the seafront gardens. In 2003 it secured £110,000 in funding from Sure Start, Essex Community Foundation and the Big Lottery for play facilities in Crossways, Jaywick and £160,000 of external funding from a number of sources including Sport England for a skate park at Clacton Leisure Centre. In 2005, £50,000 was secured from Essex Community Foundation by Play Equipment Group, a group of local residents, for a play area at London Road Recreation Ground, and recently in partnership with Nacro £50,000 has been awarded by Barclays Space for Sport for a multi use games area at London Road Recreation Ground, Clacton.

Performance and review

Performance of this Play Strategy against the action plan will be monitored by the Play Partnership. It is hoped that this performance and review role will provide the Partnership with the necessary focus to sustain the Partnership beyond the Big Lottery funding period.

The Strategy will be reviewed on an annual basis in the context of the wider work being undertaken by the Tendring Children and Young People's Partnership, to ensure Tendring is a place where children and young people are empowered and supported to develop their full potential, and have the life skills and opportunities to play an active part in society.

Progress of the Play Partnership will be reported to CYPSP as part of the Local Strategic Partnership's overall performance management framework.

Action plan for 2008 – 2011

DRAFT

Key  = Completed

Key Priority 1; To Develop and Sustain the existing Play Partnership

Action	Outcome	Target/Measurement	Timetable/ Monitoring	Lead	Link to TDC BVPP Theme
1.1 Plan regular meetings of the Play Partnership, share knowledge and resources and monitor the outcomes of this Action Plan	Completion of the action plan	Number of successfully completed actions	Quarterly	TDC Leisure Services	Being a willing partner and community leader
1.2 Develop the attendance at Play Partnership meetings to include representatives from different types of play providers in the district	The Partnership has representation from the public, voluntary and private sector providers of play services for children and young people and representation from the Tendring Youth Assembly (TYA)	Partnership to involve public, voluntary and private sector representation and the TYA	On-going	TDC Leisure Services	Being a willing partner and community leader

Key Priority 2; To improve the awareness of existing facilities

Action	Outcome	Target/Measurement	Timetable/ Monitoring	Lead	Link to TDC BVPP Theme
2.1 Ensure that there is a comprehensive list of district's play provision available on the	Greater awareness of facilities and services leading to increased usage	1% increase in the use of TVYC website	Ongoing	TDC Leisure Services	Being a willing partner and community

Action	Outcome	Target/Measurement	Timetable/ Monitoring	Lead	Link to TDC BVPP Theme
Trending Virtual Youth Centre websites with a link from the Council's website, and other information points e.g. Tourist information Centres					leader
2.2 Review and update signage at each equipped play area in the district	Greater awareness of facilities, provision of age range guidance and contact details for reporting problems, which should lead to higher standards, increase satisfaction levels and ultimately increased usage	2 percentage points increase in satisfaction levels measured by surveys	Ongoing	TDC Leisure Services	Being a willing partner and community leader, and better public space

Key Priority 3; To assess and improve the play provision for teenagers

Action	Outcome	Target/Measurement	Timetable/ Monitoring	Lead	Link to TDC BVPP Theme
3.1 Assess and increase the level of teenage play provision within the district	Production of an assessment and increase provision and opportunities for teenagers Identify suitable projects in Frinton and Frating for Lottery funding	10 percentage point increase in satisfaction levels in teenage play provision in the locality following the installation of facilities, to be measured by surveys	Subject to the Big Lottery funding Survey pre and post installation Update 08/09: Lottery funding secured, projects to be taken forward 09/10	TDC Leisure Services	Better public space, and a willing community partner
3.2 To obtain approval and	Increase provision and increase	10 percentage point	Subject to	TDC Leisure	Better public

provide a Multi Use Games Area at London Road Recreation Ground, Clacton	opportunities for teenagers in Clacton	increase in satisfaction levels in teenage play provision, to be measured by surveys	approval survey pre and post installation (already completed)	Services	space, and a willing community partner
3.3. To obtain approval and provide floodlighting at the Multi Use Games Area at London Road Recreation Ground, Clacton	Increase opportunities for teenagers in Clacton	10 percentage point increase in satisfaction levels in teenage play provision, to be measured by surveys	???	TDC Leisure Services	Better public space, and a willing community partner

Key Priority 4; To improve the existing play provision

Action	Outcome	Target/Measurement	Timetable/ Monitoring	Lead	Link to TDC BVPP Theme
4.1 Refurbish the three play areas identified within the Council's Capital programme	Completion of the £140,000 refurbishment programme. Increased satisfaction levels	10 percentage point increase in satisfaction levels on completion of the play areas	Completion by December 2007 (one complete, others due for completion May 08)	TDC Leisure Services	Better public space
4.2 Assess and then increase the quality and/or quantity of existing and new play provision as appropriate, in particular for use by those with special needs to ensure greater inclusion for all and to ensure children in the district have the opportunity to access quality play provision	Improved facilities, increased satisfaction levels and greater opportunities to access play provision. Identification of suitable projects for Lottery funding. - Increased provision in Brightlingsea, Frinton, Harwich, Lt Oakley, St. Osyth, Weeley and Clacton - Feasibility of new sites in	5 percentage point increase in satisfaction levels with improved play provision and 10 percentage point increase in satisfaction levels in the localities with new play provision	Subject to the date of confirmation of funding and further discussion with Town & Parish Councils Survey pre and post installation Update: Lottery	TDC Leisure Services	Better public space, and a willing community partner

	Brightlingsea, Frinton and Thorpe		Funding secured for new play provision in Thorpe, Harwich & Dovercourt, Frating, Frinton. On-going		
4.3 Review existing TDC's Play Maintenance contract to ensure standards of cleaning and maintenance are improved	Improved standards of cleaning and maintenance of existing facilities	1 percentage point increase in satisfaction levels in existing TDC play provision	Surveys to be conducted pre and post implementation of any improved standards arising from the review by January 2010	TDC Leisure Services	Better public space
4.4 Install a new play area at Cranleigh Close, Clacton using secured S106 funds	Increase in play provision	5 percentage point increase in satisfaction levels with improved play provision and 10 percentage point increase in satisfaction levels in the localities with new play provision	2009	TDC Leisure Services	Better public space
4.5 Install new play area at Hazel Close Thorrington, using secured S106 funds	Increase in play provision	5 percentage point increase in satisfaction levels with improved play provision and 10 percentage point increase in satisfaction levels in the localities with new play provision	2009	TDC Leisure Services	Better public space
4.6 Install or refurbish at least one new play area in Clacton-on-Sea using S106 funds	Increase in play provision	5 percentage point increase in satisfaction levels with improved play provision and 10 percentage point	2009/10	TDC Leisure Services	Better public space

		increase in satisfaction levels in the localities with new play provision			
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Key Priority 5; To identify alternative funding streams for play provision

Action	Outcome	Target/Measurement	Timetable/Monitoring	Lead	Link to TDC BVPP Theme
5.1 Identify and secure external funding for play provision and to make maximum use of Section 106 contributions to improve play provision across the district by including facilities and services provided by the District Council, Town & Parish Councils and the voluntary sector	Increased funding for play provision leading to better play provision, increased satisfaction levels and increased use of facilities	5 percentage point increase in overall satisfaction levels in localities where play provision is improved	Ongoing	Play Partnership	A willing community partner
5.2 Submit the bid for the Big Lottery Funding	If successful, increase in and better quality play provision	Submission of bid by deadline	Submit by 15 May 2008 deadline	Play Partnership	A willing community partner
5.3 Submit bid for Year 1 Playbuilder funding	If successful, increase in better quality play provision	Submission of bid by deadline	Submit bid by May 09	Play Partnership	Better public space
5.4 Submit bid for Year 2 Playbuilder funding	If successful, increase in better quality play provision	Submission of bid by deadline	Submit bid by September 09	Play Partnership	Better public space