



COUNCIL CABINET
DATE 16 January 2007

Joint Report of the Director of
Environmental Services and
Director of Children and Young
People Services.

Derby Play Strategy

PROPOSED ACTION

- 1.1 To endorse the Play Strategy for Derby.
- 1.2 To prepare and submit the Big Lottery Play application in conjunction with the External Funding Unit and the Play Partnership.
- 1.3 To nominate the Cabinet Member for Leisure and Direct Services as the Play Champion.
- 1.4 To second the Senior Play Development Officer from Sport and Leisure to the External Funding Unit to assist the co-ordination of the Play Strategy over the three year period of the Big Lottery Funding.

SUPPORTING INFORMATION

- 2.1 In March 2006, the Big Lottery Fund launched a new Children's Play initiative based on the recommendations of the Government's 2004 Play Review 'Getting Serious About Play'. Over the next three years, £155 million is available to every Local Authority across England to create and improve play opportunities for children.
- 2.2 Each Local Authority have been allocated an amount of money based on the child population of the area and weighted by the level of deprivation. Derby City has been allocated £613,710 over a three-year period.
- 2.3 In order to draw down the funding, each local authority needs to lead and produce a multi agency Play Strategy that is owned and shared by all stakeholders. Following the adoption of the Strategy, a portfolio of projects can be developed that will form the basis of the application to draw down the funding. The application must show clear evidence on how it fits with the Play Strategy.
- 2.4 Due to limited capacity within services to develop the strategy a specialist Play Consultancy, Children's Link, was jointly commissioned by Environmental Services and Children and Young People Services. By

employing consultants it would ensure the strategy could be objective and independent.

- 2.5 The Consultants' brief highlighted the importance of following a comprehensive consultation process involving children, parents, families and organisations from the public, private and voluntary sectors. A summary of the key areas in the Consultant's Brief are outlined;
- Demonstrate how the Play Strategy can help deliver the five outcomes within Every Child Matters and the key objectives outlined in the Children and Young People's Plan.
 - Contribute to other City wide plans for Physical Activity, Public Health, Public Open Space, Planning Guidance and Community Safety.
 - Consult with key organisations and community groups, in addition to the advisory Group, identifying potential partners and relationships, which build on existing and future capacities outlining priorities within the strategy.
 - Identify the present co-ordination of play within the City and make recommendations as to the most effective way of co-ordinating play partnerships, forums and networks to avoid duplication and ensure effective delivery at a policy and practical level.
 - Indicate short and long term targets with estimated timescales for achievement of long-term plans.
 - Assess the financial resources and requirements for partners, in order to deliver against the priorities outlined in the strategy.
 - To look at ways in which the strategy can enhance the opportunities for play to secure additional resources and contribute to the wider corporate agendas of the Council and the City Partnership.
 - To outline a management and monitoring process for the delivery and co-ordination of a citywide multi agency play strategy.
 - To develop outline proposals for the NOF play submission based on the priorities developed from the Play Strategy.
- 2.6 The strategy has naturally had to involve a plethora of different organisations, departments, community groups and individuals. By definition, play encompasses a wide range of activity and therefore had to take into account age, diversity and disability, alongside the provision of supervised and unsupervised play activities and spaces. The consultation, conducted by Children's Link, involved
- Telephone consultations with 61 stakeholders
 - Four play forum group meetings with public and voluntary sector.
 - A Play Mapping questionnaire.

- A Children and Young People's play questionnaire
- A Parents' play questionnaire
- Face to face consultation with 200 children and young people.
- Consultation with children and young people in inclusive holiday play settings
- Survey with 30 families at Normanton park in partnership with Derby Healthy Living project Derby PCT
- Consultation with Derby Homes Children panel
- Questionnaire distributed through Youth Link website
- Questionnaire distributed through Derby Diocesan Council for social responsibility
- Consultation with disability groups
- Questionnaire to 105 families of disabled children
- Consultation with 16 extended schools at remodelling workshop
- Interview with young people's champion.
- Presentation and discussion with Derby Participation Officers Forum.
- Discussions with Heads of Service Sports and Leisure, Early Years and Parks
- Discussions with Derbyshire Parent Partnership Office
- Discussion with CYP Access Service team for minority ethnic children

2.7 The purpose of the strategy is to create an agreed vision for the development of play with accepted priorities and targets. It is also important that the Play Strategy identifies the links with other key plans and strategies for Derby, including the Children and Young People's Plan, the Community Plan for Derby and Derby City Council's Corporate Plan.

2.8 The External Funding Unit will co-ordinate and oversee the Big Lottery Play submission on behalf of the City Council and the Play Partnership.

2.9 Although the Play Strategy is needed in order to draw down the available funding it is important to recognise the Play Strategy as a stand alone plan that will improve and increase the opportunities, coordination, profile and investment in Play beyond the Big Lottery Funding.

2.10 The consultation exercise has led to the completion of a final draft Play Strategy. The aim and objectives from the Play Strategy are detailed below –

Aim

To increase the overall quality of play for all children and young people in Derby

Objectives

- To raise the profile of Play
- Develop safe, accessible play environments in Derby

- Increase the capacity and inclusive potential of play
- Develop Play through a multi agency partnership approach

2.11 A Copy of the strategy document can be downloaded from Derbynet. The direct document link is:

<http://172.16.1.41/doclibrary/download.asp?RefNum=1474>

2.12 In conjunction with the Play Partnership, it is expected that the City Council will lead the co-ordination of the Play Strategy. The External Funding Unit (EFU) has appointed an Officer to oversee the Big Lottery Play Application. In order to develop strong links between the co-ordination of the Lottery bid and the Play Strategy, Officers are looking at seconding the Senior Play Development Officer from Sport and Leisure to the EFU to increase the capacity and co-ordination of play over the next three years.

2.13 The Big Lottery Play Funding is intended to target the issues and gaps outlined in the City Play Strategy. The funding of £613,710 is additional money and cannot be used to replace any project funded by national or local taxation.

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Background papers:	or Chris Evans 716867 email Chris.evans@derby.gov.uk
List of appendices:	Appendix 1 Play Strategy Document

IMPLICATIONS

Financial

- 1.1 The £10,000 costs of commissioning a specialist Play Consultancy has been shared across Parks, Sport and Leisure and Early Years and Child Care Services.

Legal

- 2.1 Non arising from this report

Personnel

- 3.1 Positive discussions have taken place between the External Funding Unit and Sport and Leisure regarding the benefits of seconding the Senior Play Development Officer, alongside the Officer within the External Funding Team who will be overseeing the play submission. Further discussions will need to take place with the Senior Play Development Officer, who is on sick leave, regarding the secondment to the External Funding Unit.

Equalities impact

- 4.1 It is anticipated that the strategy will have a positive impact on increasing opportunities for children, young people and their families to engage and have access to play opportunities.