

Agenda item 4

For information - Frome's Play Strategy update

Authors: Children and Young Peoples Project Officer Nikki Cox and Community Development Manager Kate Hellard

Kate and Nikki will provide a short presentation with Children's Scrapstore Bristol on the Play Strategy. This will provide an opportunity to discuss findings so far.

Background

In September 2020 we updated councillors with our Children and Young People's project work which included an intention to develop a play strategy for Frome. Following that meeting we advertised a brief to produce a participative play strategy that reflects a thorough engagement process building on the existing assets of the town with an aspirational vision for the future.

Children's Scrapstore Bristol were contracted to deliver the work with a remit to support development of a playful town for children, young people and adults alike through a codesign process which would:

- Actively engage marginalised groups and ensure a balance of voices and views are represented
- Engage a wide range of partner organisations, businesses, and statutory services
- Explore and consider existing provision and opportunities; paying particular attention to gender, disability, and age equality in order to ensure issues of equality are addressed both with the participative design of a play strategy and in the recommendations, it provides.

It will consider:

- The opportunities available in our parks and open spaces at the present time; in terms of fixed play and recreational equipment; and also, other less formal and less obvious opportunities
- How to develop our desire to grow play streets and playing out opportunities
- The benefits and opportunities of intergenerational play
- Pay attention to how 'people make play' - and the conditions for play in neighbourhoods, streets and communities
- Be aspirational - whilst managing expectation over the short-, medium- and long-term delivery of the strategy

And it will prepare a report which:

- Identifies the assets already held within the town and recommends how they can be built upon and further developed
- Offers design principles for the future, for the development of parks and open spaces and wider planning recommendations
- Offers practical ideas and recommendations for the development of play opportunities across the town, in schools, neighbourhoods, businesses and other settings.

- Outlines short, medium, and long-term projects which will support, develop, and provide opportunities for play across the town.
- Recommends how to readdress any imbalances in equality of opportunity for residents of Frome

Work to date:

The Choose Campaign was launched 11th July at Picnic in the Meadow:

<https://www.frometowncouncil.gov.uk/your-community/community/choose-play/>.

Community engagement across the town to facilitate survey involvement, including conversations with residents at Market days, at Station Approach, Park Run, Children's Festival, Play Day and the Carnival Fun Day.



Links to the Survey have also been shared across schools and through partner organisations, as well as leaflets left in social venues such as the library and the Cheese and grain. To date nearly 400 residents have participated.

A visual audit has been conducted by Scrapstore in our parks and open spaces, considering the play provision across Frome, what opportunities enhance the play offer and what's missing.

Our team have also undertaken an audit across all 15 spaces considering how they are used at various points during the day and gathered feedback from the Rangers and other project officers to inform existing development plans and future management and development.

Woodland Tribe were commissioned to deliver 'Tower in an Hour' sessions at Tower View, Egford Park and the Showfield during Big Green Week to inspire play and risk in communities across the town.



Next Steps:

Stakeholders are being contacted to join conversations with Scrapstore, in focus group sessions, throughout October to discuss key findings from the Choose Play Conversations and Audit. Stakeholders include: Frome College Eco and Equalities Groups, Make Space For Girls, Engaging Women, Health Connections Mendip, Active and In Touch, Frome Rotary, Frome Lions, Open Story Tellers, The Women's Shed and the Youth Network. Some local residents have also been identified as stakeholders through Social Media engagement with Frome Town Council.

The Scrapstore team will then consolidate the findings and produce a final report in November. We will use the findings to support our work across all areas of the work programme.

