



# STORY PARKS



# Taking the Library to the Park



- Over 20% of Nottingham city is green and open space
- 96% Customer Satisfaction
- 68 Green Flag parks – largest number for any council area
- Partnership working – internal and external
- Key priorities – finding new audiences for parks





# Corporate Priorities

- Improved attainment in Key Stage 1 literacy – Government figures show that > 25% of city 5 year olds failed expected reading targets
- Plant 50,000 new trees by 2023
- Develop bee friendly habitats in every ward
- Become Carbon Neutral by 2028
- Work with local communities to continue to secure more Green Flags and enhance community cohesion



# What is Nottingham StoryParks?



- 5-weeks of FREE interactive story dens using nature and the environment as inspiration.
- Encouraging young families to get outdoors and engage in a playful accessible setting, the joy of words and numbers through stories, nature and games
- Park Rangers created story dens each with their own sculpture





STORY  
PARKS

The logo features the words "STORY" and "PARKS" in a playful, rounded font. The letters are filled with a gradient of colors: yellow, light green, and teal. The letter "Y" in "STORY" and the letter "P" in "PARKS" are stylized to include three-leaf sprigs. Below the text is a simple, stylized icon of an open book, also rendered in a teal-to-green gradient. The entire logo is centered against a background of blurred green foliage with a bright sun flare on the left side.

# Why?

- Nottingham has high levels of deprivation, 60% of city children live in families that receive financial support from the Government
- > 25% of city 5 year olds failed expected reading targets
- We know that reading more contributes to better everyday vocabulary and long term employability
- Getting out into nature and the fresh air helps mental wellbeing and improves confidence
- Parks are accessible spaces that people feel comfortable exploring



# How?



- A relationship was built with The Nottingham Building Society
- Researching and understanding their history and ethos which began with their founder member Samuel Fox
- Building the project together
- Bringing staff, artists, funders and the sponsor on the journey
- Patience - it took 3 years!







# Outcomes



6944 Children  
Engaged in  
Facilitated Activities



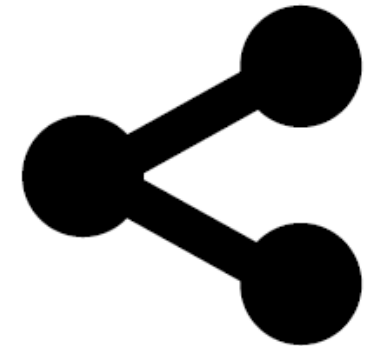
2076 Adults  
Engaged in  
Facilitated Activities



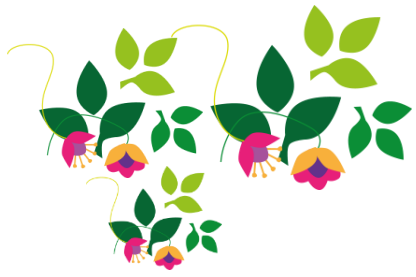
Over 6000  
People Used  
the Dens  
Independently



202 Volunteering  
Hours



432K Marketing  
Reach



# Lessons Learnt



- Importance of planning the programme around other activities happening locally
- Development of den structures for all weathers
- Community who looked after the resources in the dens
- More staff and volunteers needed to support the sessions due to the high attendees numbers at some
- Signage to be developed in the parks to guide visitors with dens

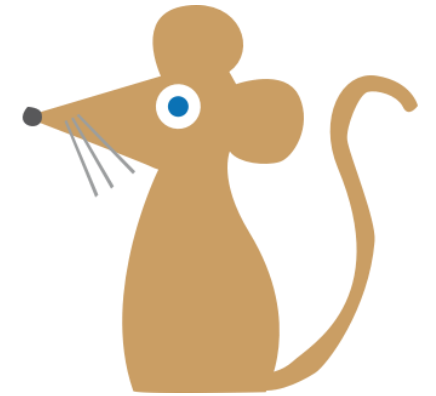




# Innovations



- New ways of working with internal and external partners e.g. The Nottingham Building Society, Nottingham Library Service, Park Rangers
- New environments created to help stimulate learning
- New use of areas within the parks to create calm and inspirational spaces
- Community ownership of the story dens
- The project was completely cost neutral, scalable and replicable



# What's Next?

- Funding has been secured to deliver the project again in Summer 2020 and 2021
- Add new parks to the programme
- Develop the construction of the dens and signage
- Build further partnerships with education, cultural and community organisations to ensure maximum exposure and access for all
- Explore further funding opportunities to grow the programme



# Questions

