

Designing play spaces
that create a sense of
Wonder



Park of Dreams

How parks can work harder for communities



Michael Hoenigmann Managing Director

- 25 years in play sector
- Set up both Jupiter Play and Inclusive Play
- Previously Global Sales Manager within play industry
- Passionate about play value and challenging the norms.
- 2 terms as chair of API
- Once a Commonwealth Fencing Champion!





Jayne Nendick CEO SHoRes Centre

- Passionate Community Activist
- 25 years leading social & Community Enterprises
- 15 years leading SHoRes & local community development
- Chairperson of East Riding of Yorkshire Food Poverty Alliance

Learning points.

01 The Pandemic: A renewed appreciation for greenspaces

02 The greenspace gap and physical activity

03 How technology can play a part in engaging young people

04 An introduction to interactive play

05 Case Study: Meet the POD squad

06 Q&A

UNICEF anticipate the pandemic will impact on children's health behaviours, as children out of school are typically less active. More screen time and less access to outdoors will undoubtedly see a rise in obesity and mental health issues.

UNICEF 2020

Greenspace: Our Partner in Lockdown

- There has been a significant increase in the number of people using their green spaces since lockdown approximately 35% in a report by CPRE
- Over half of people in the same report said how they are now aware of the importance of greenspace for our health and wellbeing.
- But what happens if you do not have access to greenspace?
- What happens if you do not feel welcome or connected to greenspace?



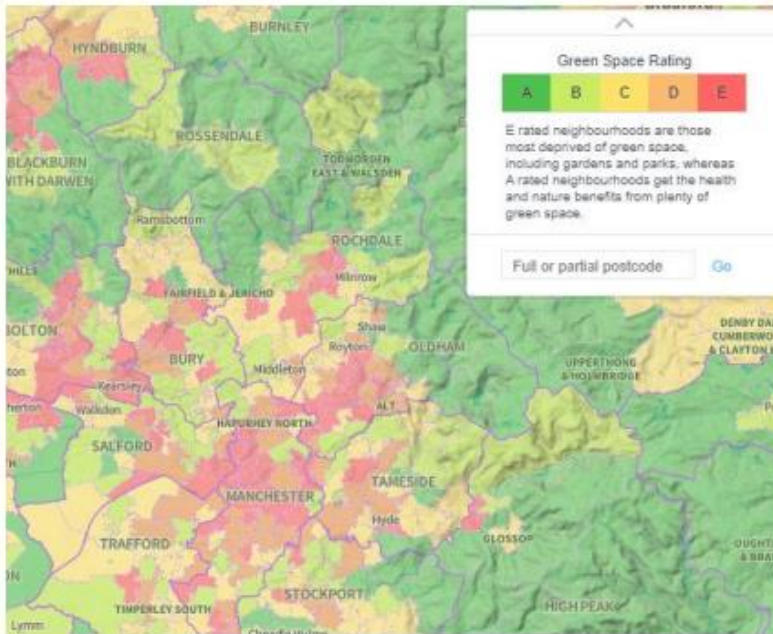


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England's green space gap

How to end green space deprivation in England

September 2020



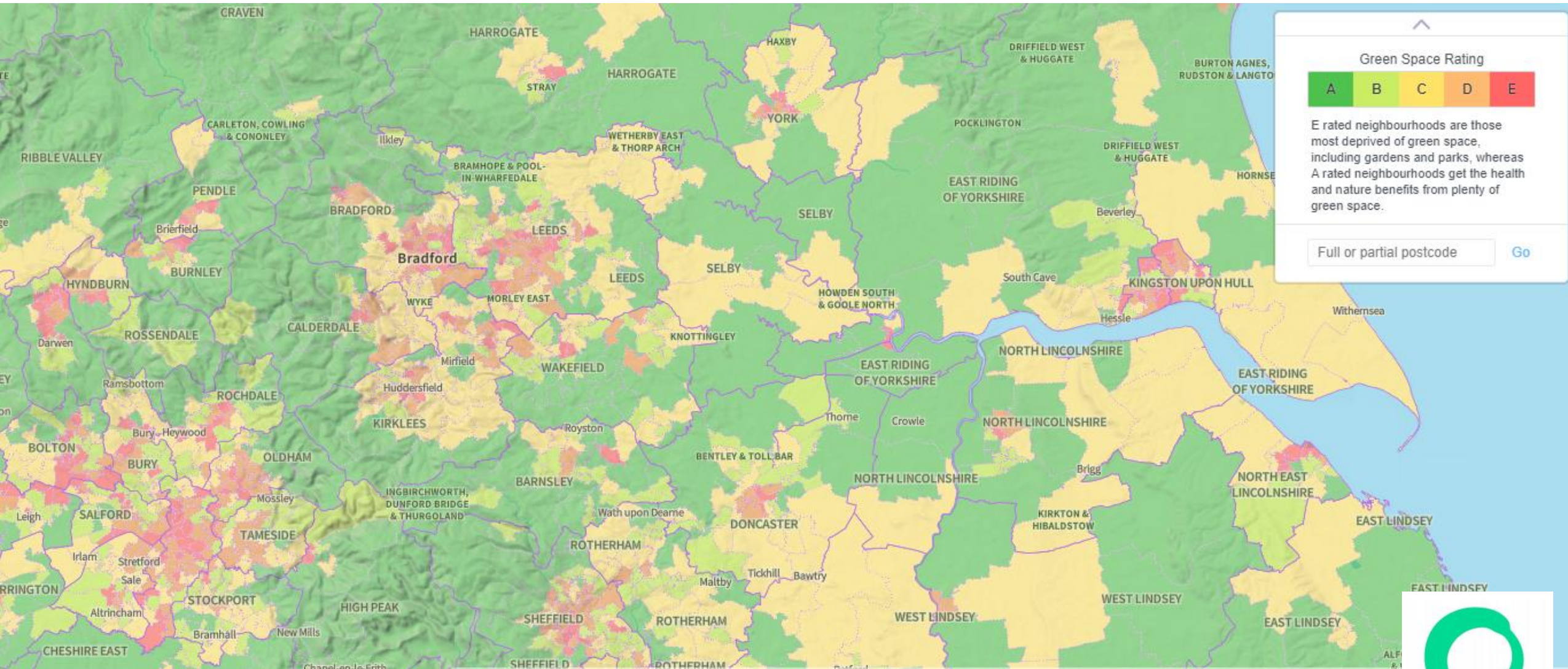
The Green Space Gap

- About 1 in 5 of the population of England lose out on the benefits of quality local green space.
- Almost 10 million people in England live in 1,108 neighbourhoods which are the most deprived of green space.
- 955 neighbourhoods have slightly better but still very poor green space provision. (1)
- £2.1 billion per year could be saved in health costs if everyone in England had good access to greenspace, due to increased physical activity in those spaces
- In Birmingham, the annual net benefit to society of their parks and greenspace is nearly £600 million, which includes £192 million in health benefits. (2 Public Health England)

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/904439/Improving_access_to_greenspace_2020_review.pdf



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Green Space Rating

A B C D E

E rated neighbourhoods are those most deprived of green space, including gardens and parks, whereas A rated neighbourhoods get the health and nature benefits from plenty of green space.

Full or partial postcode [Go](#)



Friends of the Earth

“If physical activity was a medicine, we would talk about it as a miracle cure.”

Professor Dame Sally Davies, Chief Medical Officer



**We may not have the cure for Covid
but can we connect greenspace to
health & wellbeing, equality *and* to improve
prospects for young people?**



The world is changing

Liking Tech vs Needing Tech

- Covid-19 has brought about a huge digital revolution.
- Here we are on a digital webinar!
- Our relationships with family reliant on zoom, skype etc.
- Access to groceries and essential services online
- Voice enabled virtual assistants have been put forward as a means to combat loneliness for older people and people living with dementia who may spend long periods on their own.
- ***As much as we rely on our greenspace we also rely on tech. Particularly if you do not have access to greenspace!***





Technology vs Greenspace

- We often talk about greenspace and outdoor play being the antidote to screen time
- It is! We are huge advocates of getting children (of all ages, including us!) outdoors
- If every child in the UK was accessing greenspace and playing outdoors, this wouldn't be a debate!
- Hard to reach groups: teenagers, young women and older generations don't often see the reason to be outside: this increases when greenspace provision is low.
- **Is this an either-or scenario?**





Generation Z and device activity

- Born 1996-2010
- The tech heavy weights of the current teenage and young adulthood age groups.
- A hard to reach group in terms of engaging them with outdoor 'play' and active engagement with outdoors
- The tech world has been moulded by this age group
- Over half (55%) of Gen Z use their smartphones five or more hours a day, and over a quarter (26%) use their phones 10 or more hours a day.

59%

Access entertainment

73%

Text and chat

36%

Do schoolwork

28%

Learn new things

17%

Shop and browse

58%

Play games

When technology
and greenspace
meet.

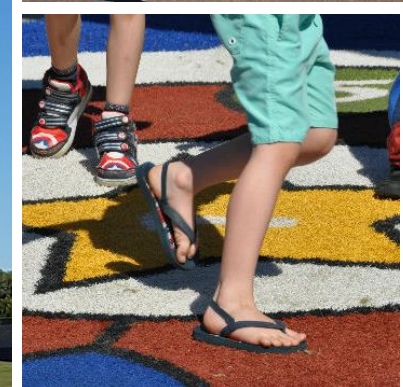


Let's look at some examples!



Sona

- Yalp's bestseller globally, including the UK and for good reason!
- Versatile and adaptable game development that engages physical, creative and educational play
- Inter-generational.
- Wonderfully inclusive.



Tackling Childhood Obesity through play
Hertsmere Borough Council- Meadow Park

“We regularly check how much the products are being used and are always amazed with the increasing levels of popularity. It’s really helping bring the community together and encouraging them to get outdoors and be active. I’m so surprised these products aren’t installed in more places over the UK.”

Aaron Niblett- Hertsmere Borough Council



SUTU

- High Intensity.
- Accommodates a range of ball games.
- Competitive.
- Tactical.
- Tough.



Broadening the appeal of parks
Newcastle – City Stadium Park, Lowfield Park, Platt Fields



"The new interactive wall will give young people another edge to their football games and I'm delighted it has already had so much use from local children who are getting outdoors and being active ..."

Cllr John-Paul Stephenson, Newcastle City Council

The Power of Parks: The POD Squad





Creating a Future for Young People

- Withernsea is a beautiful coastal town in East Riding of Yorkshire but we have challenges
- We have very few opportunities for young people in a town with an aging population
- Top 10 % area of deprivation in the country for over a decade
- Declining health, employment opportunities, attainment levels in Schools
- We have families with several generations of unemployment and are unengaged in local community
- How can we change the prospects for young people?

**How can we develop the
next generation of community activists?**



Engaging Young People & the Community

- We have amazing community spirit and passion!
- We have Role models to engage future leaders engaged in community
- SHoRes took over the lease of a playground 5 years ago.
- Army of volunteers came together to repair existing equipment
- Keen on giving it a makeover as we saw the value it had to families, saw the need for investment and made a commitment to deliver a fantastic space for **ALL**
- Saw a real opportunity to entice the next generation, could they be part of developing the master plan?
- Could the new interactive products be a good way to facilitate engagement?

Engaging Young People

- Started speaking to the school to find those future activists.
- Engaged young people from the area to become part of a team: The Play Outdoors Squad
- They have a responsibility on engaging other young people, facilitating events, devising a training program of play activators, alongside health & safety etc.
- This has given them the opportunity to learn new skills, network and have ownership of a community activity:
- ***Inspiring them to be the next generation of community leaders***



The POD Squad in Action

- POD squad training - working together with youth workers to develop the young people to facilitate events, learn about team work etc.
- An engaged group of 18 young people with renewed prospects
- All Pod Squadders used these experiences for successful university and college applications!
- We are working together to plan the POD Olympics for next year
- We even have our own song!



Teachings of the POD Squad

- The Plan of a project like this needs to evolve and everyone needs to be masters of change (particularly with a pandemic!)
- Not to be afraid to own mistakes, welcome and embrace the story and learn and share experiences. An important life lesson
- Every contribution counts, that is part of being a community activist, it **will** inspire others
- We are the future of the town, we need to learn to make good decisions and why not through something fun like play!
- ***Be the change***



Thank you for listening!

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