



Developing a successful criteria based Play Strategy

*Kay Lennon, Environment Commissioner &
Calvin Stockton Public Realm & Play Commissioner, Cheshire West and
Chester Council*

Developing linkages to the Council Plan



Community engagement, and identifying criteria for play investment

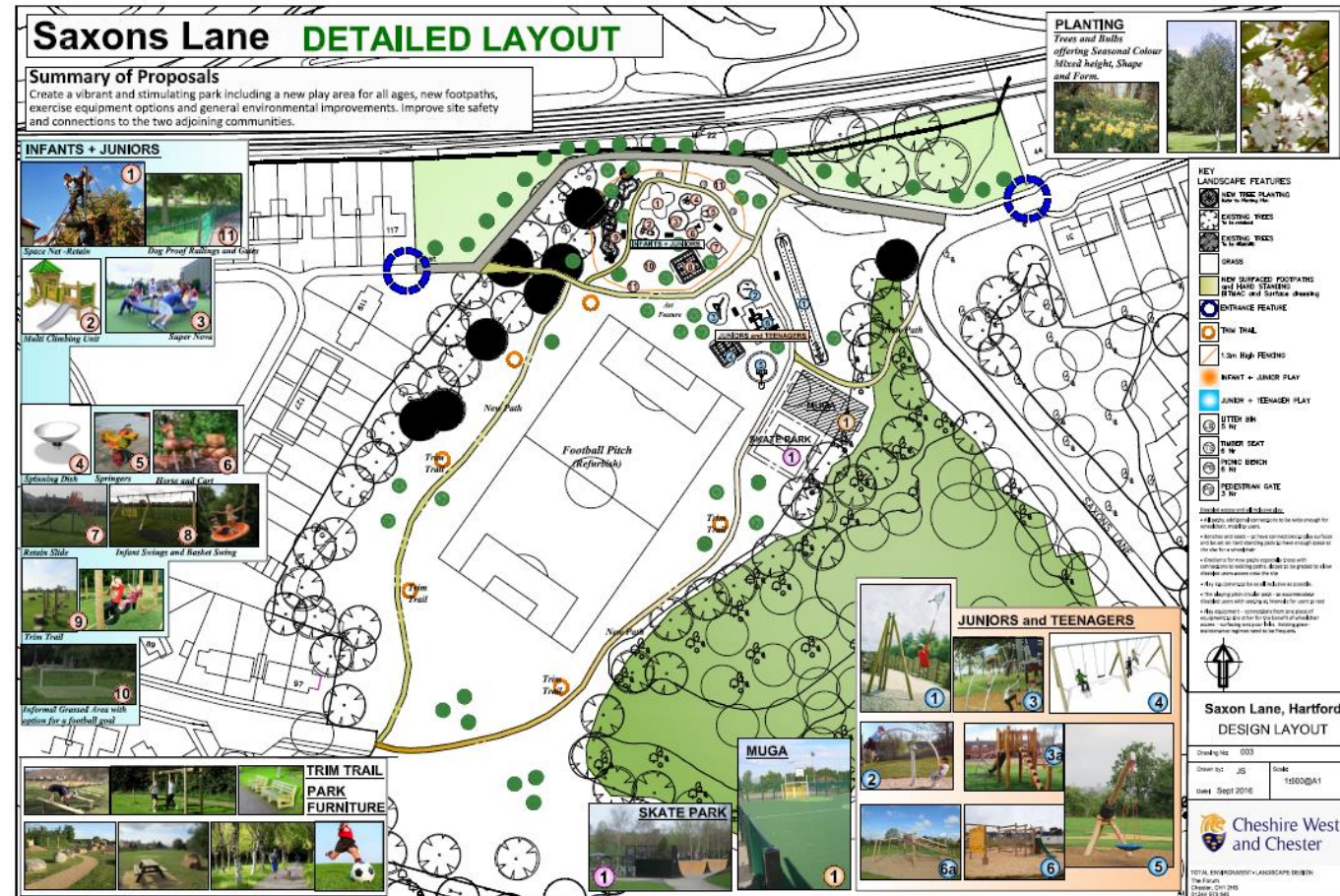
The strategy was drawn up following wide consultation with all interested parties. This included:

- Stakeholder workshops (an initial borough-wide workshop and four Locality based sessions)
- Surveys of children and young people
- Surveys of town and parish councils
- Surveys of local play and youth organisations
- Interviews and engagement with key stakeholders (Council and external partners)
- Gaining funding/investment

The Successes

- Utilising the Play Strategy to inform the prioritisation of Capital Schemes and the securing of external funding to deliver schemes across the borough
- The Council has delivered over 70 play area improvement projects at Council Managed play areas across the Borough from 2016 to 2019
- Additional Funding has also been secured - over £1 million this includes (New Homes Bonus, Member Budget, Priority Outcomes, Community Asset Fund, Member Budget and external funds such as Landfill Tax, New Homes Bonus, Tesco, Sport England, Housing Associations, Neston Civic Society, Borderlands Railway)

Saxon's Lane, Northwich - Masterplan



Saxons Lane – before and after





Community Events



Danefields Play Area, Northwich, partnership with Northwich Town Council

