



Build it and they
will come, or will
they?

Build it and they will come.....or will they?

Context Setting – Stuart Batchelor

Warsop Story – Helen Davis, Active Notts

Using Playzone to create a destination – Owen Swift, Derby City

Placemaking from the Doorstep – Dave Clasby, Sustrans

Discussion

Reflections – Steven Pleasant, Combined Authorities



The Warsop Approach

Helen Davis Active Notts

An insight led approach to
providing a new leisure
facility





How Playzone can create a destination

Owen Swift, Derby City Council

Multi Sport Areas normally only work for boys & men – how Derby approached an investment opportunity to create a community destination.





A Derby example....

Creating a destination using a PlayZone

3 October 2024



Derby City Council

What is the PlayZone Programme

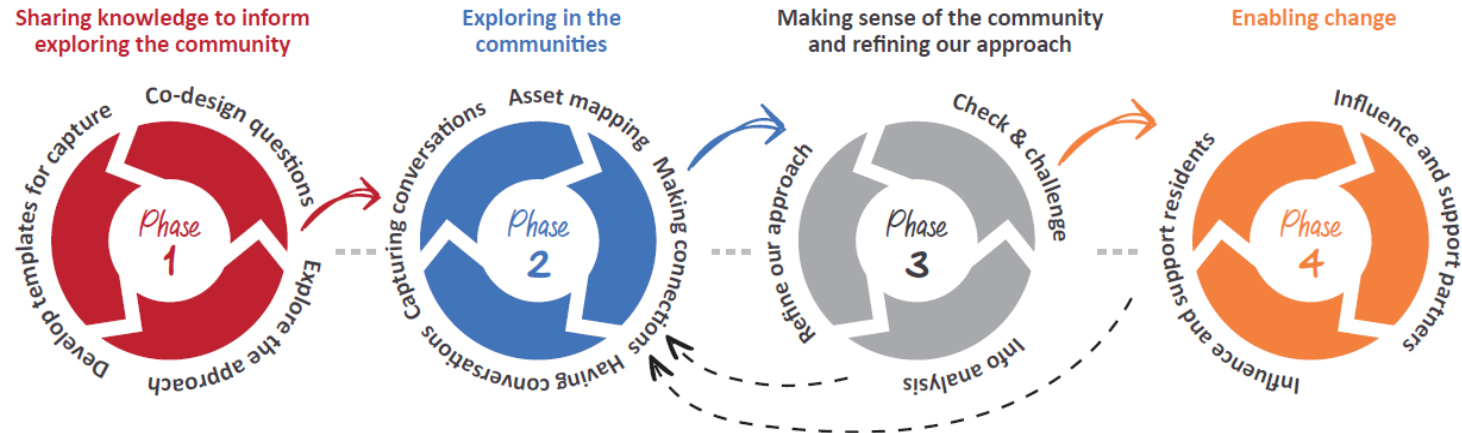
- Football Foundation investment programme aimed at *tackling inequalities in physical activity* and access to facilities by funding community-led spaces.
- Focused investment and resource into communities with the greatest need.
- Deliver new or refurbished outdoor mini pitches designed for football and other sports and activities for priority groups to be more active.
- Priority audiences:
 - Disabled people and people with long term health conditions.
 - Ethnically diverse communities.
 - Lower socio-economic groups
 - Women and girls



Derby's place-based approach

Build an understanding of physical activity behaviour and how to change it by:

1. Understanding physical inactivity behaviour and how to potentially change it. Emphasis on population groups that are more likely to be inactive
2. Understanding the assets available in these communities to explore what strengths there are to build upon
3. Understanding who the decisions makers are about these communities that (in)directly impact on physical activity behaviour the system at play



Voice Opportunity Power Framework

- A toolkit to involve young people in the making and managing of their neighbourhoods.
- Designed to improve participation in, and the quality of, new development and regeneration.
- Intended to work within a typical RIBA design programme.



Themes for residents' voices from Derby's communities



Environmental

- Residents want open natural green spaces with more ecology and bio-diversity



Opportunities

- Residents want a broad range and programme of organised activities that cater for different age groups and for families.



Is safe

- Residents want to feel safe both going to a facility and whilst at it.
- Want good lighting everywhere



Easy to access

- Residents want access to be pedestrian friendly and accessible



Feels inviting and welcoming

- Residents want access to be pedestrian friendly and accessible.



Access to better amenities

- Residents want amenities on sites including places to rest (benches), toilets and café's.



Community involvement and ownership

- Residents want to be involved in how facilities are developed and how they are used.



Inclusive

- Everyone should be made to feel welcome, all ages and abilities

Alvaston: Alvaston Park

Introduction to the site

- One of the main parks in Derby with a very active and successful Friends of Group.
- The park features a national standard BMX track, a lake with model boating, grass football pitches, a café and a playground.

Resident rationale for this site

- Larger green space to work with than other green spaces in the local area
- Identified by residents as a place that people already connect and engage with
- Residents currently break into the rundown courts to use them, demonstrating there is a demand/need for activity space



The residents manifesto and needs for this site including types of activities

A range of sports and activities on offer:

- Basketball
- Cricket with cricket nets
- Golf (Crazy)
- Hockey
- Football
- Netball
- Tennis

What are the things that need to be considered in a development here:

- Access and Disability Friendly
- Lighting
- A viewing area
- Shelters, bins and benches
- Robust infrastructure
- Signage
- Specific cigarette bins
- Community ownership
- Fireproof facilities

Assessing sites

The following **Readiness factors** were used to inform the review of the site:

- **Ownership**, is this the Local Authority or other.
- **Development Type**, is this a refurbishment of an existing facility or a new build.
- **Ancillary facilities**, what else exists on site that could compliment a development, i.e. access to toilets, indoor space, car park, etc.
- **Activation**, are there established groups and partnerships that can be part of and support the activation and potentially take some ownership of the development.
- **Knowledge and history**, of the site informed by experience and knowledge.

Each site was then RAG rated to determine whether the site would be taken forward (Green), or not (Red) , to the technical design stage. For sites that are rated amber further engagement and development work is required to determine if it is to be taken forward or not.



Site not taken forward

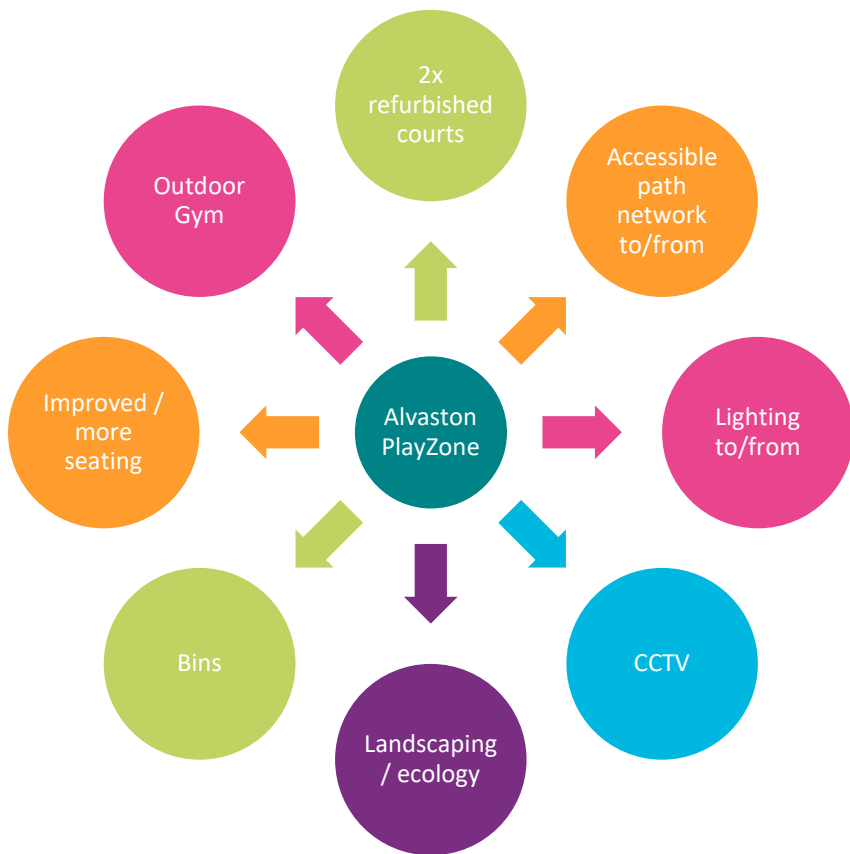


Site potentially to be taken forward into a later phase of design



Site to be taken forward into phase 1 of technical design

Developing the scope.....



Activation and partnerships

Local ownership / involvement is key....

Locally trusted organisations with an active presence in the area and on site engaging with priority audiences.

- Alvaston Park Friends
- Derby County Community Trust
- Derby Trailblazers
- Derbyshire Cricket Foundation
- Lakeside Primary Academy
- Local partner football clubs
- YMCA Derbyshire

If we can't deliver the full scope should we do it?
Or which do we prioritise?

Evolving the work.....

- **Creating safe & Active Open spaces**
 - A movement towards understanding how outdoor spaces can help all our communities to be active.
 - The work is informing our approach to active environments
- **Turning insight into action**
 - Use the insight and relationships developed to create change (Red and amber sites, these are important places to the community)
- **Looking beyond PlayZones**
 - Is a PlayZone the right facility for a site? Could this ambition be delivered another way? Through different upcoming fund?
 - A pipeline for deliverable projects



Thank you

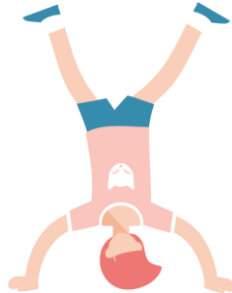


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Placemaking from the Doorstep

Dave Clasby, Sustrans

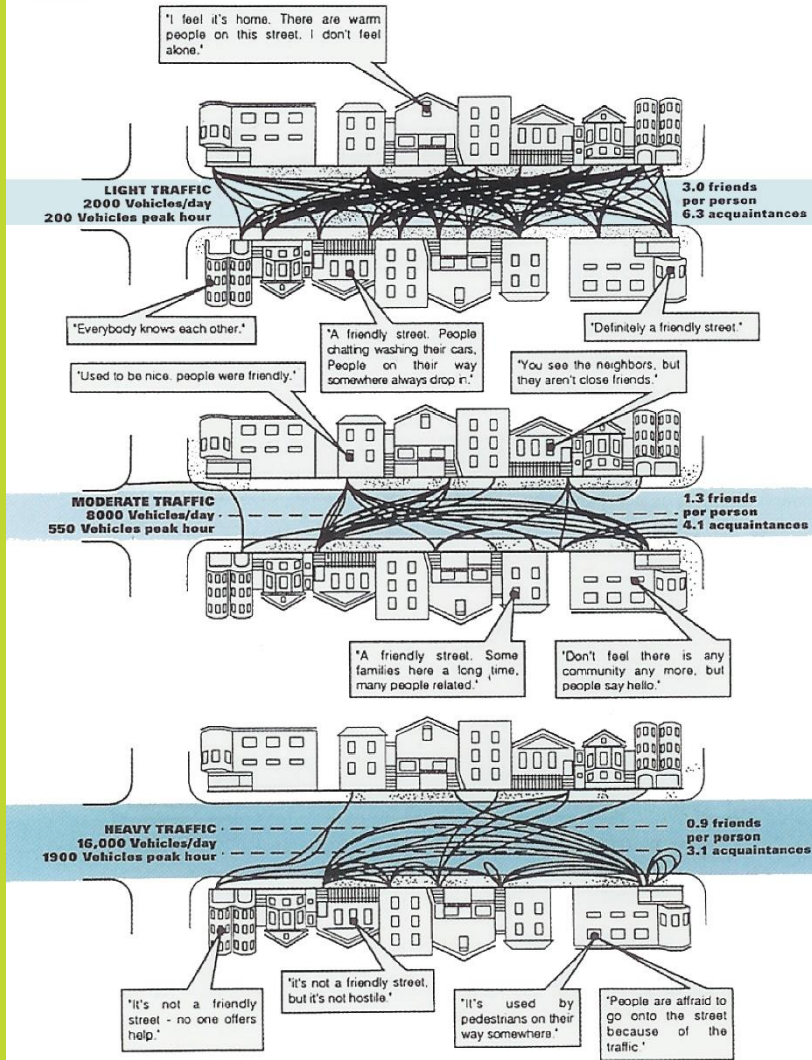
The Active Lives Survey indicates that investment in cycling infrastructure hasn't increased participation so what is the answer..?



Place Making

Dave.Clasby@sustrans.org.uk

Make your Move
Eastwood Hall
Oct 2024



Front door 24/7

- Alcohol
- Place making from the front door.
- Design for people, dial out the cars and people will get active.
- Marketing and promotion but people need to feel safe in the space.



Where should we walk?



Consultation, Engagement or Not

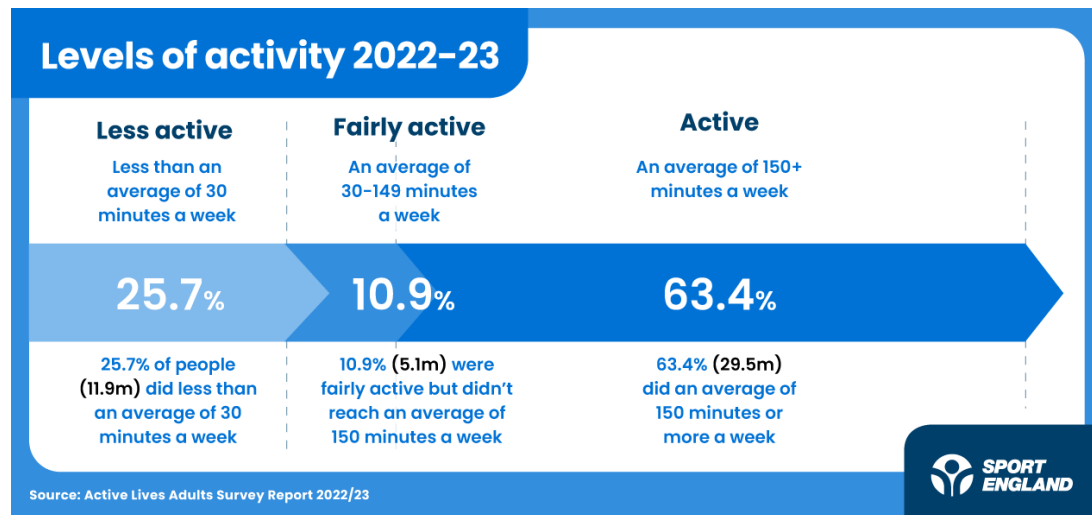


- Community engagement not consultation
- Or put it in and ride out the storm



Data Driven Decision Making

- Nearly two thirds of our population are doing what we want them to.
- Is there a Crisis?



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Your Turn!!!

Share your examples - good and bad
- of where facilities / infrastructure
has been provided and what was the
result?



Mentimeter

What is your biggest takeaway from this session?

Please scan this QR code or go to www.menti.com and enter the code 5634 7711



Together, we will address inequality & empower **EVERYONE** to be active in a way that works for them

