

Principle Objective	Actions	Time scale	Partners	Outcomes	Indicators	Resources	Links with wider strategic agendas
General							
Implementation of Play Strategy	Play Strategy Consultation	April – June 2007	NWDC WCC WPP As listed at 14.2 of the Play Strategy	Wide ownership of the Play Strategy	Response and adoption of Strategy	Existing NWDC resources	NWDC Corporate Plan Community Strategy Youth Strategy
	A Town and Parish Council Audit of Play Provision	April – June 2007	NWDC Town Councils Parish Councils	Baseline audit of play provision across district	Number of replies to audit questionnaires	Existing NWDC resources	NWDC Corporate Plan Community Strategy Youth Strategy
	A needs assessment for Leisure and Recreation Needs as identified in Planning Policy Guidance (PPG) 17 Planning for Open Space, Sport and Recreation and its companion guide “Assessing Needs and Opportunities”	2007/8	NWDC	Full audit undertaken to identify future leisure, recreation and play needs	Adoption of policy. Commitment to review.	Existing NWDC resources	NWDC Corporate Plan LDF Open Space Study
	Compile Play Portfolio for the BIG Lottery	Spring – Autumn 2007	NWDC Town Councils Parish Councils	New forms of play provision meeting identified needs	Successful bid to BIG Lottery	Existing NWDC resources	NWDC Corporate Plan Community Strategy
	Active role in county-wide play partnership - WPP to raise awareness of and improve play provision across the county	2007 - 2012	District Councils WCC + other play providers	WPP to influence wider strategic groups	Quarterly meetings	Existing WCC resources	NWDC Corporate Plan Community Strategy
Key Policy Statement 1: Being Healthy							
Provide active play provision for children and young people	Improved inspection arrangements with rolling programme of enhancement and repairs to NWDC owned play areas (possibly contract based)	Ongoing with 4-5 play areas for improvements in 2007/2008	NWDC Town Councils Parish Councils	Improvements to named play areas	Delivery of enhancements	Existing NWDC Capital Budget	NWDC Corporate Plan Community Strategy Open Space Study
	New innovative play area for Lyneham *	Spring 2008	NWDC Parish Council RAF Lyneham YELL	New play provision in area with a lack of open space and play provision for civilians and families of service personnel	Usage and satisfaction levels monitored through Parish Council and RAF	Lottery Funding	NWDC Corporate Plan Community Strategy NCAP Community Plan Open Space Study Youth Strategy
	New play area in Cricklade *	Autumn 2008	NWDC Town Council Local schools	New play area in town identified with the least open space in the district and with poor existing play provision (only one play area)	Usage and satisfaction levels monitored through the Town Council	Lottery Funding	NWDC Corporate Plan Community Strategy NCAP Community Plan Open Space Study Youth Strategy

Promote health and physical activity	Promote cycling as a family play activity on local leisure routes including the North Wiltshire Rivers Route and Cricklade Country Way. Promote wider use of cycling proficiency training	Ongoing	WCC (NCP Scheme) Sustrans IWA NWDC	Cycling seen as a wider play opportunity	Usage levels monitored by IWA, Sustrans and People's Voice. Increase in numbers enrolling on NCP Training Programme	Existing resources	NWDC Corporate Plan Community Strategy
	Continue to encourage children and young people (through links with schools, WASP and WAYS) to participate in active sports in and outside of school and by competing in youth games and festivals.	Ongoing	NWDC (Sports Development) Schools Extended Schools WASP WAYS	Appreciation of sport as active play to be taken from youth through to adulthood affecting the long term health of the district.	Increase in numbers taking part in active play through sport and those participating in youth games and festivals	Existing resources	NWDC Corporate Plan Community Strategy Youth Strategy
Key Policy Statement 2: Staying Safe							
Provide safer opportunities for play	Recruitment of Playranger(s) with appropriate training (Level 2 qualification) to work in play areas across the district. This provision will be developed from continual consultation with young people, town and parish councils *	2008 - Ongoing	NWDC/WCC/WPP Town Councils Parish Councils Weslea Housing	Free play supervision for fun activities for children across the district.	Increase in numbers of children using play areas across the district	Lottery Funding	NWDC Corporate Plan Community Strategy Youth Strategy
	Work with WPP to arrange a risk in play conference for play providers, local Councillors and officers involved in the planning and development of play.	2008	District Councils WPP	Wider understanding and acceptance of the importance of managed risk in children's play	Increase in number of more challenging play opportunities for children	WCC resources	NWDC Corporate Plan Youth Strategy
Provide play that contributes towards creating safer communities	With Community Safety Partnership and ASBRO, target areas with higher levels of anti-social behaviour including vandalism to play areas. Support drop-in centres, under 18 discos, incentive programmes, etc.	2007 - ongoing	Community Safety Partnership NWDC Police PCSOs	Decrease in anti-social behaviour	Reduction in number of anti-social behaviour reports. Quality of Life Indicators/ DCLG Household Surveys	Existing Partner and NWDC resources	NWDC Corporate Plan Community Safety Strategy Youth Strategy
	Improvements to an existing drop-in centre or an alternative project to provide young people with a place to meet In Calne *	2007/2008	NWDC Town Council	Increased opportunities for young people to meet	Number of young people using the centre	Lottery Funding	NWDC Corporate Plan Community Strategy CCAP Community Area Plan
Key Policy Statement 3: Enjoying and achieving							
Providing fun play opportunities	Play Festival around National Play Day – 1 st August. This will involve children across the district at one single venue offering innovative play provision or at a number of separate venues*	2008 - ongoing	NWDC/WCC/WPP Play Providers Town Councils Parish Councils Schools	Free play opportunity for all children	Continuation of event year on year	Lottery Funding (<i>for initial event</i>)	NWDC Corporate Plan Community Strategy
	Raise the profile of play through wider publicity in a 'What's On?' type format. Work with partners to promote events and play opportunities more widely (including holiday schemes, free events and festivals)	2008 - Ongoing	WPP NWDC WAYS WASP WYAP Town Councils Parish Councils	Wider promotion on what play provision and opportunities are available	Improved satisfaction levels through People's Voice and Quality of Life Indicators/Household Survey	Partnership funding	NWDC Corporate Plan Community Strategy Youth Strategy

Creating challenging play opportunities	Further investigate suitable site and plan for construction of Skate Park in Chippenham. Identify suitable places for teenagers to meet in Chippenham, e.g. youth shelters	2007/8	Town Council NWDC WAYS ChAP	Provision of a play facility identified as a need by local residents and young people	Use of facility monitored through Town Council and People's Voice	Forward Planning Developer's Contribution	NWDC Corporate Plan LDF Community Strategy ChAP Community Area Plan
	Expansion of play provision in Monkton Park, Chippenham alongside Olympiad Leisure Centre	2007/8	NWDC DC Leisure Town Council	Expansion of existing facility to offer more innovative play provision	Use of play provision monitored by NWDC and Town Council	Section 106 Agreements	NWDC Corporate Plan Community Strategy
Key Policy Statement 4: Making a positive contribution							
Involve children, young people and families in the design and development of play in our area	Ensure that children and young people are involved in identifying, designing and owning their play provision through proper consultation, focus groups and targeted events	Spring 2007 Ongoing	NWDC YPC Town Councils Parish Councils Schools	Play provision that is developed and helped to delivery by its customers	Audit trail showing that all new play provision has the full involvement of children, young people and their families.	Existing NWDC resources	NWDC Corporate Plan Community Strategy Youth Strategy
Promote equality and social inclusion for all children and young people within our community	BMX facility in village of Great Somerford *	Summer 2008	Parish Council NWDC Local Schools	New, challenging play provision for a rural community with limited access to leisure facilities.	Number of local young people (including those from neighbouring villages) using facility	Lottery Funding	NWDC Corporate Plan Community Strategy Malmesbury and Villages- Community Area Plan
	Ensure that disabled children and young people are involved in development of play provision. Consultative event for disabled children, young people and their carers	Autumn 2007 - ongoing	NWDC YPC WCC Local Special Schools ASK	All children are included in development of play provision throughout the district	Feedback and number of attending consultative event(s). Number of play areas with disabled access	Existing NWDC resources	NWDC Corporate Plan (Equality and Diversity) Community Strategy Youth Strategy
	Support play provision offered by the Open Blue Bus Project (a faith-based charity) and its outreach programme to target the disadvantaged including young people in rural areas and other isolated groups such as single parent families without transport to play provision*	Spring 2008	NWDC Open Blue Project Parish Councils Town Councils	Mobile play opportunities for hard to reach groups	Number of children and their parents/carers using the Open Blue Bus	Lottery Funding	NWDC Corporate Plan Community Strategy Youth Strategy
	Support rural arts and drama outreach programmes	Spring 2007 - Ongoing	NWDC Town Councils Parish Councils Pound Arts Centre RAW WYAP	Arts promoted as a wider play opportunity	Number of children and young people involved with outreach arts programmes	Existing WCC funding	NWDC Corporate Plan Community Strategy
Key Policy Statement 5: Economic well-being							
Planning policy which allows for innovation	Encourage new provision for play through Section 106 agreements. Best practice through pre-application process involving early consultation with developers and planning officers.	Ongoing. New play provision in North Calne, Corsham and Pewsham in 2007/8	NWDC Developers Town Councils Parish Councils	Raising the importance of proper planning for play provision in new developments	Number of planning applications for new developments which include play provision	Existing NWDC resources Developers contributions	NWDC Corporate Plan LDF Open Space Study

	Change of policy towards provision of larger neighbourhood play areas which are linked so that they are easily accessible to local children and young people	Ongoing	NWDC Town Councils Parish councils Westlea	Better play provision	Distance measured between home and open space/play opportunities	Section 106 funding	NWDC Corporate Plan Open Space Study
	Promote stronger links with commercial providers to encourage improvements to play provision. (e.g. possible small fixed play areas in town shopping centres)	Ongoing	Town Councils Chambers of Commerce NWDC	Providing free play provision alongside improving economic viability of town centres	Use of small fixed equipment play areas	Commercial funding	NWDC Corporate Plan Community Strategy Economic Regeneration Strategy
	Encourage adoption of Home Zones in urban design process as incorporated in the <i>Manual for Streets</i> (published by Department of Transport and DCLG in March 2007)	Ongoing	NWDC WCC Town Councils Parish Councils	Well designed urban areas to include safe open space for play	Adoption of policy of design with Home Zones	Existing NWDC resources	NWDC Corporate Plan Open Space Study
	Develop links with passenger transport providers in order to maintain and, where possible, improve access to play facilities especially for those living in rural areas.	Ongoing	NWDC WCC Community First	Transport links to access play opportunities	Numbers of young people using public transport.	WCC resources	Community Transport Policy Community Strategy Youth Strategy
	Develop links with housing associations (i.e. Westlea Housing) to raise importance of increased play provision in and around housing developments	2007 - ongoing	NWDC Westlea Housing Knightstone Housing Wiltshire Rural Housing Hanover Housing	Housing association tenants to have improved access to play provision	Feedback from tenants	Existing NWDC resources	Community Strategy Housing Strategy
	Promote outdoor play in the wider sense – nature conservation, environmental projects, and use of public footpaths, nature trails, identification or creation of woodland area for play provision. (Latter could be provided through planting a shelter belt also to provide play provision for children in the next 5-10 years)	2008/9	NWDC Ramblers Association Wiltshire Wildlife Trust	Raise awareness of benefits outdoor play and healthy lifestyles	Identification of woodland area for play	Existing NWDC resources	NWDC Corporate Plan LDF Community Strategy Open Space Study
Promote activities which allow children and young people to develop skills such as communication, problem solving and team building	Develop strong links with Children's Centres across district to further raise profile of play	2007- ongoing	NWDC/WCC/WPP Sure Start Barnardo's	Increased play opportunities as centres open in each Community Area	Achievement of 7 best play objectives at all centres	WCC resources	NWDC Corporate Plan Community Strategy Youth Strategy
	Promote and support expansion of holiday schemes throughout district for children 0-16 years	2007 - ongoing	NWDC Splash WCC Voluntary Sector Town and Parish Councils	Holiday schemes where all attendees experience 7 best play objectives	Number of new schemes introduced	Partnership Funding Community Awards Scheme	NWDC Corporate Plan Community Strategy Youth Strategy
	Continue to widely promote the YPC as an opportunity for young people to become involved, have a voice and gain new skills	2007 - ongoing	NWDC YPC Schools WCC YDS Connexions	YPC to influence key decisions around play provision in district	Audit trail of how consultation has been followed up. Participation at a learning exchange in Bristol in Spring 2007planned for	Existing NWDC Resources	NWDC Corporate Plan Community Strategy Youth strategy

* **Potential** project for the BIG Lottery portfolio bid

ASBRO	Anti Social Behaviour Reduction Officer
ASK	Charity providing information to parents
CCAP	Calne Community Area Partnership
CHAP	Chippenham Community Area Partnership
DCLG	Department for Communities and Local Government
IWA	Inland Waterways Association
KDC	Kennet District Council
NWDC	North Wiltshire District Council
LDF	Local Development Framework
NCP	National Cycling Proficiency
NCAP	Northern Community Area Partnership
NWP	North Wiltshire Partnership

PCSOs	Police Community Safety Officers
SDC	Salisbury District Council
RAW	Rural Arts Wiltshire
Sustrans	Sustainable Transport
WASP	Wiltshire and Swindon Activity and Sports Partnership
WAYS	Wiltshire Alternative Youth Sports
WWDC	West Wiltshire District Council
WCC	Wiltshire County Council
WPP	Wiltshire Play Partnership
WYAP	Wiltshire Youth Arts Partnership
YDS	Youth Development Service
YELL	Youth Entertainment and Leisure in Lyneham
YPC	Young People's Council

Following consultation a risk analysis will be undertaken to assess resource implications of this Action Plan