

Play Space Provision Cambridge City Council February 2024



Report Contents

Section	Content	Page Number(s)
1	Executive Summary	3
2	Introduction	4
3	Project Objectives	5
4	Strategic Context	6
5	Background Information (Demographics / Population size)	7 - 8
6	Project Delivery	9 - 15
7	Existing Provision Audit	16 - 17
8	Financial Considerations	18
9	Conclusions & Recommendations	19 -20
	Appendices - contained within a separate document	



Section 1 – Executive Summary

Cambridge City Council currently provides 103 play spaces, (including skate parks), for its resident population of circa 150,000 people. This project was commissioned by Cambridge City Council to ascertain the following:

- Audit of exactly what is currently provided at each location.
- Ensuring that the play space provision aligns with the local community's needs.
- Confirming that the play space provision is designed to meet its intended purpose effectively.
- Developing a strategic vision for play space provision within the city.
- Gain an understanding of the investment and infrastructure requirements necessary to meet the play space facility needs.

The project had 3 principle objectives:

- 1. To assess, evaluate and provide recommendations for the future service delivery of play space provision in Cambridge.
- 2. To identify sites for development, those to maintain and those that do not meet the standards expected or are not considered to be strategically important.
- 3. Investigate ways to reduce operational costs whilst maintaining a high quality of service delivery.

To deliver these project objectives a 7 staged process was constructed that covered all aspects from raw data collection, site surveys, strategic assessments to the creation of a final report.

In order to think differently about the future of the service delivery and to investigate ways to make smarter decisions, the project has been led by the use of a Business Intelligence (BI) Platform. This has dramatically changed the way in which the raw data can be used and how the service can be managed in the future. The use of a bespoke BI platform allows information to be retained in real time and can be adapted in multiple different ways to help support the Cambridge City Council decision making process.

A proposed way forward (that is being proposed in this report) is to review how the play park service is categorised in order to make dataled decisions that allow Cambridge City Council to 'strategically select' the play parks to invest into. This involves placing each play space into a tiered hierarchy and then also ranking them using red/amber and green categories.

The categorisation process will highlight if any of the existing sites overlap within the same catchment. The overlapping of sites may lead to discussions and agreement to rationalise the service within this catchment.

By adopting a tiered framework, Cambridge City Council aims to ensure the long-term sustainability of its play provision assets, encompassing ongoing maintenance and strategic investment in the right places at the right times.

The process of reviewing the categorised sites across the City and also looking into new development zones, will allow the Council to make better decisions about what the individual catchments actually need. This will then inform the revenue and lifecycle budget and ensure that social / community value is maximised from the annual expenditure.

The key conclusions that can be taken from the project are that there is no justification for retaining all 103 play spaces, a number of sites can be removed without altering service delivery levels and there are opportunities to improve the overall offer through investment or additional maintenance.

It is recommended that the Council commit to the long term use of the BI platform, implement the tiered structure and in the short term they should review the tier 4/red play spaces.



Section 2 - Introduction

Cambridge City Council (CCC) provide play space provision, including Skate parks, for its resident population of circa 150,000 people. As the population continues to increase annually, there is an escalating need for these amenities. Furthermore, this population is likely to grow through the impact of the new housing development plans across the City.

The expected population growth will place demands on Cambridge City Council in terms of continued investment and infrastructure needs, in particular to deliver a modern, fit-for-purpose play space provision. This provision needs to reflect the local community and be delivered within the strategic context of existing and future demands.

To understand the strategic context of addressing the demand of play space provision, Cambridge City Council has undertaken a comprehensive evaluation of its current assets. This evaluation and audit includes play, skate parks and in some cases the related community facilities that are available throughout the city. The evaluation has helped to determine if these assets are sufficient for current and future needs.

In order to carry out this evaluation, individual assessments have been conducted at each site to ascertain the following key objectives:

- Audit of exactly what is currently provided at each location.
- Ensuring that the play space provision aligns with the local community's needs.
- Confirming that the play space provision is designed to meet its intended purpose effectively.
- Developing a strategic vision for play space provision within the city.
- Gain an understanding of the investment and infrastructure requirements necessary to meet the play space facility needs.



The individual assessments at each location are then used to ascertain how the play space provision currently accommodates the needs of the local community and surrounding catchment area.

To provide a way forward for how the play space provision can be maximised across the city, the results of the individual assessments helped to categorise the asset base across the city. To achieve this, a tiered structure has been established and this helps Cambridge City Council to ensure that each community and neighbourhood has the right amount of provision locally.

The tiered categorisation of sites allows the whole provision to be assessed across the city in terms of quantity and quality and serves as a comprehensive insight into how this service needs to change as the population grows.



Section 3 - Project Objective

The objectives of this project are geared towards supporting the implementation of a strategic approach aimed at accommodating the requirements of the local community and the adjacent catchment areas.

Whenever possible, optimising play space provision at a single location is prioritised to maximise the capacity of the surrounding catchment.

The primary objective of this strategic review into play space provision is to assess, evaluate and provide recommendations for the service delivery across Cambridge City.

This document serves as a roadmap for future investment, outlining potential infrastructure developments and provides a detailed strategic overview for play space provision.

The objectives of the site identification stage of the project are as follows:

- Identifying the existing sites and locations for play space provision that demand investment and maintenance.
- Recognising strategically significant sites and locations warranting investment to enhance and elevate the quality of play space provision.
- Identifying important sites and locations requiring ongoing maintenance.
- · Identifying sites that are not required due to overlaps in provision.
- Identifying sites that fall below the standards expected.
- Assessing sites with the potential to generate value for Cambridge City Council through asset transfer or rationalisation.

An overarching project objective for Cambridge City Council is to investigate ways to reduce operational costs, while simultaneously safeguarding and wherever possible improving the overall quality of the delivery of the service.





Section 4 - Strategic Context

PlayEngland Vision Statement

"Our vision is for England to be a country where everybody can fully enjoy their right to play throughout their childhood and teenage years, as set out in the UN Convention on the Rights of the Child, Article 31 and the Charter for Children's Play."

To achieve this, PlayEngland aim to ensure that:

- All children and young people have the freedom time, space, permission and opportunity — to play throughout their childhood and teenage years.
- All residential neighbourhoods are child-friendly places where children and young people can regularly play outside.
- Everyone is aware of the importance of play outdoors and indoors
 as part of children and young people's daily lives.

Play England will do this by:

- Raising awareness of the importance of play for families and communities.
- Campaigning to influence decision-making at all levels of government and across the public sector.
- Influencing, informing and sharing good practice across all those who shape children and young people's freedom to play.
- Building on evidence and sound knowledge from research, stakeholders and staff.
- Supporting people to get involved in helping more children play outside more often where they live.
- Disseminating learning and using findings to inform practice and campaigning.



PlayEngland Charter for Children's Play

'What children and young people do when they follow their own ideas and interests, in their own way, and for their own reasons.'

PlayEngland work with national partners and other organisations (e.g.: Cambridge City Council) with shared aims to raise awareness about the importance of play.

PlayEngland will support and lobby government to make fundamental policy changes to protect and promote play and encourage everyone who has an impact on the lives of children and young people to recognise and plan for children's play.

This play space provision strategy has been developed in accordance and support with PlayEngland to deliver a long-term strategic approach to the service across Cambridge.



Section 5 - Background Information

The population of England and Wales has reached an all-time high. The most recent census highlighted the combined population of England and Wales stood at 59,597,300 individuals. This figure represents an increase of over 3.5 million people, marking a growth of 6.3% since 2011, and it stands as the highest population recorded in any census.

Significantly, the East of England experienced a noteworthy surge in its regional population, displaying remarkable growth at approximately 8.3%, which translates to an additional 488,000 residents.

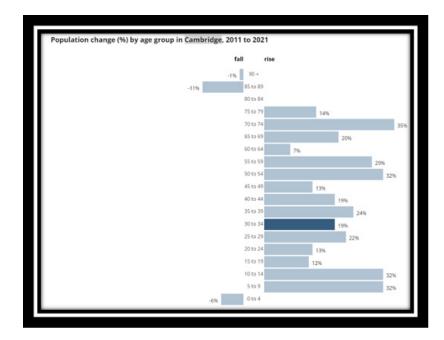
Cambridge covers a relatively small urban area (measuring 3 miles by 5 miles), that has seen rapid housing and population growth over the past ten years. The Census 2021 recorded a usual resident population of 145,700 people in March 2021 (approximately 123,900 in March 2011), with the number of homes reaching 56,000.

The population of Cambridge has increased by 17.6%, and the number of homes by 14% over the past ten years, as new communities have been established around the fringes of the city. It is forecast that population and housing growth will continue at a similar rate over the next few years.

The city's population is characterised by considerable migration and churn, with around 15,000 people moving to and leaving the city each year from within the UK. This can in part be attributed to the nearly 20,000 full time students that are present in the city attending our world class university colleges.

For context, neighbouring areas like Uttlesford and South Cambridgeshire have witnessed their populations grow by approximately 14.9% and 8.9%, respectively. In contrast, regions such as Huntingdonshire recorded an increase of 6.7%, while East Cambridgeshire saw a more modest growth of 4.6%. The largest population increases in the East of England have been seen in Bedford and Cambridge, where the populations have grown by 17.7% and 17.6%, respectively.

At 17.6%, Cambridge's population increase is higher than the increase for the East of England (8.3%).



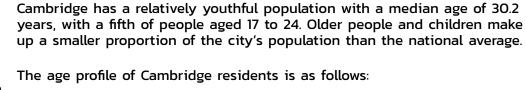


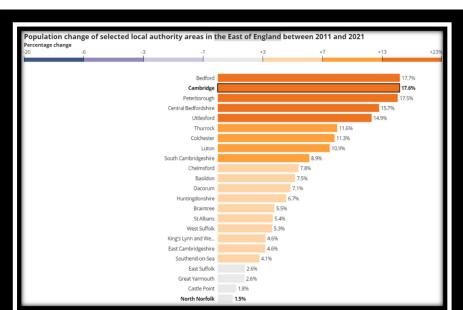
Section 5 - Background Information

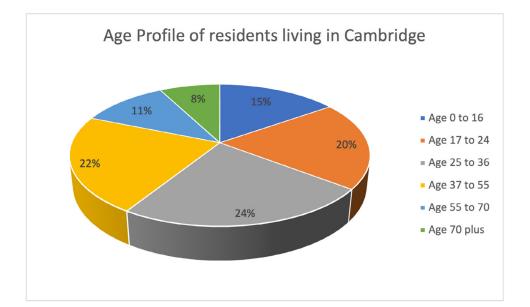
As of 2021, Cambridge is the fifth most densely populated of the East of England's 45 local authority areas, with around 26 people living on each football pitch-sized area of land.

Cambridge has seen an increase of 13.7% in people aged 65 years and over, an increase of 18.2% in people aged 15 to 64 years, and an increase

of 16.8% in children aged under 15 years.

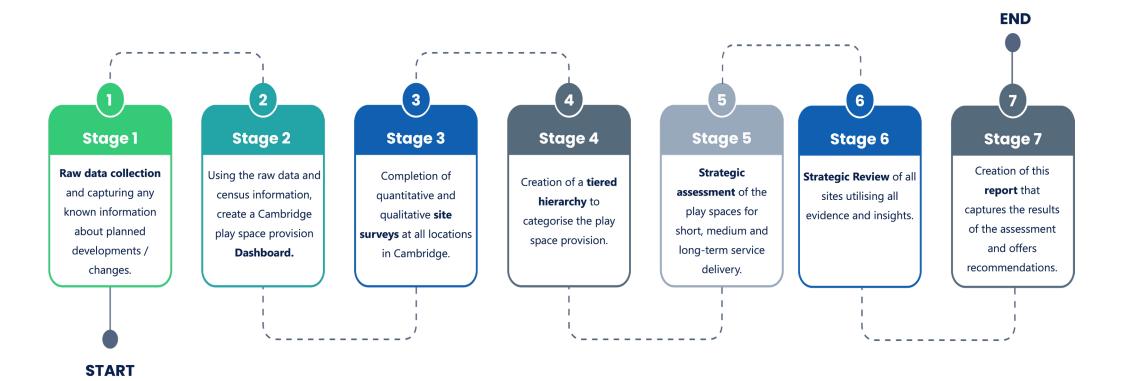








To achieve the project objectives for this play space provision assessment, a seven stage methodology was used and this is highlighted in the info graphic below and also described over the next pages.





In order to make decisions over the future provision of the play and skate A snapshot of the raw data information is highlighted below parks in the City of Cambridge, it is essential to establish the following:

- What is currently provided to communities?
- What is the cost of managing the existing parks?
- What issues surround each of the parks?
- How many people does each park serve?
- What type of users actually use each park?
- What developments are planned in the City and do these bring new play parks with them?
- What type of City does Cambridge want to be in relation to play provision. (i.e. what would the City Council like to provide for its residents)?

The methodology deployed to provide the raw data and evidence required to inform the answers to these questions, was based carrying out 7 distinct stages. These stages are explained below:

Stage 1 - raw data capture of existing play facilities. This involved the creation of a comprehensive workbook that lists out the play facilities and which ward they are located within. The raw data capture stage also included investigating any planned / new developments and or planned closures of existing play facilities. This involved collating any known information about each of the sites and attaching this to the main raw data workbook.

Site Name	Post Code	Tier One	Tier Two	Tier Th
		Multi-Site Hub	Multi-Site Locations	Single / Dual Fac
			(Linked to other Sports / Leisure	
		Significant Play Provison	Provison	Some ancillar
		Sustainable Urban Extension	Ancillary Facilities (Café, Toilets)	(e.g.: Coun
		Heavilly Populated Area		No / Limited Spo
Abbey Pool	CB5 8NT		Play park, tennis table, basket ball court	
Aberdeen Avenue Play Area	CB2 8DP			
Ainsdale Play Area	CB1 9JT			
Alexandra Gardens	CB4 3DN			Fenced-in playgr green and
Alexandra Gardens	CB4 3DN			green and
Arbury Court Play Area	CB4 2JQ			
		Tennis court, Basletball court,		
		Bowling green, large recreation		
Ashbury Close Play Area	CB1 3RW	ground, Play park		
Atkins Close Play Area	CB4 2NW			
Austin Drive Play Area	CB2 9NX			
Bateson Road Play Area	CB4 3HF			
Bath House Play Area	CB1 2LG			
Beales Way Play Area	CB4 2PW			
Blandford Walk	CB4 3NQ			
Bramblefields Play Area	CB4 1FL			Play park withir reser
Brooks Road Play Area	CB1 3HR			
Brownsfield	CB4 1RU			
Cameron Road Play Area	CB4 2LY			
Chaplen Street Play Area	CB2 9AT			
Cherry Hinton Hall	CB1 8DW			
		2 football pitches, an all-ages playground, a skateboard ramp		
Cherry Hinton Recreation Ground	CB1 9JJ	and free table tennis.		
				Play park, pump
Chesterton Recreation Ground	CB4 1DT			table tennis and grou
Chestnut Grove Play Area	CB4 1BE			Play park and
			Bowling green and large green space	
Christ's Pieces	CB1 1JW		and garden, public toilets	l



Stage 2 – The play space provision strategy is delivered through business intelligence (BI) reporting software. BI reporting allows the collation of all raw data to be brought into one single data set.

This new approach provides an interconnected platform (BI platform) that enables all data and information in the system to be connected in real time. This enables complete visibility and analysis of all and any metrics relating to Cambridge City Councils play space provision.

The purpose of the detailed BI reporting structure is to support and deliver informed decision making, strategic thinking and align all data in one dedicated environment in real-time. The one-stop shop environment for detailed insight, improved visibility and access to key data and metrics.

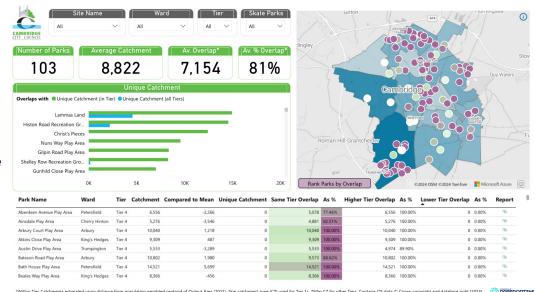
With a dedicated focus the production of a dynamic real-time business intelligence platform, the inclusion of forms module (data collection) consultancy support and a dynamic real-time platform will deliver streamlined reporting and data providing a comprehensive analysis through a customised platform to drive efficiencies and ensure Cambridge City Council are at the forefront of data and informed decision-making processes.

- The BI platform utilises the 2021 Census data for Cambridge to overlay the population and demographic information for each of the sites.
- The BI platform identifies specific age categories (under 4's, 5-9's, 10-15's and 16-19's). This allows the raw data for each site to be viewed in relation to how they serve each of these age categories.
- The BI platform identifies overlaps in provision and catchment area which enables strategic decisions to be made about future service delivery.

Cambridge City Council's BI platform provides unparalleled analytics from the identified data sources from top-down view of everything, through to the specific granularity of agreed metrics with a direct connection back into the core system to ensure all data is in real time.

All metrics gathered can be amalgamated and analysed within a bespoke BI reporting system. This provides insight and visibility of all metrics, data, information at a moment in time and over time.

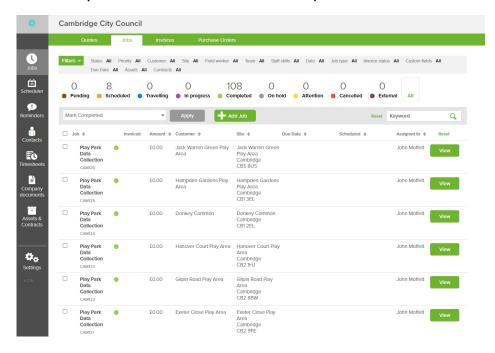
Correlated with targeted metrics the impacts of this integration of data can be visualised against statistical benchmarked data providing dive into data and insights (Investment, Population Trends, Rationalisation).





Stage 3 – Conducting site surveys. An assessment of all existing parks for quality, quantity of equipment and type of site.

The image below highlights the way in which information from the surveys was tracked by the Passport 365 platform to ensure that all data was then captured and collated into the BI report.



Each of the sites was visited and a report was completed. These reports are linked directly to the dashboard to enable the data to be accessed quickly. (A sample report from Nightingale Road is shown on this page). The reports highlight the type of equipment that is installed at each site and photos were taken to allow an assessment of quality / appropriateness of the play offer.



PASSPORT365



Page 1

Stage 4 - Creation of a tiered hierarchy / categorisation of the play space provision. This included the assessment of each site in terms of its size, equipment and also linked facilities.

In order to provide the strategic direction for the future provision of play parks, it is essential to categorise the existing portfolio of sites, as this will enable an assessment of need to be carried out.

To achieve this, the project team have created a tiered system and have assessed each of the sites using a strict criteria.

Other factors that influence site classification:

- Located close to a Skatepark.
- Located close to a BMX track.
- Located close to other sports provision, leisure centres, pitches etc.
- · Parking arrangements.
- Access arrangements.
- Located close to outdoor fitness equipment.

Tier	Description of Tier	
1	Multi-Site Hub Significant Play Provision Sustainable Urban Extension Heavily Populated Area	
2	Multi-Site Locations (Linked to other Sports / Leisure Provision Ancillary Facilities (Café, Toilets)	
3	Single / Dual Facility Location Some ancillary Facilities (e.g.: Country Park) No / Limited Sporting Facilities	
4 Single Site Location Play Park Only Parish / Town Council / Village Hal		



Stage 5 – Strategic assessment of need for the short, medium and long term for all sites. This establishes the strategically important sites that should be retained, which sites should be invested in and which sites should be considered for rationalisation/disposal. This stage includes identifying each site using a R/A/G rating.

Classifies the site as not strategically important.

Classifies the site as important but requires investment or maintenance.

Classifies the site as strategically important to future service delivery

Red - classifies the site as not strategically important. This classification has been made for a number of reasons including the following:

- The site significantly overlaps with other play parks in the local catchment area.
- The equipment is out of date and not considered to be appropriate to the community.
- The equipment offer is limited and therefore will not be used by the community.
- The equipment is not in good work order and requires significant repair or replacement.

Amber – classifies the site as important but requires either investment or maintenance to improve the offer. This classification has been made for a number of reasons including the following:

- The site overlaps with some of the other play parks in the local catchment area.
- The equipment offer is limited and therefore will not be used by the community frequently.
- The equipment requires maintenance and or replacement.
- The flooring could be improved to allow all year round usage.
- The play park has space to add more equipment to improve the offer.

Green – classifies the site as strategically important. This classification has been made for a number of reasons including the following:

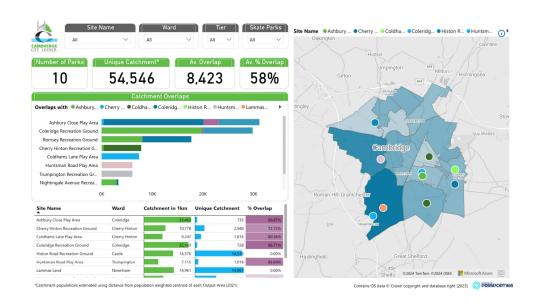
- The site does not overlap with other play parks in the local catchment area.
- The range of equipment and the offer is good and will be used by the community frequently.
- The equipment is new and or in good working order.
- The flooring is appropriate to allow all year round usage.
- The play park has recently been invested into by the Council.
- The play park is linked to a range of other important services.

By using the tiered approach, alongside the red/amber/green classification Stage 6 - Strategic Review. This stage focused on the identification of process, it is intended that the service is scrutinised to ensure that each play park is assessed as to contribution towards the overall service provided by Cambridge City Council. The current 103 sites are summarised in the table below:

Tier	Red	Amber	Green	Total
1	0	3	7	10
2	2	1	4	7
3	1	8	13	22
4	30	13	21	64
Total	33	25	45	103

the gaps in provision and also the potential for recommendations for site rationalisation. Once the BI dashboard was complete with all the raw data collated and the categorisation (and classification) of the sites was finalised in relation to quality and quantity of the provision, the team have then used the data to consider where new sites could be located and which sites should be recommended for re-purposing and in some cases closure.

The strategic review also assessed the level by which each site overlaps with others within the same catchment area.

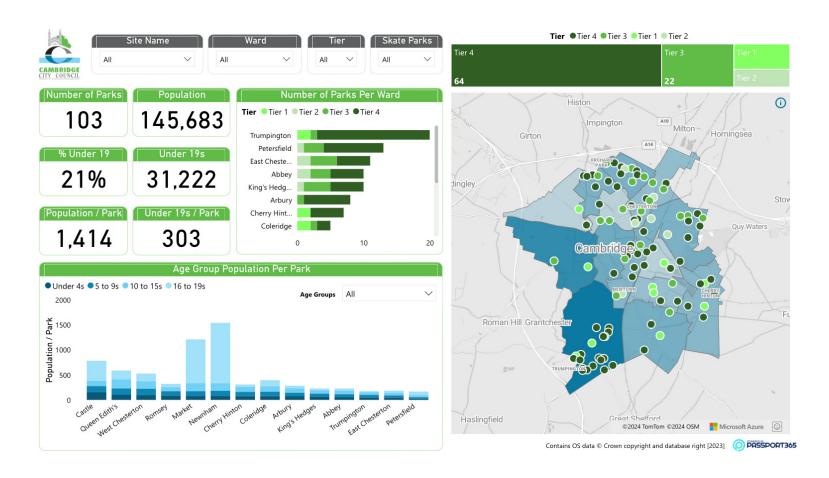


Stage 7 - The final stage is to publish the BI report and to create a supporting document. The combination of these two resources capture the results of all data analysis, site surveys, hierarchy/categorisation of the sites and the recommendations.

Section 7 - Existing Provision Audit

Existing Provision

There are currently 103 play spaces identified within the Cambridge City Council, which has increased from the previous strategic report (2016-2021) by 15 spaces. The existing provision is comprised of 103 play spaces and of these, 9 also have skate parks.





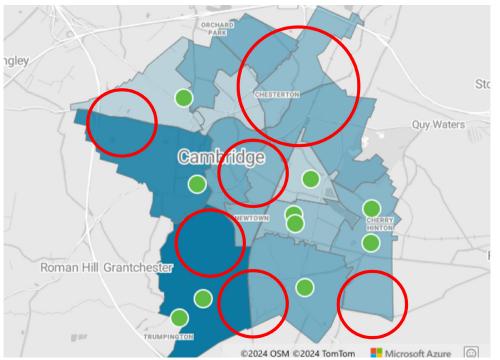
Section 7 – Existing Provision Audit

Management of the Play Space Provision

The play space provision will continue to be led and managed by Cambridge City Council.

Distribution of Play Space Provision

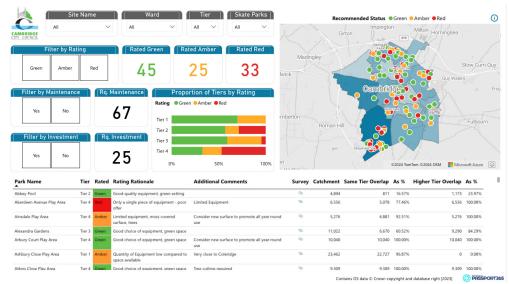
The play parks are distributed across the whole of the City, serving key are better served than others. For instance, there are less play parks in the North West of the City and the same is true for the central area. This maintenance programme. This process highlighted that 67 out of the 103 is caused through different land ownership, (principally University owned land) and through the presence of industrial areas.



Quality of Play Space Provision

The surveys provided an up to date and essential qualitative assessment of the play parks to support this review. The reports, that were produced following the surveys, ranked the play equipment as poor, fair or good standard when considering a number of factors, including physical condition and functionality.

neighbourhoods and communities. There are several areas of the City that The surveys and subsequent assessments identified if a play space needs (or would benefit from) investment or just needs to be included in a regular play spaces did not require any immediate investment. However, 25 of the play spaces were identified as needing some form of investment. Please refer to the Cambridge City Council BI platform to look at specific sites in detail.





Section 8 - Financial Considerations

The play space provision is considered an important part of the Cambridge City Council strategy to help support cohesion and social interaction amongst communities.

In order to provide a coherent way forward and roadmap to deliver the right solution for the city in relation to this service, it is important to consider a range of factors, some of which have direct and in-direct financial considerations.

- · The size and quantity of the existing sites.
- The location of the sites in relation to communities.
- How the services are accessed on foot / by car / public transport and how big is the catchment for each of the existing sites.
- The service cost of providing and maintaining the existing sites.
- The size of investment that is available to the service.
- The future cost of replacement equipment.

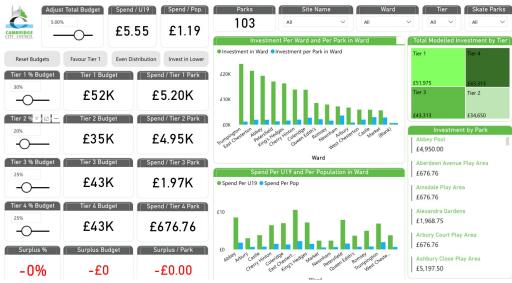
It was noted in the previous strategy (2016-2021) that the 88 public play areas had a revenue budget of £84,000 per annum for routine maintenance and a further £77,000 per annum was allocated for lifecycle replacement. This budget has since increased to £165,000. Therefore, the cost of maintaining each park is c£1,602 per annum.

With the cost of service in mind and in the backdrop of ever increasing pressure on Cambridge City Council budgets, it is important to understand if all 103 play parks are required in the future.

The key benefit of using a BI reporting tool is that this information can be kept in 'real time'. This allows for an assessment to be made at any point in the future without relying on out of date information.

The budget for each tier can be adjusted using the 'slider' and this automatically changes the apportionment of the total budget.







Section 9 - Conclusions and Recommendations

The key conclusions that can be drawn from this report are as follows:

- There are currently 103 play spaces across the City that provide a play space provision for a population of 145,683 people.
- 15% of the population is between the age of 0-16 (22,195 people).
- It currently costs Cambridge City Council c£1,602 per play space per year to maintain the provision.
- Following the implementation of a tiered, hierarchy approach to the segmentation of all play spaces, 10 were ranked as Tier 1, 7 as Tier 2, 22 as Tier 3 and 64 as Tier 4.
- Following the classification of the play spaces, 45 of the 103 were rated green (strategic important) 25 were rated amber (requires investment or additional maintenance) and 33 were rated red (not strategically important).
- It is clear, when investigating the catchment analysis for all tiers, that there are areas of the city that have significant overlaps in play provision.
- Through the overlaying of the tiered hierarchy and the classification processes, it became clear that there is an oversupply of Tier 4 sites, the majority of which are not considered strategically important (30 out of 33 red / Tier 4)
- It is not considered to be sustainable for Cambridge City Council to continue to manage 103 play parks.
- There are opportunities to improve the overall service through additional maintenance and investment.

The strategic expansion of play space offerings throughout the city has
the potential to stimulate the timely development of complementary
amenities in suitable locations, through the proposed tiered framework
this will support and inform decision making to classify forthcoming
facility provision and investment.

The report outlines a strategic approach for Cambridge City Council and its play space provision, offering insights and diverse options for delving into data.

Recommendation One - Implementation of BI Platform

The goal is to establish a cutting-edge system that not only meets the current project's requirements but also evolves continuously. This evolution involves the seamless addition and integration of more data sources in alignment with the specifications set by the Cambridge City Council, all facilitated through a licensed-based agreement.

The Passport365 BI platform stands out by providing unparalleled analytics derived from identified data sources. This spans a top-down overview of everything to the specific granularity of agreed-upon metrics. The system ensures real-time connectivity back into the core, allowing for a holistic view across the Cambridge City catchment, integrating aspects like sports, leisure, recreation, and cultural facilities with the existing Play Space Provision.

To maintain real-time data for the play space provision strategy, a licensing agreement with the Cambridge City Council is imperative. This involves obtaining a user license for each individual who requires access to the app and/or web application. This would be procured alongside an ongoing package to provide full access to the forms module, data capture, report creation, data analysis and real-time business intelligence reporting.



Section 9 - Conclusions and Recommendations

Recommendation Two - Investigate new surfaces

Explore the possibility of transitioning the play space surfaces in areas covered only by grass to versatile, year-round surfaces that can accommodate various activities. This adaptation would ensure that the recreational spaces remain functional and accessible throughout different seasons, enhancing the overall user experience.

Recommendation Three - Review maintenance regimes

Evaluate and implement a strategic tree-cutting regime within and around specific parks to mitigate potential risks such as slips and falls caused by uneven surfaces. By managing the vegetation effectively, you can create a safer environment for park visitors, addressing safety concerns associated holistic understanding of the play space provision and aid in strategic with the park's topography.

Recommendation Four - Review financial focus

Direct attention and financial resources towards parks that currently have limited equipment, aiming to diversify and enhance recreational offerings. A key short term recommendation is to urgently consider the importance Investing in additional amenities, play structures, and activity areas will contribute to a more inclusive and engaging park experience for the community; promoting physical activity and social interaction.

Recommendation Five - Implement a tiered structure

Implement a tiered structure for the play space provision, incorporating different tiers to streamline processes, enhance efficiency, and provide a more organised approach to the delivery of play spaces across the City. The tiered system will assist Cambridge City Council in making decisions on an ongoing basis.

Recommendation Six - Implement a regular reporting schedule

Establish a regular reporting schedule, encompassing quarterly, bi-annual, and annual intervals, ensuring that the data presented in dashboards is consistently updated. This practice will uphold the relevance and accuracy of information, facilitating informed decision-making at all levels.

Recommendation Seven - Integrate all maintenance reports

Integrate on-going maintenance reports and related data into the existing Cambridge City Council play space platform. By doing so, you can centralise all information, fostering a comprehensive view of both operational and maintenance aspects. This inclusion will contribute to a planning. This also allows Cambridge City Council to integrate other asset bases, such as sports and leisure and ground maintenance services.

Recommendation Eight - Consider the tier 4 / red play spaces

of retaining the tier 4 ranked sites that have been classified as red. 30 out of 33 sites have overlapping provision with other play spaces and in most cases do not offer a high standard of provision to the community.



