

◆ Dudley Play Service

Directorate of Children's Services,

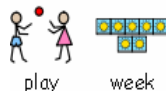
Sycamore Adventure, Sycamore Green, DY1 3QE.

Tel: 01384 813755 Web: www.sycamoreadventure.co.uk



Event Brief:

Between the 1st and the 5th of August 2011, Dudley Play Service, Children's services and partners delivered the third "Dudley Play Week". The week long event takes place annually to celebrate National Play Day which is celebrated across the country on the first Wednesday in August. This years Play Day theme was "stand up for play", encouraging adults to advocate for children's play.



Participants:

Dudley Play Week was delivered in partnership with statutory, voluntary and private sector organisations, maximising sharing of resources and enhancing choice for participants. This includes; Play Service, Sport & Physical Activity Team, Family Information Service, Park Rangers, Library Service, Dudley Museums Service, Youth Service, Children's Disability Team, Adult and Community Learning Team, Dudley Fostering Team, Dudley Zoo, Dudley PCT, NHS Health Trainer Service, Dudley Stop Smoking Service, Barnados, Little Hands Children's Centre, Olive Hill Children's Centre, Tenterfield's Children's Centre, Coseley Children's Centre, Queen Vic Children's Centre, Hob Green Children's Centre, Butterfly Children's Centre, Stourbridge Children's Centre, Quarry Bank Children's Centre, Wordsley Children's Centre, Peters Hill Children's Centre, Netherton Park Children's Centre, Kates Hill Children's Centre, Woodside Children's Centre, Bromley Pensnett Children's Centre, Kingswinford and Wall Heath Children's Centre, Cradely Play Nursery, West Midlands Police Department, Fire service, Provident Financial, Mencap, Dudley Canal Trust, Friends of Sycamore Adventure, Home Start, Nu-Era sports, Unltd, Adventure Unlimited, Road Safety Team, Ren Shin Kan and The Venue.



2004-2005
Transforming the School Workforce

Mark Wyatt Director of Children's Services

Events Location:

Dudley Play Week saw a day of activities taking place in each of the 5 Healthy Hub Parks. The schedule of events was as follows:

Date	Location	Township
1 st August 2011, 12pm – 4pm	Huntingtree Park – Halesowen	Halesowen
2 nd August 2011, 12pm – 4pm	Silver Jubilee Park – Coseley	Dudley North
3 rd August 2011, 12pm – 4pm	Mary Stevens Park – Stourbridge	Stourbridge
4 th August 2011, 12pm – 4pm	Netherton Park – Netherton	Dudley Central
5 th August 2011, 12pm – 4pm	The Dell & Fens Pool - Pensnet	Brierley Hill



Attendance:

2,000 children registered during the course of Play Week 2011, with their family members also joining in with the fun. This is more than twice the amount that attended Play Week 2010. The events saw an estimated 8,000 play hours delivered. The table below outlines attendance at the five events:

Park	Total	Boys	Girls	BME	Disability
Huntingtree	335	185	150	92	7
Silver Jubilee	454	255	199	29	12
Mary Stevens	661	331	330	64	38
Netherton	205	Awaiting further detail			
Dell	267		118	39	9
Events totals:	1922	741	797	224	66

Play Menu:

Thanks to partnership working and sharing of resources a varied menu of experiences were available at this years play week events including: games, sports, campfires, climbing wall, den building, crafts, story telling, tug of war, Aikido sessions, Sumo Wrestling, cheerleading, bunting making, animal handling, cooking sessions, food tasting, information stalls and much more!



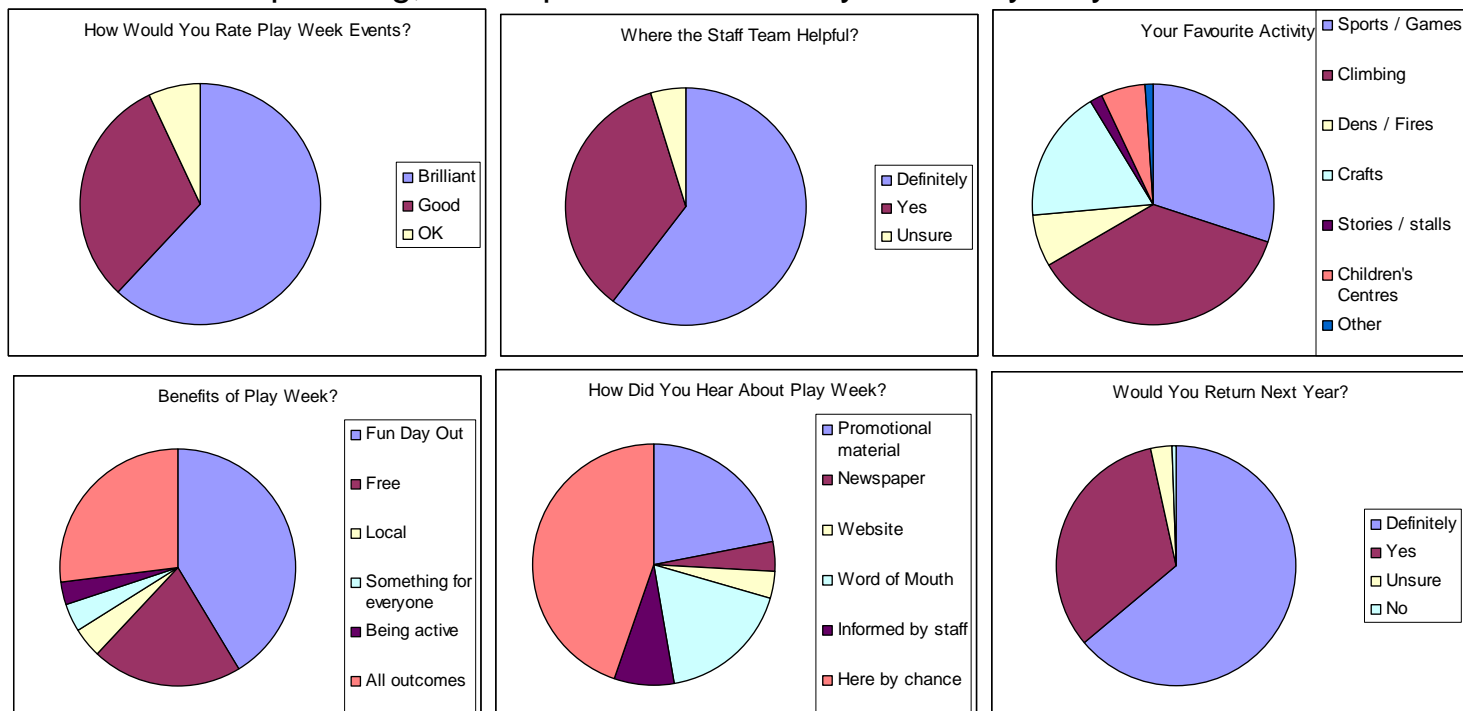
activities





Feedback:

An evaluation was completed by 10% of participants with extremely positive feedback received. All feedback received is being reviewed to support the future planning, development and delivery of Dudley Play Week:



Event Summary:

Play Week 2011 was a huge success with 2000 children and their families joining in with the free activities on offer. The event was delivered in partnership with a wide range of organisations, maximising sharing of resources and enhancing choice for participants. Evaluation proved that Play Week 2011 was a success and that the week long activity is becomes a valued annual event amongst families. Year on year, Play Week has grown in size (both delivery and attendance) and we aim to encourage further growth in the future. Play Week 2012 will take place between Monday the 29th of July and Friday the 3rd of August 2012, so come along and join in with the fun!



conclusion

