

REPORT OF THE CORPORATE DIRECTOR OF NEIGHBOURHOOD SERVICES

PARKLIFE 2007

1 SUMMARY

This report is to inform Area Committee of the annual Parklife 2007 events, which will run between 11.00am – 4.00pm and which have been scheduled to take place on:

- Friday 10th August 2007 at Broxtowe Country Park working in partnership with the Broxtowe Trust and Carnival.
- Thursday 23rd August 2007 at Melbourne Park, Aspley.

2 RECOMMENDATIONS

It is recommended that West Area Committee:-

- 2.1 approve to support Parklife 2007 for the West Area;
- 2.2 contribute a total of £6,000 funding, £3,000 for each respective Parklife event;
- 2.3 that the Corporate Director of Neighbourhood Services and the Services Director, Legal Services and Projects be authorised to place the orders necessary to implement the works

3 BACKGROUND

- 3.1 Parklife was introduced during summer 2004 as a replacement for the 'old and tired' sport and recreational outreach programmes. The initiative aimed to provide something new and engaging that would attract local residents to their local park or open space and participate in and learn more about sport, leisure and recreational opportunities. Five small Parklife events were held attracting over 2,000 local residents.
- 3.2 In 2005, the number of Parklife events increased to 11, covering every committee area and community participation rose to 8,000, with a further 3,000 people attending the joint Parklife event linked to the Regional Tour of Britain Cycle Event. In recognition of the city's health inequalities Parklife also teamed up with the 'Get Moving Nottingham' campaign and successfully promoted physical activity and health within the hearts of communities.
- 3.3 By 2006 Parklife was established as an exciting initiative that contributed to wider citywide priorities and local themes and brought together a multitude of partners in local neighbourhoods, who worked together promoting a wide range of information and services to local people in a positive and relaxed way. Parklife is now a recognised annual family community event and in 2006 encouraged 10,278 local

residents, families and young people to engage in a wide range of sport, leisure, health, cultural, art and most importantly, fun activities within their local park or recreational ground.

- 3.4 The events held in the West Area over the last two years have been the most successful throughout the whole city; 20% of total citywide Parklife participants, and over 3600 local people.
- 3.5 The joint event last year with Broxtowe Partnership Trust and the Carnival was very successful and had the highest attendance out of all 12 events; 1555 people of which 81% attendees were local residents with an NG8 postcode. Age ranged from Under 5 up to 50 plus, and 61% were young people under 16 years.
- 3.6 Melbourne Park was also introduced as a new venue in 2006, and was the most successful new event venue, attracting over 891 attendees, 82% of which were local residents with an NG8 postcode. 66% of attendees were under 16, and Melbourne Park also had the second highest percentage of 16-25 year olds (12%) attending the event.

4 PROPOSAL

Sport, Leisure and Parks will lead the events across the city during the summer and are requesting a financial contribution of £3,000 per event from each area to enhance these events further (£3,000 Broxtowe Country Park and £3,000 Melbourne Park). With contributions from each area we can expand the “model” of an existing successful event programme, provide more activities and initiatives and introduce additional key themes alongside health such as education, training, mentoring and employment, promoting the local jobs for local people action agenda. It will also ensure that all residents and neighbourhoods within the West Area will have access to high quality local Parklife events.

5 TIMESCALE FOR THE PROJECT

The scheduled dates for the events are:

- Friday 10th August 2007 at Broxtowe Country Park working in partnership with the Broxtowe Trust and Carnival.
- Thursday 23rd August 2007 at Melbourne Park, Aspley.

Sports Development is in the planning stage of project managing these events, with support from the local neighbourhood management teams and other partners.

6 FINANCIAL IMPLICATIONS

The £6,000 can be met by an equal contribution from the Aspley and Leen Valley uncommitted balances. The total uncommitted balance, not including the affect of other requests for allocation elsewhere on this agenda, stands currently as follows:-

Aspley	£25,712
Bilborough	£21,181
Leen Valley	£23,631
Total	£70,524

7 LEGAL IMPLICATIONS

None arising from this report

8 EQUALITY AND DIVERSITY IMPLICATIONS

West Area Committee aims to ensure that all its projects take into account issues of equal opportunity by ensuring that local residents are involved in the development and implementation of events where possible.

9 RISK MANAGEMENT ISSUES

Financial - Should the funding not be approved, the Parklife events will be reduced and may not make such an impact as planned in the West Area.

10 STRATEGIC PRIORITIES

West Area Committee actively aims to link its actions to Nottingham City Council's strategic priorities. Parklife incorporates and focuses on many of the citywide priorities and local themes within the Local Community Plan 2006-2009.

11 CRIME AND DISORDER ACT IMPLICATIONS

The report contributes towards the priorities against the crime and disorder act by providing diversionary activities and awareness information on crime prevention and community safety to the residents of the West Area.

12 VALUE FOR MONEY

The West Area aims, in developing projects, to make a valuable contribution to the Best Value Review process and to adhere to the Best Value principles. Sports Development is project managing this event within their existing resource time.

13 List of background papers other than published works or those disclosing confidential or exempt information

None

14 Published documents referred to in compiling this report

None

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