

Funding Service Development in Parks

Reading Parks

- The most used service people choose to use
- Widest demographic use
- Cheapest per visit service
- Long history but huge potential
- Service associated with local authority
- Landscape managers only

Why Active Parks

- Stretch target level of physical activity ni.8
- Vascular disease under 65yrs ni.121
- childhood obesity ni.44
- Positive Activity for 13 to 19yr olds
- Satisfaction with children's play ni 199
- Quality assured sports facilities

What is Active Parks

- Single park based
- Physical facilities
- Activity programme
- Network of sports and activity providers

Why Prospect Park?

- ASB and worse
- Low use
- Poor reputation
- No staff
- Declining business
- Limited revenue Budget
- Listed Landscape

Parks initial approach

- Commercial assessment of opportunities
- Section 106 availability
- Added Value of Developments
 - Staff
 - Policing
 - Increased use
 - Health benefits

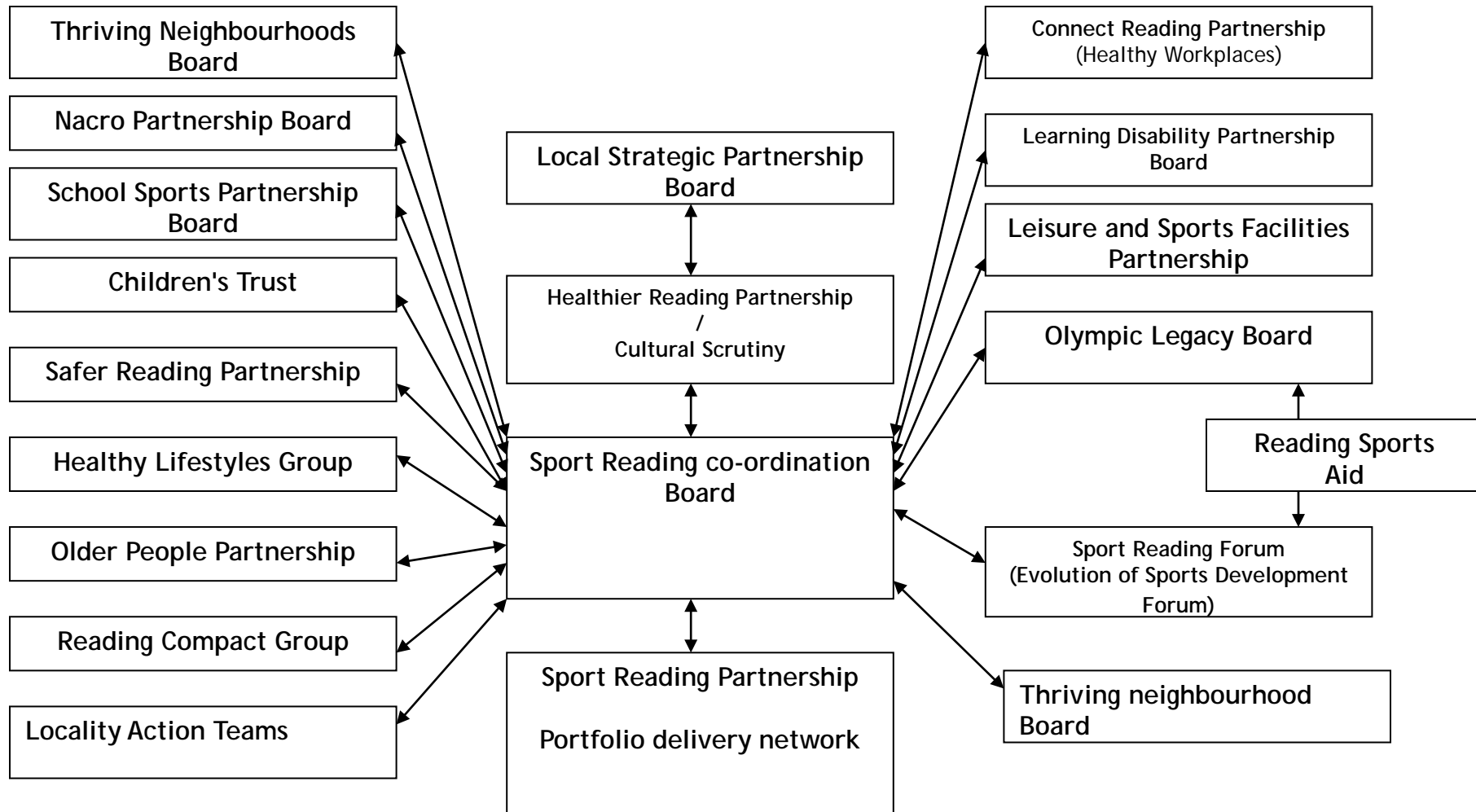
The Basic Facilities

- £700K
- 7 Artificial Courts
- Parks team office
- Staff presence evenings and weekends
- Associated landscape improvements

Revenue

- Pitch income : staff and running costs
- £85K Sport England Community programme over 3 years
 - 17 regular activities
 - Event programme
 - Play rangers
 - Road shows

Partnership structure



Other funded schemes

- Angling development
- Barclays spaces for sport
- Ecominds
- Playbuilder
- Tennis Hotspots
- Playbuilders
- Caversham Court Restoration HLF
- Football Foundation
- Probation supervision

Summary

- Position and value of Parks is key-linked Corp and LSP
- Cross sector approach and ownership-sharing resources and knowledge
- Capacity building in the 3rd sector will enhance your offer
- There is loads of money out there if we deliver
- Leisure is being seen to be able to deliver against everyone else's needs (as long as it increases participation!)
- Other LA departments or hosted LA partnerships have a lot of money!!!
- When you are investing capital into leisure stop and look what's out there to support your investment- Cap and Rev

Questions?

Contact Details

Ben Stanesby
Parks and Open Spaces Manager
Reading Borough Council

Tel: 01189015723

E-mail: Ben.Stanesby@reading.gov.uk