

Play in the Park Report

Monday 1st April 2024



Written by: Louise George

01 Background



We (Hartlepool Sport and The PFC Trust) wanted to create an event that would serve as a platform for clubs, groups and organisations within Hartlepool to meet people and showcase what they do best. The idea being that attendees would go on to become members and have somewhere to go and something to do on a regular basis, long after the event has ended.



The PFC Trust
Supporting people to
improve lives and life
chances

As Easter was upon us and likely that the chocolate consumption of families higher and activity levels lower than their usual norm, we decided to hold Play in the Park to encourage families to be more physically active in a series of fun activity tasters, old school games, natural play and an Easter trail.

On Monday 1st April 2024, from 12pm – 3pm at Seaton Park, we held our first Play in the Park event. We decided to hold it on a Bank Holiday so working families could attend and also give children and young adults something to do during the school holidays to deter them from turning to anti-social behaviour.

We also decided to hold Play in the Park in a different area of Hartlepool from our previous Pumpkins in the Park event so that we can continue to access as many families as possible in a town wide effort and continue to grow our impact.



You may be thinking what about the less 'sporty' children and young people, who are unlikely to join a sports club or group?

Well, Play in the Park was an opportunity to teach children and young people how to play by bringing in multi-generational engagement, in other words - having Grandad, Nanna, Auntie, Uncle, Mam or Dad teach them how to play a game they played when they were young.

From my experience, children are lacking in their ability to create their own games, possibly due to them spending more time indoors on electronic devices in isolation or with friends through a screen. Therefore, by teaching them more games, their repertoire grows, which they can draw on when screen time has ended, or they are bored and hopefully not resort to anti-social behaviour when they are outdoors.

Engagement & Impact 02

Pre Event

To promote Play in the Park, we took to social media and used the Hartlepool Sport Facebook page to publicise the event. In social media posts, we included a link to the Hartlepool Sport website (<https://www.hartlepoolsport.co.uk>) to allow participants to sign up to receive the trail map and sheet by registering their email address, stating the number of players in their party and having the option to opt out of being on the Hartlepool Sport mailing list.



We also created QR Code flyers, leaflets and posters that were distributed in and around the Seaton Ward as well as in surrounding schools so that participants without social media could open the camera app on their mobile device and point it at the QR Code, which then automatically directed them to the sign-up questions on the Hartlepool Sport website.

A total of 22 participants signed up to receive the Play in the Park map and trail sheet. However, this does not translate to a ratio of 1:1 as the highest number of players in a single party recorded was 5 and the lowest number of players in a single party recorded was 1. Therefore, we used an average of 1:3 (one email address, equates to 3 players - roughly one parent and two children as the national average of children per household is 1.9 according to the Office of National Statistics) to estimate that 66 players signed up pre-event to participate.

Wix Form Collections ?		
Collections automatically added whenever a Wix Form is added to a site.		
Activities On Prescription	Contact Us	Move Mania Data Capture
3 items	0 items	31 items
Play in the Park	Pumpkins In the Park	Registration
22 items	221 items	2 items

Post Event

On the afternoon of the event, we issued a total of 103 paper copies of the map and trail sheet. Therefore, by applying the principle of 1:3 as above, we can estimate that somewhere between 66-309 players took part on the day.



Unfortunately, the weather was typical of a Bank Holiday - cold and wet, but rather than postpone or cancel, we took the decision to go ahead despite many other events in the area such as Redcar Races and Middlesbrough Classic Car Show, opting to cancel or postpone.

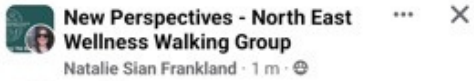
Ultimately, our belief is that anti-social behaviour does not stop when it rains. In fact, individuals prone to anti-social behaviour are likely to be out in all weathers because they have nothing else to do and no other options therefore the event would give them something free and fun to do.

However, it does beg the question of just how many more people we would have attracted had it been a glorious, sunny Bank Holiday.



It is also worth noting that Hartlepool as a whole was much quieter than usual, suggesting that many families took the opportunity to go on holiday over the Easter period with high foot traffic areas such as the promenade being oddly quiet.

03 Feedback



Fabulous afternoon in Seaton supporting Hartlepool Sport play in the park event 😊

Despite the weather there was a fantastic turn out again 😊



Hartlepool Sport

Love Comment Send

The feedback we received from the attendees was overwhelmingly positive. Despite, the weather putting a bit of a dampener on the day.

“Such a fab event even in the rain. Thank you Hartlepool Sport” - Gemma Louise

“We had a great time, thank you!” - Michelle Louise

“I’m glad we came along and checked it out, it was much better than paying for mini golf” - Overheard conversation between family members.

A video round up of the event can be found on the Hartlepool Sport Facebook page.



We've popped down to Seaton Park this afternoon for Hartlepool Sport play in the park!

They are here till 3pm with lots of free activities and an Easter egg trail!

You can try rugby, axe throwing, basketball, floor is lava and more.....



Like Comment Share

38

Little SCRUFs Rugby Seaton Carew 6h · 🌐

Great to be involved. A decent little advertisement for our coaches sponsor [Moulds and Studs](#) as well 😊

Hartlepool Sport 7h · 🌐

🐾🐾🐾 Play in the Park 🐾🐾🐾

Thank you so much to those that braved the cold and joined us for Play in the Park on M... See more



👍❤️ 2 44 views

👍 Like 🗨 Comment 📄 Send ➦ Share

Hartlepool Sport was live. Published by Louz George · 1 April at 12:46 · 🌐

Play in the Park is still on we can't wait to see you all

👍❤️ 6 2 435 👁

View more video insights

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Comments Hide

Most relevant ▾

Huskies Basketball 📌

Hartlepool Sport great event today ... weather held up and everyone had a great time .

3 w Love Reply Hide 🔒

Alison White

Kirsty for Henry to go around x

3 w Like Reply Hide



Twig Towers

Build a tall tower using twigs.



Floor is Lava

Use tree cookies to create a safe path from one side of the garden to the other.

Little SCRUFs Rugby Seaton Carew

Was great to see interest in the Rugby, just a shame about the weather

1h Like Reply 🔒



Exit Strategy and Future 04

In my opinion, one of the biggest successes of the afternoon was to learn that some of the attendees have since gone on to become members of sports clubs, which otherwise they would not have had the chance to experience.

One mother told me that her daughter had never expressed an interest in basketball before the event, but spent the afternoon shooting hoops without so much as a glance in her direction as she did so.



Another success proved to be the network potential for clubs, groups and organisations to build working relationships with like-minded individuals and look for opportunities for future collaborative working.

A volunteer sent me the following message after the event -

“Great opportunity for families to test new sports and have some time together and have fun. Even better that I’ve been able to liaise and make contacts with different partners which can potentially create a fantastic partnership moving forward for me and the people I support at community integrated care.”



Furthermore, the majority of clubs, groups and organisations that were involved have enthusiastically expressed an interest in doing something similar in the summer when the weather is better.

05 Special Mentions



Hartlepool Sport and The PFC Trust would like to thank all of the clubs, groups and organisations that took part in Play in the Park. We could not have done it without all their effort and hard work.



We would like to thank:

- Sensory Spot C.I.C
- Little SCRUFs Rugby Seaton Carew
- Huskies Basketball Club
- New Perspectives - North East Wellness Walking Group
- Cycling Without Age Stockton On Tees Chapter
- Lilyanne's Wellbeing Café
- Hartlepool Big Town Tidy Up
- Hartlepool Family Hub Panel
- Kino Sport



We would also like to thank Steve Turner Cleveland Police and Crime Commissioner and the Office of the Police and Crime Commissioner for Cleveland for choosing to support our project by including us in the Spring Activity Fund.



Hartlepool Family Hub Panel

Thank you for the invitation, we had a great time!

2 w Love Reply Hide



The Sensory Spot C.I.C

So glad it went well. Would loved to have been there myself. X

2 w Love Reply Hide



Victoria Jane

Great video! Well done to all involved X

2 w Love Reply Hide