

Pumpkins in the Park Report 2024

Thursday 31st October 2024

01 Background



Off the back of last year's success, we wanted to bring Pumpkins in the Park back, bigger and better for 2024!

Sports clubs, groups and organisations were again invited to participate in a pumpkin carving competition with their pumpkins forming a trail around the park for families to complete and vote for their favourite design.



Grants were awarded to sports clubs, groups and organisations, whose pumpkins placed first, second and third. With grants being invested back into the community and impacting even more people.

Pumpkins in the Park 2024 was held on Thursday 31st October, 5pm – 7pm at the Headland Town Moor Playground at a time that would typically see a rise in anti-social behaviour, particularly during the school holidays in an area of Hartlepool with the highest level of anti-social behaviour according to Local Insight Tool and Police UK data with a value of 57.0 (Anti-social behaviour 12 month total - rate per 1,000 per population).

Hartlepool Sport believe that activity and sport can have powerful positive, transformative effects not only for mental and physical health, but also in the reduction of anti-social behaviour.

By serving as a free, fun platform for sports clubs, groups and organisations, the event was an opportunity for coaches and members to meet people and showcase what they do and why it is great to be a part of their community.

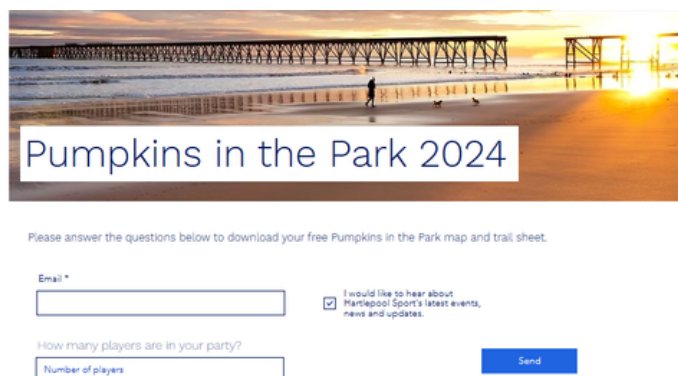
Linking up in this way, enabled clubs, groups and organisations to increase their reach thus increasing the likelihood of them attracting new members and giving more people something to do and somewhere to go regularly, not just for Halloween.



Engagement & Impact 02

Pre Event

To promote Pumpkins in the Park 2024, 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 - 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 Headland and Harbour Ward to local businesses, schools and other partners 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 88 participants (309 - 221) signed up to receive the Pumpkins in the Park 2024 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 8 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 264 players signed up pre-event to participate.

Activities On Prescription 14 items	Contact Us 0 items	Move Mania Data Capture 34 items
Play in the Park 22 items	Pumpkins In the Park 2024 309 items	Registration 2 items

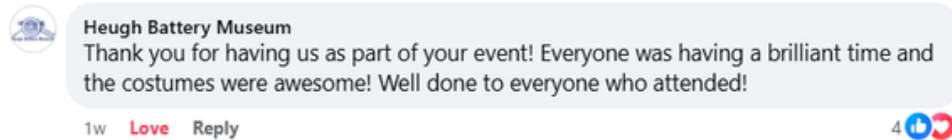
Post Event



On the evening of the event, we issued a total of 70 paper copies of the map and trail sheet. Therefore, by applying the principle of 1:3 as above, we can estimate that somewhere between 210-264 players took part.

A physical headcount of 233+ was also taken on the night, which supports these figures.

Diane Stephens manager of The Heugh Battery Museum – the UK's only First World War battlefield site, who had agreed to open Poppy Tea Rooms especially for the event, confirmed that 57 people came into the tea rooms and made a purchase while many others wandered in to use the toilets or to sit down and warm up in the huts.



This year, Councillor Quewone Bailey-Fleet of Rossmere Ward, reached out to Hartlepool Sport as she also wanted to run free, Halloween activities for families around Rossmere Park.

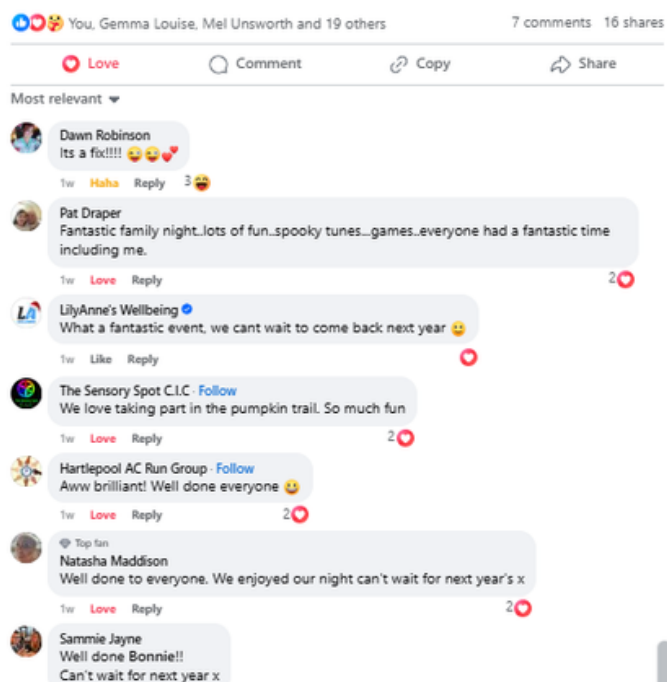
We provided Councillor Quewone Bailey-Fleet with her own version of the Imposter Trail, which she set up and ran with her team of volunteers around Rossmere Park, from 4pm - 6pm on the same evening with a total of 200+ players taking part.

Bringing the total number of players across both sites to 433+



While we were involved, Councillor Quewone Bailey-Fleet created a local partnership including, a local café and petrol station to extend this activity to Rossmere residents, proving the model that businesses and community organisations can be a force for social good.

03 Feedback



The feedback we received from attendees was overwhelmingly positive. The highlight was certainly the 360 photo booth with many families commenting that the event had ‘far exceeded their expectations’.

“Fantastic event! We had a great time, so much so we didn’t take any photos. We will be back next year!” - Mel

“Absolutely brilliant ! Will definitely be coming next year ! Kids loved it !” - Rachel

“Absolutely brilliant! Didn’t even know it was on and turned out to be a very fun surprise! We all loved it and definitely can’t wait to come again next year!” - Kristen

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



Sarah Parker Admin All-star contributor · 7 November at 09:42 · 🌐

<https://fb.watch/vih76fPPJ/>

Thanks to Hartlepool Sport for organising this great event! And to the wonderful winners of the Pumpkin Trail - great work 🍂 You might catch a glimpse of our new recruit, Darcey, gloriously wearing a traffic cone and dancing in this video of the event!



Kim Lawson Well done everyone involved, great event!
2w Like Reply

Amber Jukes Absolutely fantastic tonight! Way better than I was expecting, can't wait for next year, Thank you 🍂🍂
2w Love Reply

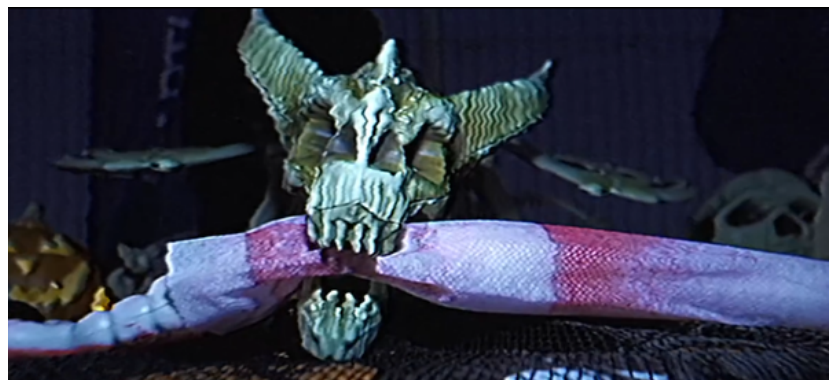


Hartlepool AC Run Group 31 October at 17:10 · 🌐
Hartlepool Sport's pumpkins in the park trail on the headland, pop along and see us and our skeleton mascot 🍂🍂🍂🍂
(Playground just near to the Heugh museum)

Top fan
Natasha Maddison My two boys loved it all the pumpkins were fab. Plus everyone who dressed up for the night were amazing. Fingers crossed it returns next year.



1w Love Reply 4 🍂🍂🍂🍂



Pets4People Thank you for having us, you put so much effort into a great event. Was nice to see such a turnout and looking forward to being back next year 🍂🍂

1w Love Reply Edited 3 🍂🍂

Victoria Ward Community Engagement The kids from Geek Retreats SEN night really enjoyed carving their pumpkins, glad you had a good night. Thank you. 🍂🍂

1w Love Reply Edited 2 🍂

Exit Strategy and Future 04

The event was a resounding success, proving bigger and better than last year with more sports clubs, groups and organisations getting involved, an even spookier atmosphere with the addition of extra lighting and the WOW Factor of the 360 photo booth capturing precious Halloween memories.

Two of the biggest successes to come from the event were:

Firstly, a young boy had arrived during set up (about 3pm) and was shooting hoops on the basketball court. After speaking to the boy, he told us he had previously attended our Urban Sport & Urban Play session over summer and since learning of the basketball court, came to practice regularly. It turns out, the boy had come along that afternoon to meet the Huskies Basketball coaches as he had seen on social media that they were involved and wanted to find out more about the club with a look to joining.



This highlights the need for community events like Urban Sport & Urban Play and Pumpkins in the Park and their ability to activate and open up green spaces. Paired with collaborative and partnership working with local clubs, groups and organisations, these become powerful platforms to introduce more adults and young people to activity and sporting communities right on their doorstep allowing them to see for themselves, why it is to their benefit to be a part of it. This is so important as it gives people something to do and somewhere to go regularly, not just for the day, while having a positive impact on health, wellbeing and anti-social behaviour.





Councillor Quewone Bailey-Fleet - Rossmere ward is at Rossmere Park.

31 October at 20:53 · Hartlepool · 🌐

🍂 WOW, Rossmere – you absolutely smashed it!

Our Spooky Trail was a massive success, with a turnout that far exceeded all expectations! Seeing the joy on the children's faces as they explored the trail and collected treats was priceless.

A huge congratulations to our Best Costume winner – the terrifying Scary Nun! 🏆

This incredible event wouldn't have been possible without the support of our fantastic community and generous sponsors:

- [The PFC Trust & Hartlepool Sport](#) for providing the trail sheets
- [Hartlepool Service Station](#) for the delicious food and refreshments
- [The Rossmere Park Cafe](#) for hosting and bringing everyone together
- Our dedicated volunteers [Councillor Tom Feeney - Rossmere Ward Councillor Rachel Creevy](#) [Councillor Gary Allen - Victoria Ward Councillor Corinne Male - Burn Valley ward](#)
- And, of course, our amazing residents who donated sweets and decorations!

Couldn't be prouder of Rossmere! The turnout and community spirit made this Halloween truly unforgettable. 🍂

Mark my words: next year is going to be even BIGGER and SPOOKIER! 🍂

Secondly, Councillor Quewone Bailey-Fleet's willingness to collaborate with Hartlepool Sport demonstrated that it is possible to run two events at the same time, at two different locations across Hartlepool.

It is hoped that next year, more councillors will follow suit and work with us to run their own trails to deter anti-social behaviour across their wards, especially in those that reported cases of anti-social behaviour this year.

Furthermore, the pumpkin carving winners as voted for by members of the public on the night were:

1st place - Sensory Spot C.I.C

2nd place - Hartlepool Athletics Club

3rd place - LilyAnne's Wellbeing Café

Each received a grant to invest in their delivery, equipment or provision, therefore putting money back into the community and continuing to impact even more people.

Next year, we will return with Pumpkins in the Park 2025 and will continue to build on the success of previous years so every year, we return bigger and 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 Pumpkins 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
- Hartlepool Athletics Club
- Hartlepool Wadokai
- Dawn Robinson and Hartlepool Community Trust
- Geek Retreat Hartlepool
- Play Out Hartlepool
- Pets 4 People
- Hartlepool Big Town Tidy Up
- Street Games
- Huskies Basketball
- LilyAnne's Wellbeing Café
- Active Hartlepool



We would also like to give special thanks to:

- Chris Corkin and B.B.O.B for putting the floodlights on for us.
- Councillor Michael Jorgeson - De Bruce Ward with his help in transporting, unloading and loading the tables needed for the event.
- Diane Stephens and Heugh Battery Museum for opening Poppy Tea Rooms and allowing us to use their toilets.
- Matt Storey - 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 Autumn Activity Fund.





Written by: Louise George and the Hartlepool Sport Team.