



CHESHAM MULTI-SITE REFURBISHMENT

CLIENT: CHESHAM TOWN COUNCIL . ADDRESS: LOWNDES PARK, MOOR ROAD & MARSTEN FIELD
. BUDGET: £150,000 OVER 2 YEARS . AGE RANGE: 12-13 YEARS

CHALLENGE

CHESHAM TOWN COUNCIL DEVELOPED A PLAY STRATEGY IN 2008 WHICH PRIORITISED THE REFURBISHMENT OF A NUMBER OF PLAY AREAS IN THE TOWN. THE EXISTING RUN DOWN PARKS DID LITTLE TO EXCITE AND CHALLENGE CHILDREN AND NEEDED MODERNISATION. CHESHAM WANTED TO PARTNER WITH AN EXPERIENCED PLAY PROVIDER WHO COULD OFFER MORE STIMULATING SOLUTIONS AND CONSULTATION SERVICES. THEY ALSO WANTED EACH PLAY AREA TO HAVE ITS OWN IDENTITY AND TO INCLUDE INCLUSIVE PLAY PRODUCTS FOR CHILDREN OF ALL ABILITIES.

SOLUTION

IN 2009 AND 2010 PROLUDIC WERE CHOSEN TO REJUVENATE THREE OF THEIR PLAY AREAS ACROSS THE TOWN, EACH WITH GREAT SUCCESS. EACH PARK CONTAINS KEY ITEMS OF PLAY EQUIPMENT PROMOTING INCLUSIVE AND IMAGINATIVE PLAY AND HAS TAKEN ON BOARD ALL THE COMMENTS FROM THE CONSULTATION EVENTS WE RAN. CRUCIALLY EACH AREA HAS A DIFFERENT LOOK AND FEEL, GIVING GREATER DEPTH OF EQUIPMENT ACROSS THE TOWN. FOLLOWING THE POSITIVE INSTALLATIONS OF THESE PROJECTS-CHESHAM TOWN COUNCIL HAS CONTINUED TO WORK WITH PROLUDIC ON FUTURE PLAY AREAS.

CLIENT RESPONSE

'I THINK ITS WONDERFUL BECAUSE THE CHILDREN SAY ITS GREAT. IT'S WONDERFUL TO SEE THEM ENJOYING IT. MOOR ROAD HAS HAD NOTHING BUT PRAISE. IF YOU GO PAST IT BETWEEN 4 AND 6 IT'S PACKED WITH CHILDREN'.

COUNCILLOR JANE BRAMWELL, CHESHAM TOWN MAYOR



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