



WESTFIELD PARK

CLIENT: RB OF KENSINGTON & CHELSEA . ADDRESS: UVERDALE ROAD, LONDON, SW10 .
BUDGET: £250,000 . AGE RANGE: ALL AGES & ABILITIES

CHALLENGE

IN KEEPING WITH THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA'S PLAY STRATEGY, THE EQUIPMENT CHOSEN NEEDED TO BE EXCITING AND CHALLENGING BUT ALSO PROVIDE A SAFE PLACE FOR CHILDREN TO PLAY.

FROM THE CONSULTATIONS HELD WITH STAFF AND PARENTS FROM CHEYNE CHILDREN'S CENTRE WE ALSO KNEW PEOPLE WANTED MORE FACILITIES FOR CHILDREN WITH DISABILITIES AND ALSO INCREASED PLAY PROVISION FOR OLDER CHILDREN.

SOLUTION

PROLUDIC AS THE CHOSEN PARTNER FOR THE PROJECT DECIDED THE BEST SOLUTION WOULD BE TO SPLIT THE PLAY AREA INTO THREE DISTINCT ZONES AND THEMES. EACH THEME WOULD REPRESENT AN AGE RANGE THAT THE AREA WAS SEEKING TO TARGET. TREASURE ISLAND WAS A SAND PLAY AREA AIMED AT YOUNGER CHILDREN, BEACHFRONT WAS ALSO AIMED AT THE TODDLER AGE RANGE BUT WITH MORE MOVEMENT BASED PIECES AND FINALLY OASIS WAS FOR JUNIORS TO TEENAGERS, INCORPORATING MORE DYNAMIC AND SPORTS FOCUSED EQUIPMENT.

INSTALLED IN 2008, THE RESULT IS A HIGH SPECIFICATION PLAY AREA WHICH IS VERY POPULAR IN THE HEART OF THE BOROUGH.

CLIENT RESPONSE

'I HOPE THAT EVERYONE WILL AGREE THAT THE NEW CHILDREN'S AREA IS A REAL IMPROVEMENT ON WHAT WAS THERE BEFORE.'

NICHOLAS PAGET BROWN, COUNCILLOR



WESTFIELD PARK



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