

BRINGING THE SEASIDE TO THE MIDLANDS



ARDEN HALL, CASTLE BROMWICH

Client:	Castle Bromwich Parish Council
Address:	Water Orton Road, Birmingham, B36 9PB
Budget:	£190,000
Age Range:	Juniors, Toddlers
Ranges:	Keo, Traditional, Dynamic, Educational and Sensory, Inclusive
Surfacing:	Rubber mulch, Wetpour

Project Story: Castle Bromwich Parish Council sought to revamp the Arden Hall Toddler and Junior Play Area to create an engaging, safe, and inclusive environment for children of all ages. The project was procured through Michael Carter, an external agency, which shortlisted Proludic alongside Hags. Proludic was chosen based on its ability to offer a wide range of play values, an engaging and thematically enriched design for toddlers, and versatile equipment suitable for various age groups. The primary objective was to transform the space into a destination that would appeal to both younger children and older kids while fostering inclusivity.

The project aimed to completely overhaul the existing play area, incorporating elements that would appeal to both toddlers and junior-age children. The transformation focused on maximizing the potential of the site to offer age-appropriate, challenging, and stimulating play experiences.



I'm proud of the revitalised space at Arden Hall Play Area. Despite challenges, we delivered on time and within budget. The seaside theme and inclusive design have been well-received by local families, making a real impact on the community. >>

Tom Cooper
Regional Manager
Proludic Ltd



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The toddler space was designed with vibrant, thematic elements, while the junior area provided equipment that balanced fun with developmental challenges. The theme for the toddler area was inspired by the seaside, bringing a playful coastal atmosphere to the heart of the Midlands. The site's opening was a success, drawing families and creating a sense of excitement within the community.



Solutions Provided

Proludic successfully brought the seaside theme to life in the toddler area, incorporating tactile and sensory elements to enhance engagement for younger children. The junior area was designed to be equally captivating, offering a blend of fun and challenge. Key elements like the 4m Dynamic Kayop and the Keo Shipwreck provided both interactive play and physical challenges, creating a stimulating environment for kids of various ages.

Despite the project being phased into two distinct stages, Proludic met the challenge of delivering both phases on time and within budget, resulting in a high-quality and successful final product.

Key Features

4m Dynamic Kayop: The first of its kind in the A6 region, this unique play element provided a dynamic and exciting experience for children.

Keo Shipwreck: A feature that complemented the seaside theme, offering imaginative play opportunities while promoting physical activity.

Inclusive Equipment: The play area was designed with inclusivity in mind, incorporating a variety of swings and tactile features to cater to children of different abilities.



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Durable Materials: Metal structures were used for their durability and longevity, ensuring the equipment could withstand high levels of use.



Challenges

One of the significant challenges in this project was the need to phase the work into two separate stages. Despite this, Proludic was able to manage the dual-phase approach effectively and deliver an excellent result within the agreed budget. The careful coordination and planning ensured minimal disruption to the local community while maximizing the impact of the revamped play area.

Conclusion

The Arden Hall Toddler and Junior Play Area revamp successfully transformed a community space into an engaging and inclusive destination for children of all ages. With careful planning, creative design, and a strong focus on safety and accessibility, Proludic delivered a high-quality, on-time, and on-budget solution that exceeded expectations.

The positive response from local families highlights the project's impact, and the vibrant seaside theme continues to bring joy to the Castle Bromwich community. This project serves as a prime example of Proludic's commitment to creating innovative, age-appropriate play environments.



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