

## TRANSFORMATIVE PLAY HAS ARRIVED IN IRTHLINGBOROUGH!



### LES O'DELL PLAY PARK, IRTHLINGBOROUGH

|                   |                                                              |
|-------------------|--------------------------------------------------------------|
| <b>Client:</b>    | Irthlingborough Town Council                                 |
| <b>Address:</b>   | Allen Road, Wellingborough,<br>NN9 5QX                       |
| <b>Budget:</b>    | £55,000                                                      |
| <b>Age Range:</b> | Toddler, Junior                                              |
| <b>Ranges:</b>    | Diabolo, Dynamic, Educational<br>& Sensory play, Traditional |
| <b>Surfacing:</b> | Wetpour                                                      |

**Project Story:** Irthlingborough Town Council, located near Wellingborough, faced a challenge with the Les O'Dell Play Area, which had long been plagued by high levels of anti-social behaviour and misuse over the years. Seeking a solution to revitalise the space and create a safer environment for the community, the council decided to collaborate with Proludic, a renowned play equipment manufacturer known for their durable solutions around such behaviour.

The anti-social behaviour that had taken place on the site over the years had not only led to more frequent maintenance requirements but also created a negative perception of the area among residents. The council recognised the need to address these challenges to create a positive and inviting community space that would promote play, recreation, and social interaction.

“ This play area had been plagued by high levels of anti-social behaviour and misuse in the past. It was also much in need of a refurbishment and Proludic were happy to install durable and innovative play equipment that the community could reengage with and the children could now enjoy. ”

**Annabel Brown**  
Area Manager - Proludic



Proludic's design team collaborated closely with Irthlingborough Town Council to create a inspirational play area design that addressed the identified challenges and aligned with the council's objectives. The design therefore included a variety of predominately metal play structures (**J38108**) catering to different age groups, ensuring inclusivity and engagement (**J853**) for all members of the community.



Following this successful collaboration between Irthlingborough Town Council and Proludic which resulted in the transformation of the Les O'Dell Play Area from a site of anti-social behaviour and misuse to a vibrant, inclusive, and safe community space. Proludic's commitment to durable and innovative play equipment, combined with the council's dedication to community wellbeing has potentially created a model for addressing similar challenges in other such urban environments. The revitalised play area now stands out as a testament to the positive impact that well-designed public spaces can have on communities.

