

A SUCCESSFUL PARTNERSHIP IN PLAY AREA DEVELOPMENT WITH DACORUM BOROUGH COUNCIL



WOODHALL FARM & APSLEY LOCK, HEMEL HEMPSTEAD

- Client:** Dacorum Borough Council
- Address:** Arkley Road, Hemel Hempstead, HP2 7JT
- Budget:** £230,000
- Age Range:** Families, Junior, Teen
- Ranges:** Bespoke, Traditional, Balancing and Climbing, Dynamic
- Surfacing:** Wetpour, Sand, Loose fill

Project Story: Dacorum Borough Council has made significant investments in revitalising its play areas, focusing on creating inclusive, durable, and engaging spaces for children and families.

Proludic was selected as a key partner in this initiative, tasked with revamping play areas in Apsley Lock and Woodhall Farm. The choice of Proludic was based on several factors, chief among them being the company's ability to deliver bespoke, imaginative, and inclusive play area designs that offered the "wow factor." These designs incorporated a variety of play experiences for children of all ages and abilities, while also reflecting the local heritage through custom-made equipment. Other important considerations included the durability of the equipment and the ongoing support provided throughout the lifespan of the play areas.



Proludic made the whole process very easy, building a fantastic work relationship with us from the beginning and have gone above and beyond to deliver two bespoke, showpiece play areas.



Rob Cassidy
Parks and Open Spaces Officer
Dacorum Borough Council



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The Success of Apsley Lock and Woodhall Farm

At Apsley Lock, Proludic designed a play area inspired by the area's rich local heritage. Situated along the Grand Union Canal, the design features a bespoke canal boat named 'The Dickinson', honouring the historic John Dickinson paper mill. This unique element, combined with inclusive features such as ground trampolines and sensory equipment, exemplifies Proludic's ability to blend creativity, local context, and inclusive design.

The Woodhall Farm project introduced a striking 4-metre-high, castle-themed Robinia tower, a custom-built focal point exclusive to Dacorum Borough Council. The tower encourages imaginative play and exploration, while the surrounding equipment, chosen to integrate seamlessly with the natural landscape, offers a diverse range of play opportunities for children of all abilities.

Click here
to watch the
Flythrough!



Woodhall Farm, Hemel Hempstead

Both sites have been highly successful, not only for their creative designs and inclusivity but also for their ability to engage the local community and provide a safe, enjoyable environment for children to explore and play.

Due to the success of the Apsley Lock and Woodhall Farm play areas, Dacorum Borough Council has entrusted Proludic with two additional large projects at Durrants Hill and Warners End. With a combined budget of £300,000, these new play areas will continue the council's commitment to delivering high-quality, engaging play spaces.

Strong Partnership and Successful Delivery

A key element in the successful collaboration between Proludic and Dacorum Borough Council has been our shared commitment to creating high-quality, accessible play areas. This partnership has been characterised by:



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- **Strong Communication:** Weekly meetings between Proludic's project manager and the council ensured that any challenges were addressed promptly, keeping the project on track at all times. This open communication was crucial in maintaining a strong relationship and ensuring all expectations were met.
- **Experienced Contractors:** Proludic's installation teams are highly experienced, ensuring that each project was delivered to the highest standards. Our expertise and attention to detail meant the council could trust us to execute their vision with precision.
- **Meeting Deadlines:** While other manufacturers working on Dacorum's play area projects faced delays, Proludic was the only company to successfully meet the council's deadline, ensuring that both Apsley Lock and Woodhall Farm were ready in time for the summer holidays. This reliability was a key factor in the council awarding us the additional projects at Durrants Hill and Warners End.



Apsley Lock, Hemel Hempstead

Proludic's involvement in the Apsley Lock and Woodhall Farm projects has demonstrated our ability to deliver high-quality, thoughtfully designed play areas that meet both the practical and creative needs of our clients. By maintaining clear communication and efficiently managing the project timelines, we were able to meet the council's expectations and ensure the play areas were ready for the community in time for the summer holidays.

