

Report to: Charity Committee

Date of Meeting: 19th March 2018

Report Title: Pelham Beach - Family Play and Sports Activity Hub Proposal

Report By: Victoria Conheady
Assistant Director, Regeneration and Culture

Purpose of Report

To outline a proposal to The Foreshore Trust that it financially supports a pilot beach play and sports project.

This report outlines this proposal, namely that the Play Hastings and Active Hastings Team be funded to operate a Beach Play and Sport Service forming a community hub, utilising the old Life Guard Hut , Pelham Beach.

Recommendation(s)

- 1. That the trust consider the proposal to extend a Play and Active Hastings service to Pelham Beach**
- 2. Give delegated authority to the Assistant Director, Regeneration and Culture, or her nominee, in consultation with the Chair of the Charity Committee, to explore the usage of the old life guard hut (currently within the RNLI sublease but they no longer require use)**
- 3. That the trust fund a short term pilot 'Play and Sports Hub' project for 2018, amounting to £24,900.**

Reasons for Recommendations

The charity's objective is to hold and maintain the charity's land for the common use, benefit and enjoyment of all Her Majesty's subjects and of the public for the time being for ever;

Since the RNLI was awarded the lifeguard contract the old life guard hut, situated on Pelham beach has been redundant. This proposal recommends utilising this asset and delivering a robust play and leisure offer, which is accessible to Hastings residents and visitors. The RNLI are agreeable to this proposed new short term usage.

Provision of staffed play and sports activities will enhance the available low cost or free inclusive family activity available on the Seafront. The central location of the Play and Sports hub ensures the resource is considered of benefit to families across the Borough and to our all our visitors. Community groups will be invited to partner once the Hub is up and running.

A pilot project running for the duration of the 2018 season will allow the charity to assess the impact this pilot has had and enable the potential of a permanent scheme to be brought to the trust in qtr4 of 18/19 for consideration, subject to identifying funding sources.

Introduction

1. The borough Play Strategy's vision is for Hastings and St. Leonards to be a place where all children and young people enjoy their right to play. Play is an essential part of a happy, healthy childhood. It builds the foundation for positive mental wellbeing and develops resilience skills, emotional, social, intellectual, creative and physical growth.
2. Working in partnership with the Foreshore Trust we have previously delivered a number of projects and schemes improving the Seafront play experience for every child and young person in Hastings and St. Leonards. This new proposal will increase the quality of lives of our local residents, support the advancement of citizenship and support the Blue Flag award criteria.
3. Hastings Borough Council's Play Hastings Team has a long commitment to supporting children's play on Hastings Seafront with many partners. Past successful projects include:
 - Play on the beach events,
 - Play on the pier,
 - Explore your shore
 - Cycle festivals,
 - Stade Hall events,
 - Play provision for the Seafood and Wine , Herring Fair and fish festivals,
 - Coastal quest trails with the Jerwood and the Pier
 - Supporting the design and development of the Pelham playground, exercise stations, MUGA, Sand play area and Seafront trails.
4. This project proposal aims to build on the foundations already in place between the Foreshore Trust and the Play Hastings Team and to create a long lasting legacy of improvements for children's play on our seafront. The business owner who operates at the proposed hub location has previously supported play initiatives and has offered to partner and support this new project.
5. How this activity aligns with the aims of the charity is laid out in detail, within appendix 1.

Project proposal

6. **A staffed HBC leisure and resorts team play and sports hub operating between Early April and October 2018 on Pelham Beach.**
 - **Delivery of 50 days of 6 hour stay and play days/ children's beach mini festival's at the hub**
 - **Delivery of a term time 'parents and toddler group' morning session once a week 20 half days at the hub.**
7. Provision of staffed play and sports activities will enhance the available very low cost inclusive family activity available on the Seafront. The central location of the Play and Sports hub ensures the resource is considered of benefit to families across the Borough and to our all our visitors.

Convenience of the site location will ensure regular high volume of usage from children and their families ensuring good value for money with investment per head for provision delivery and beneficiaries.

Outline of costs and time of operation, Hours and days of operation -50 full days and 20 Half Days

8. Operation days would be:
 - a) 30 full days: Saturdays from early April to October 27th open 11.30 till 5.30, whatever the weather. Stay and Play drop-in for all families and all ages of children .Unaccompanied children over the age of 10 years welcomed with parental consent.
 - b) 20 Additional holiday sessions, Full Days: proposed as Mondays and Fridays in the school Holidays (April, May, Summer Holidays, October Half term) open 11.30 till 5.30, whatever the weather. Stay and Play drop-in for families and all ages of children.
 - c) 20 half days: Term time Parents and toddler group morning session once a week. (Proposed days as Friday 20th April to Friday October 19th, but day may change) open 10.00 till 1.00.

Provisional budget

Activity	Description	Cost item	
Activity a) 30 full days	Saturdays from April to October 27 th open 11.30 till 5.30	salary	£10,800
		Consumable resources	£3000
Activity b 20 full days	Mondays and Fridays in the school Holidays	salary	£7,200,
		Consumable resources	£2000
Activity c 20 ½ days	Parent and toddler sessions	salary	£2,400

	Consumable resources	£600
Insurance for hut, advertising for sessions, wrist bands.		£6000
In kind contribution play and sports equipment and furniture (non-consumable) and management and evaluation of the project from HBC		£5000
Foreshore Trust/ HBC free rental for Beach hut- estimated rental price		£3,500
Total project price		£40,500
Funds in kind total Funds from Play Hastings HBC Play Dev and Leisure budgets £12,100 (Consumable Resources, Play and sports equipment, management of project, evaluation, Advertising and wrist bands) £3,500 Beach hut loss of rental		£15,600
Total Funds requested from Foreshore trust (salary £20,400 and insurance £4,500)		£24,900

Sustainability and potential growth of project

Points for consideration:

12. Currently it is proposed that the cost for this pilot is funded via the Foreshore Trust and core HBC funds within the Play Development Budget and Leisure budget.
13. Following evaluation of this pilot, should the FST and HBC wish to continue this activity beyond the 2018 season, additional external funding would need to be identified to fund this, given the pressures on HBC budgets from 19/20 onwards.
14. Undertaking this proposed pilot project in high season will enable officers to:
 - a) Evaluate the activity via monitoring and evaluation of the sessions (Evaluation and impact can be used to seek future external funding).
 - b) Explore other sources of income for this activity such as:
 - the potential to extend the opening days and extend the usage of this area outside of high season
 - the potential to charge attendees £1.00 per child to participate in the activities for the day- with the potential to then use funds raised to help sustain the sessions, any surplus would be paid to the trust.
 - the potential for other organisations or services that offer free services to families to promote what they offer during sessions.
 - The potential to hire out the hut on days the play sessions aren't running, specifically to organisations who would like to run family events from the site
 - the potential for HBC to design and distribute (at minimal cost) treasure hunts from site that extend activity along the length of the seafront.

Project team

15. This project would be managed by the Play Development Officer – Laura Beerling, and delivered by the HBC Leisure team.

Wards Affected

All

Policy Implications

Please identify if this report contains any implications for the following:

Equalities and Community Cohesiveness	Yes
Crime and Fear of Crime (Section 17)	Yes
Risk Management	No
Environmental Issues	No
Economic/Financial Implications	No
Human Rights Act	No
Organisational Consequences	No
Local People's Views	No
Anti-Poverty	Yes

Additional Information

Appendix 1 - Provision of activity and links with Foreshore Trust aims

Officer to Contact

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