

12<sup>th</sup> April 2013

## Background

Loughton Parish Council have commissioned Milton Keynes Play Association to run Open Access Play Sessions in school holiday periods in 2013. This brief report reflects the sessions provided during the Easter school holidays (2<sup>nd</sup> – 12<sup>th</sup> April 2013)

## In Advance of Sessions

In the two weeks running up to the Easter holidays, MKPA distributed leaflets to go in children's book bags to all the schools in the Loughton and Great Holm, namely Loughton Manor, Loughton Middle and Holmwood schools. Our flier showing the full MKPA Easter programme was posted on Facebook on 20<sup>th</sup> March and again on 28<sup>th</sup> March, and this was seen by in excess of 6,000 people.

In addition, extra posters were put up at the Meeting Place in Great Holm on 9<sup>th</sup> April to help generate more local interest in the Great Holm session, following concerns from a Parish Councillor that the families attending at the first session were not local to Great Holm.

## Session Delivery

Loughton 2<sup>nd</sup> April:

In spite of being very cold and windy, this was a well attended session, with around 50 children and 20 adults. Alongside the inflatable goal, activities available included Cricket, Football, Loose Parts (barrel, crates, ropes etc), and crafts included Big Art and using sticky vinyl to decorate our van with the children's names.

There was an even balance of boys and girls, and the ethnic mix was predominantly White British, with most of the rest being of Asian origin.



Feedback from adults and children was very good, the parents being pleased to have these sessions in their area.



**Nicola Read** Fantastic sessions at Loughton, Linford Wood and the Barge - always something different to do and it's great to mix crafts with outdoor activities - the only problem now is finding somewhere to store all the lovely things the children made! Looking forward to the next holiday. Thank you to everyone involved in running and funding the sessions - long may it continue! 😊

Like · Reply · 12 hours ago via mobile



Loughton 9<sup>th</sup> April

Slightly nicer weather this week brought out more local residents, with 62 children and 20 adults in attendance, with a very similar demography to the previous week.

This week's inflatable was a large bouncy castle, which was very popular, and alongside the sports and games, there crafts were making coasters (from a section of wood), decorating plastic coasters, and making wool-wound metal bracelets.

Again, feedback from users was good:



**Sheena Cresswell**

Great to see MKPA in Loughton on Tuesday. We had a great time and thanks to everyone involved. We hope to see you back here in the summer

Unlike · [Comment](#) · Thursday at 09:10 via Mobile

### Great Holm

4<sup>th</sup> April

This first session at Great Holm took place on a cold, windy and, at times, snowy day. However MKPA still were able to facilitate a good session, with a large inflatable, sports and crafts.

This session was attended by 29 children and 12 adults. Most of the adults that were spoken to said that they had come from places other than Great Holm, however, several children from Great Holm had arrived independently and engaged with the activities available.

9<sup>th</sup> April

The second session at Great Holm was more popular, possibly due to slightly better weather, and possibly due to the extra publicity put out by MKPA (posters put up in the locality), with 45 children and 20 adults attending, and a greater proportion of these from Great Holm itself.

The inflatable at this session was our giant slide, which is always popular and is easy for all children to get a good number of goes.





**MKPA**

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## Summary

Overall, we were very pleased with how these sessions went – the venues were good to use and conveniently sited within the estates, and attendance overall was better than some more established sites in other parishes.

We will promote future sessions in the same ways, but one of the most powerful marketing tools is word-of-mouth, and so we feel that continued presence and discussion on Facebook, and residents talking to each other, will make these sessions more and more popular as time goes on.



facebook.com/mkpa  
twitter.com/mkplay

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