

The Blackpool Case Study....



Beginnings

Inner city housing areas often have little in the way of recreation spaces that are secure, that can be easily reached and that offer exciting and challenging things for the young residents to do.

It is not an unusual occurrence these days that residential areas can become tired or even run down. They often have little to offer in the way of entertainment and these spaces can easily display the tell tale signs of a community that has inherent issues:-

- Graffiti
- Vandalism
- Littering
- Gangs or groups of loitering youths
- No go areas
- Poorly kept areas
- No in street socialising
- Residences that have barred and secured windows and doors



The back alleyways of central Blackpool were, like many others, disused and uninspiring. A dumping ground for fly tippers, the spaces were a littered and grimy hiding place for anti-social behaviour and presented a hazard to the health and the security of the residents.

Steps had already been taken to add gates to the alleyways for security but residents found little in the way of motivation to keep them locked. After all, what was there to protect?

Faced with these issues, the residents and local authorities knew that changes had to be made and magic Alley was engaged to address the problems that plagued their community.

It soon became obvious that a great solution was right there on their back-doorsteps...



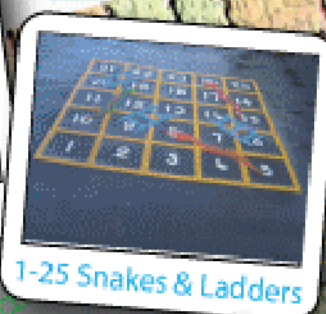
Compass



1.2m Wallboard



Exercise Trail



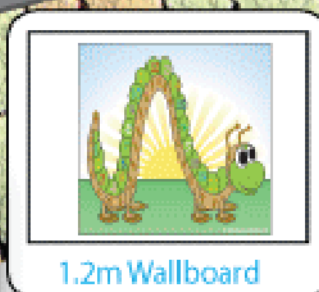
1-25 Snakes & Ladders



Buddy Base



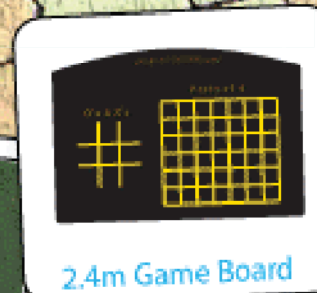
2.4m Gate



1.2m Wallboard



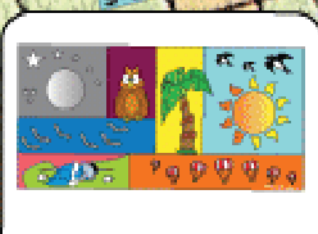
1-10 Hopscotch



2.4m Game Board



Exercise Trail



Exercise Trail

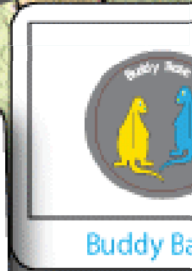
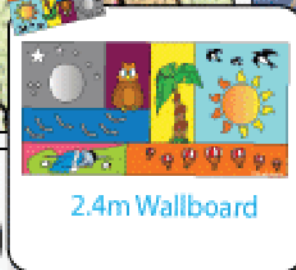
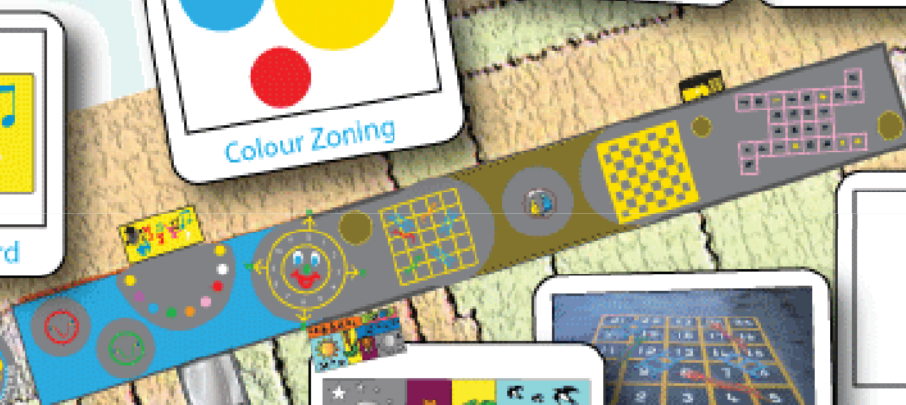
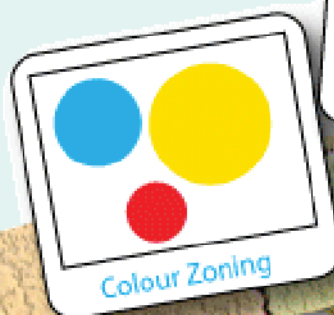
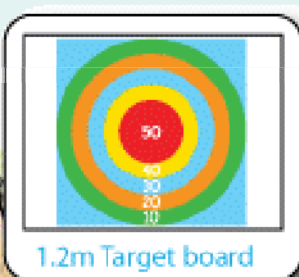
The Transformation

Late in 2007 work started to clear two of the worst alleyways of the debris and litter that had taken them over.

Once the new tarmac was laid work began to transform the alleyways into safe, inspiring and magical spaces for residents to enjoy and be proud of.

Our approach to this project is founded in our belief that children deserve somewhere to express themselves, to play and enjoy being children. Similarly, parents need to know their children have access to quality play areas and should be confident that their children are safe and stimulated.

A magic play space is one that helps them grow and learn, as well as being a place that keeps them entertained.





The results are astonishing.....

Now, brightly coloured games and graphics carpet the tarmac and the walls are decorated with interactive wallboard panels.


The alleyways are alive with colour and children can play and enjoy themselves outdoors while their parents can be assured of their safety. Theatre & dance areas, chalkboards, traversing walls, mirrors and giant chess are just a few of the features in place and the space that was wasted for so long has now reached its full potential.

The Impact

When we were approached to play a part in this project we were confident in our ability to deliver a vibrant, exciting and inspiring play space for children to enjoy.





After all  has been perfecting play spaces for over 14 years and has implemented thousands of projects nationwide. For this reason, we were not shocked to hear that the project had been a massive hit with the kids in the area, nor that the parents were glad to finally have somewhere for their children to enjoy that was close to home.

What we were not perhaps expecting was the huge impact that the scheme has had on the attitudes of the community and the sense of pride that has been instilled in the residents as a result of our work. Residents are not only using the alleyways as play areas for the children, but also as meeting places for adults. These alleyways have truly come to life !!.

But don't just take our word for it !!!... [click here](#) to find out what one resident in particular thinks of their new environment.....

For more Information call our offices on **01977 662500**



..... making a difference to childrens lives

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