

Pumpkins in the Park Report 2025

27.10.25 - 31.10.25



www.hartlepoolsport.co.uk

URBAN
SPORT

URBAN
PLAY

Join
the Movement

Executive Summary

Pumpkins in the Park 2025 | Hartlepool Sport

Pumpkins in the Park 2025 returned for its third year and delivered the largest levels of engagement to date, attracting an estimated **1,500 participants** across three neighbourhood parks over three evenings. The programme combined playful, creative activity with informal movement, transforming familiar public spaces into vibrant community environments during a period traditionally associated with increased antisocial behaviour and family stress.

What Happened

Pumpkins in the Park invited local clubs, groups and organisations to co-create a pumpkin trail and associated activities, including storytelling and a themed walking route. Activity was free, local and delivered at times of peak need during the school holidays. Design choices prioritised accessibility, creativity and low-pressure participation, enabling families to engage without cost, transport or confidence barriers.

Who Took Part

Attendance exceeded previous years across all sites, with strong repeat participation from families. Feedback highlighted surprise, enjoyment and relief at finding a free, high-quality activity that the whole family could enjoy together. Participation data and physical headcounts consistently demonstrated demand well beyond expectations, particularly for informal walking and storytelling-based activity.

What Worked

Pumpkins in the Park provides clear evidence of the effectiveness of **Hartlepool Sport's Urban Sport & Urban Play approach**, which blends play, creativity, culture and movement in everyday spaces. Key strengths included:

- **Activity by stealth** – embedding walking and movement into playful, creative experiences.
- **Whole-family engagement** – enabling children, parents and carers to participate together.
- **Creative integration** – using storytelling, light, costume and local history to enhance participation.
- **Volunteer development** - providing low-barrier leadership opportunities, particularly for young people.
- **VCS activation** – acting as a platform for local organisations to connect with new audiences.

Wider Impact

The programme contributed to increased physical activity, social connection and mental wellbeing, aligning with preventative health priorities. By activating parks and green spaces, it also supported community cohesion and helped reduce the likelihood of antisocial behaviour during high-risk periods.

Learning

Challenges related primarily to **scale and demand**, rather than lack of engagement. Growing audiences place increasing pressure on staff capacity, volunteers and infrastructure, reinforcing the importance of sustainable delivery models rather than one-off interventions.

Implications for Future Investment

Pumpkins in the Park, and Hartlepool Sport's Urban Sport & Urban Play approach more generally, should be viewed not as seasonal events, but as evidence of a repeatable, scalable delivery model. Continued investment in Urban Sport & Urban Play infrastructure — including staffing capacity, volunteer development, creative assets and partnership coordination — enables consistent, preventative engagement across neighbourhoods, improves cost efficiency over time, and supports healthier, more connected communities.



01 Background

SUPPORTED BY:
The Rossmere Park Cafe

DIVERSITY NETWORK Hartlepool

Hough Battery Museum

HARTLEPOOL

THANK YOU FOR JOINING US FOR

PUMPKINS IN THE PARK

MONDAY 27TH OCTOBER - 5-7 PM
WEDNESDAY 29TH OCTOBER - 5-7 PM
FRIDAY 31ST OCTOBER - 5-7 PM

1400 VISITORS

HEADLAND TOWN MOOR, SEATON PARK, ROSSMERE PARK

* FANCY DRESS * PUMPKIN TRAIL * GAMES & GOODIES *
* SPOOKY STORIES WITH JO BANKS - THE GREY LADY *

WWW.HARTLEPOOLSPOORT.CO.UK

Pumpkins in the Park returned for its third year, proving to be our biggest and best yet, smashing all engagement and participation expectations.

Once again, sports clubs, groups and organisations were invited to participate in a pumpkin carving competition with their pumpkins forming a trail around the Headland Town Moor Park for families to complete and vote for their favourite design on the night.

Grants were awarded to sports clubs, groups and organisations, whose pumpkins placed first, second and third. With grants being used to invest in equipment and resources for the winners' community sessions thus positively impacting even more people in a ripple effect for good.



Building on the success of the previous year, we decided to add a third event to our calendar so our events ran as follows:

- Headland Town Moor, Monday 27th October;
- Seaton Park, Wednesday 29th October
- Rossmere Park, Friday 31st October.

Each event took place between 5pm - 7pm, a time that would typically see a rise in anti-social behaviour, particularly during the school holidays in areas of Hartlepool with higher levels than the national average of 14.7 (anti-social behaviour 12 month total - rate per 1,000 population) including the area with the highest number of recorded anti-social behaviour in the town - Headland & Harbour Ward with a value of 66.9 according to Police UK figures and Tees Valley Local Insight Tool.

This event demonstrates a repeatable, place-based delivery model that reliably reaches inactive families, supports mental wellbeing, reduces antisocial behaviour, and connects residents into ongoing movement and creative activity.



Pumpkins in the Park also forms part of Hartlepool Sport's wider Urban Sport & Urban Play approach — a model that uses **playful, culturally relevant activity in everyday spaces to help residents build positive relationships with movement**. Events such as this act as both engagement points and transition spaces, enabling families to move from one-off participation into regular, informal physical activity opportunities within their neighbourhoods.

We believe events that follow the 'Doorstep Sport' model and link up with clubs, groups and organisations like Pumpkins in the Park, have the power to reduce anti-social behaviour.

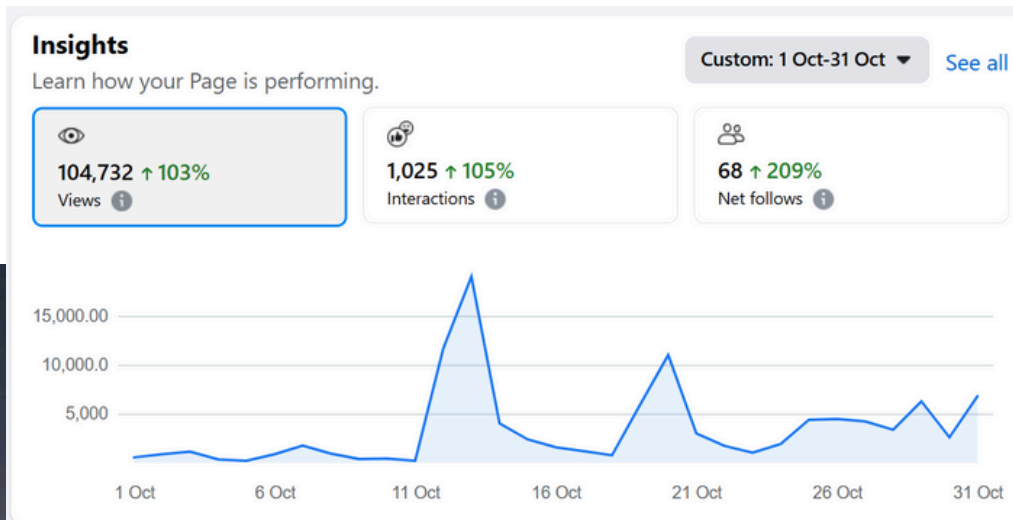
They do this, by transforming empty or underused parks and green spaces into hives of activity through laughter, movement, community cohesion and togetherness - not only giving families somewhere to go for the night, but for the long term too, as the events act as platforms for the VCS to showcase what they do to a large audience and in turn, participants can find out what's on and how they can get involved going forward.



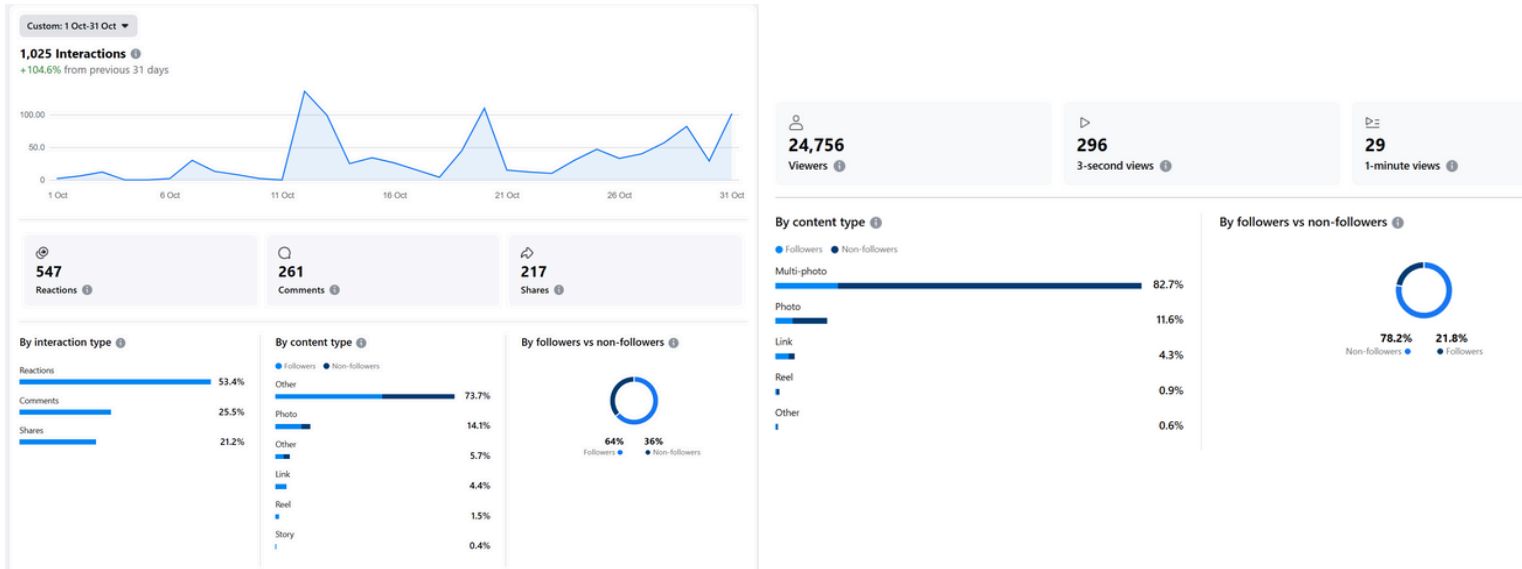
Engagement & Impact 02

Unlike previous years, we decided to change the format of how we distributed trail sheets and maps. This included not having a pre-event downloadable.

The reason for this, was we had recently ran our Urban Sport & Urban Play - 'Sportacular Summer 2025' programme, in which we delivered or supported with 45 events, over a 31 day period, engaging a total of 3,893 people.



Off the back of this, we saw a spike in the number of visitors and followers to the Hartlepool Sport Facebook page with more non-followers, who prior to the summer had not known about us, interacting, sharing page content and following the page, therefore growing our social media presence and reach.



As a result, Hartlepool Sport built up a reputation for, ‘free, family fun’ and were still at the forefront of people’s minds so we did not feel the pre-event downloadable would bring any added benefit as it had in previous years, when our audience was much smaller and we needed much longer to advertise events to ensure they would be well attended.

However, we did still invest in having posters printed, which were distributed to local businesses, in and around Headland and Harbour ward to advertise, as we appreciate not everyone is on social media.

The scale and speed of engagement observed reflects a growing **familiarity and trust in Hartlepool Sport’s Urban Sport & Urban Play offer.**

This approach reduces the need for long lead-in marketing, lowers cost per participant, and allows activity to be delivered responsively in line with local demand and seasonal pressures.





To ensure consistency across all three sites, we opted for an Imposter Trail so while the trail sheet remained the same, each night there was a different imposter to find at each location.

It also meant we did not require a map so the money we saved on printing costs could be used to invest in thirty (two sets), hard wearing, A3, Foamex Trail boards for future trails as opposed to A3 laminated, print ones.

Deliberate design for scalability.

Design choices such as the Imposter Trail and reusable Foamex boards demonstrate how Urban Play approaches can scale participation while reducing marginal costs over time, supporting sustainable delivery across multiple sites and seasons.



Headland Town Moor Playground

On Monday 27th October, we issued a total of 236 copies of the trail sheet. However, this does not translate to a ratio of 1:1 as the highest number of players in a single party recorded was 8 and the lowest number of players in a single party recorded was 1. Therefore, if we apply the principle of 1:3, one trail sheet equates to three players - roughly one parent and two children as per the Office of National Statistics figures, which states that more than half (55.6%) of families have two or more dependent children living with them, we can estimate that 708 players took part.



This is an increase in 444 players as compared to last year (264).

Furthermore, a physical headcount of 700+ was also taken on the night, which supports these figures.

Seaton Park

On Wednesday 29th October, we issued a total of 106 copies of the trail sheet and therefore if we apply the same principle as before, we can estimate that 318 players took part.

A physical headcount of 300+ was taken on the night, which supports these figures.



Rossmere Park

On Friday 31st October, we issued a total of 158 copies of the trail sheet and therefore if we apply the same principle as before, we can estimate that 474 players took part.

This is an increase of 274 players as compared to last year (200+).

A physical headcount of 400+ was taken on the night, which supports these figures.

Over the three evenings, all 500 trail sheets we had printed in preparation for the events were issued with Rossmere Park running out and families having to use their mobile devices to take photos of the trail sheet. Therefore, by applying the same principle as before, we can estimate that a total of 1,500 players took part.

This is an increase of 1,067 players as compared to last year (433+).






Team up for Change

It was amazing to have so many young people, help and support us through the 'Team Up for Change' partnership. They were an absolute asset on the night, showcasing a high level of communication, initiative and leadership skills.

In fact, the team of young people that had been assigned trail walking duty, spotted that two of the markers had been damaged and quickly repaired them before families even noticed, essentially saving the trail. They informed me after they had used their own initiative to solve the problem.

Without them, the event would not have ran as smoothly as it did and I certainly hope they would like to be involved in future Hartlepool Sport events and projects.

This reflects how Urban Sport & Urban Play environments naturally create **low-pressure leadership opportunities for young people**, contributing to skills development, confidence, and social capital without the barriers associated with formal volunteering or coaching pathways.

 **Hartlepool Sport**
Published by Calvin George · 20 October · 🌐

👍👍👍 Monday Motivation! 🍊🍊🍊

Only 7 days to go until Pumpkins In The Park — and we're beyond excited! 🍂👏
Hartlepool Sport would like to introduce this incredible group of young legends who've been part of the "Team Up for Change" project — born out of the amazing summer Hartlepool has just had! 🍂👏

This fantastic initiative is a partnership between HOP, [StreetGames North East](#), [West View Project Children and Young People's Activity Centre](#), [Hartlepool Youth Services](#), Diversity Network, [Kilmarnock Road Children and Young Peoples Resource Centre](#) and of course us at Hartlepool Sport.

These inspiring young people have spent their evenings developing skills in event management, teamwork, and leadership — alongside some truly meaningful conversations about life, opportunities, and aspirations. 🗣️🌟

You'll spot them at Pumpkins in the Park in their striking purple hoodies — so don't be shy! 🍂👏
Say hello and let them know they're doing an awesome job! 💜👏
See you all there! 🍂👏🌟

#MondayMotivation #PumpkinsInThePark #TeamUpForChange #HartlepoolSport
#CommunityPower #YouthLeadership #HartlepoolandProud



03 Feedback

The feedback we received from attendees was overwhelmingly positive with many families commenting on how the events had surpassed their expectations.

Headland Town Moor Playground



Top fan

Anna Gatsby

Absolutely smashing it in and out of the pumpkin filled park once again, Lou and crew. A masterclass in proving that our communities turn out time and time again to get active when opportunities are created! Go team [Hartlepool Sport](#). Thanks for a great evening 😊

6w Love Reply Hide

3 🇺🇦 🇩🇪 🇩🇪



Simone Rayner

Thanks for a fab night 🍷 a great family event that was so much fun for the kids. They loved seeing all the costumes and searching for the Halloween characters around the park. Well done [Hartlepool Sport](#) and all the volunteers 🍷

6w Love Reply Hide Edited



Huskies Basketball

Another amazing event from Lou and the team. Always a pleasure being involved! Well done Hartlepool Sport 🐾🍷🍷🍷🍷



Antha Sam

Thanks soooo much Hartlepool Sport 🍷🍷🍷 loved it!!

6w Like Reply



Conversations had with attendees and partners:

“We came because the Halloween party we were supposed to go to sold out of tickets and I’m so glad it did.”

“We loved it - there’s something exciting about being in the park when it’s dark on Halloween, the kids enjoyed the novelty.”

“I don’t know what I was expecting, but it wasn’t this. This is brilliant.”

“I’ve had more conversations about our organisation in the first 30 minutes here, than I’ve had at any other event I’ve attended so far.”



Mel Unsworth

Thanks for another fantastic event! We all had a great time. Amazing turnout x

6w Love Reply Hide





Tracie Bestford
Absolutely fantastic event!!!! So pleased we were able to be part of it 😊

6w Like Reply

2 🗨️



LILYANNE'S
WELLBEING



Pumpkins in the park 2025

The LilyAnne's Wellbeing Pumpkin Festival 2025 – celebrating community, creativity, and autumn fun!



LilyAnne's Wellbeing
27 October · 🌐

🍂 What an incredible night! 💙

Hundreds of families joined us for an evening filled with fun, laughter, and community spirit — it was wonderful to see so many smiles and happy faces!

A huge thank you to [Hartlepool Sport](#) and [New Perspectives](#) for putting on such an amazing event. Your hard work brought the community together and made the night truly special.

We're so proud to be part of such a caring, connected Hartlepool community! ❤️
#LilyAnnesWellbeing #Hartlepool #Community #Wellbeing



Caroline Nicholson
This is amazing is any of these groups available to come to Rossmere park on Friday to support

6w Like Reply Hide

10



The Grey Lady

Spooky Stroll

This year we added a spooky walk and talk to the itinerary, led by the Grey Lady and New Perspectives North East Wellness Walking Group, the pair succeeded in bringing local history to life through an interactive storytelling experience.



New Perspectives · Follow
27 October · 🌐

🌙 Wow, what an incredible evening! 🍷

A massive thank you to [Hartlepool Sport](#) for putting on such an amazing event tonight – you absolutely smashed it out of the park! 🍷

And a brilliant walk with The Grey Lady!

It was fantastic to see hundreds of families and community members come together for a night filled with fun, laughter, and connection. This is exactly what community spirit looks like – people coming together, supporting one another, and enjoying shared moments. ❤️

We loved meeting so many new faces and sharing what [New Perspectives - North East Wellness Walking Group](#) is all about, connecting through nature, walking for wellbeing, and breaking barriers to getting outdoors. 🌿

Every conversation tonight reminded us why we do what we do, helping people find connection, confidence, and calm through community and the great outdoors.

A huge thank you to everyone who stopped by, shared stories, joined in, or asked about our walks. Your support means the world.

Here's to more partnerships, more laughter, and more steps taken together! 🧡💬❤️

[#HartlepoolSport](#) [#CommunitySpirit](#) [#WellbeingForAll](#) [#NewPerspectivesNorthEast](#) [#BreakingBarriers](#) [#TogetherWeThrive](#) [#NatureForWellbeing](#)



Seaton Park



Rossmere Park



A video round up of our Rossmere Park event can be found on the Hartlepool Sport Facebook page.





Safety first

Furthermore, I would like to highlight Hartlepool Sport's professionalism as our lost child procedure was tested at Rossmere Park when a member of the team found a lost child and was reunited with his mother in less than a minute.

The child was immediately brought to the designated lost child point (indicated by flags and signs and covered in the pre-event safety briefing) and a call was put out over team comms, updating us on the situation.

Caroline, who was situated in Rossmere Park Cafe, located the mother after hearing the announcement on her radio and brought her to the lost child point.

A separate announcement was made on our PA system to members of the public, at which point, the mother had already arrived on scene.

Incidents like this are always good tests to see if our policies and procedures are robust enough or need revisiting as our participation numbers continue to grow.

"Fantastic event"



Taken together, feedback consistently highlights surprise, relief, and joy — emotions commonly absent from traditional sport settings.

This reinforces the value of Urban Play environments in re-shaping residents' emotional relationship with physical activity.



Exit Strategy & Future 04

The event was a resounding success, proving bigger and better than last year: a third location was added to the line up; the addition of new activities including the spooky stroll and storytelling with the Grey Lady; providing opportunities for volunteers to develop their leadership skills through the 'Team Up for Change' partnership and even more players (1,067) joining in the free, family Halloween fun.

By adopting an 'activity by stealth' approach to our events, Hartlepool Sport are leading the way in reinventing what people perceive as physical activity and breaking down the stigma attached to sport and exercise.

The popularity of the spooky stroll this year is testament to this, adding a distance of about 0.5 miles to participants daily mileages, before they had even arrived at the Town Moor Playground to complete the Imposter Trail.

By gamifying movement in this way, more inactive families are becoming regular attendees at our events as fear is replaced by fun, building positive experiences and relationships around movement going forward.



Echoing the findings of previous reports, our conversations and interactions with families once again **highlighted the need and urgency for more, free family activities during the holidays.** More so than ever.

The recurring theme of '**holiday anxiety**' cropped up in many of the conversations we had with families, who identified main anxiety factors as the **Cost of Living Crisis** and the soaring costs of everyday necessities such as electricity and food and the entitlement changes to the Holiday Activity and Fund scheme.

For example, I spoke to a working mother of three, who explained that she could not afford the £5 per child entry fee that a lot of the Halloween parties were charging so she came to our event instead because she did not want her children to miss out.

Alarming, stories of families sacrificing sports memberships and forgoing days out just to cover rising food and household costs were not uncommon. This is a serious concern, as there is a potential for families' health and wellbeing to plummet as more and more retreat indoors and parents battle a feeling of inadequacy for not being able to afford days out. Factor in that the NHS are struggling to meet the increasing demands on services such as the Mental Health Service, it is a recipe for a health disaster. **Urban Sport & Urban Play approaches offer a preventative response, providing low-cost, low-barrier opportunities that protect wellbeing before families reach crisis point.**

Urban Sport & Urban Play approaches offer a preventative response, providing low-cost, low-barrier opportunities that protect wellbeing before families reach crisis point.

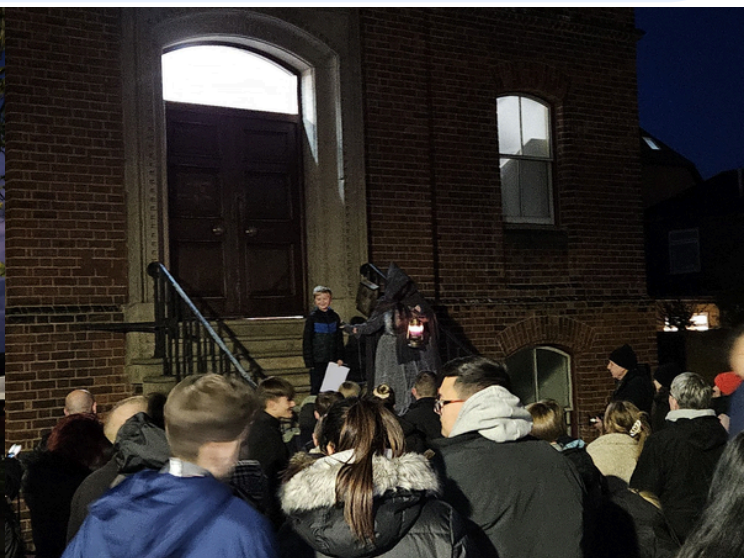
It is important to recognise the evolution of Hartlepool Sport including the size and scale of events like Pumpkins in the Park.

Events such as Pumpkins in the Park function as anchor points within Hartlepool Sport's Urban Sport & Urban Play model — providing insight, testing approaches, activating partners, and creating trusted entry routes into ongoing movement opportunities. **Continued investment in this model enables consistent, preventative engagement rather than reliance on isolated interventions.**

This serves as evidence based practice for community cohesion, asset based community development alongside the activation of parks and green spaces making them a hive of activity and less likely to be targets for anti-social behaviour going forward.



Approaches such as the Spooky Stroll mirror national evidence on preventative health, where informal walking, social connection and cultural engagement deliver mental wellbeing benefits while increasing overall physical activity levels.



05 Challenges

Hartlepool Sport's role within this model is to design, test and steward these approaches alongside partners, ensuring activity remains accessible, locally relevant and sustainable.

Many of the challenges identified relate to scale, demand, and opportunity rather than lack of engagement. This reinforces the need for sustained investment in Urban Sport & Urban Play infrastructure — including staffing, volunteer coordination, and reusable assets — to meet growing community demand efficiently and equitably.

Audience size (particularly Ghost Trail / Spooky Stroll)

Growing attendance demonstrates strong demand for informal, creative walking and storytelling-based activity. Future delivery will benefit from additional capacity planning and modular route design, enabling Urban Play experiences to scale safely across multiple sites.

Managing expectations

High levels of repeat attendance highlight the need for clearer framing of events as part of a wider programme of Urban Sport & Urban Play activity, rather than standalone attractions. This reinforces the importance of consistent year-round provision.

Budget constraints

As participation grows, fixed-cost event delivery becomes increasingly inefficient. Investment in reusable Urban Play assets and core delivery capacity would improve sustainability and reduce per-participant costs over time.

Volunteer availability and staff resource

Volunteer enthusiasm remains high, but coordination requirements increase with scale. There is a clear opportunity to strengthen volunteer pathways and leadership development within the Urban Sport & Urban Play model, particularly for young people and community connectors.

06 Next steps

Creative People & Places (CPP) opportunities - Rockpools

There is strong alignment between Urban Play, creative engagement, and place-based storytelling. Exploring CPP collaboration would allow movement, creativity and culture to be integrated more deeply into future programmes.

Food offer (vendors or free provision)

Food has emerged as both a practical and social enabler of participation. Exploring low-cost or subsidised food options could further reduce barriers for families affected by cost-of-living pressures.

Themed movement events (e.g. Halloween Disco)

Pop-up, playful activity formats provide accessible alternatives to traditional sport and appeal to audiences less likely to engage in formal sessions, supporting behaviour change through enjoyment.

Improved lighting and visibility

Enhanced lighting would increase safety, accessibility and dwell time, particularly for darker evenings, enabling wider participation and improved volunteer working conditions.

Creative trail stations and light installations

Adding interactive creative elements along routes would deepen engagement, support longer movement durations, and strengthen the connection between physical activity and cultural experience.

Securing external funding

Future funding will focus on sustaining and scaling the Urban Sport & Urban Play infrastructure, enabling consistent delivery across seasons and neighbourhoods rather than reliance on one-off events.

Additional equipment for volunteers (e.g. torches)

Small capital investments in volunteer equipment significantly improve safety, confidence and delivery quality, reinforcing the importance of supporting the people who make community activity possible.

07 Special Mentions

Hartlepool Sport would like to thank all of the clubs, groups and organisations that took part in Pumpkins in the Park 2025. We could not have done it without all their effort and hard work.

We would like to thank:

- Councillor Quewone Bailey-Fleet
- Chris the Photographer
- CLIP
- Dawn Robinson and Geek Retreat Hartlepool
- Diversity Network
- Hartlepool Big Town Tidy Up
- Hartlepool Wadokai
- Huskies Basketball
- Kino Sport
- Kit Out Hartlepool
- LilyAnne's Wellbeing
- Play Out Hartlepool
- Seachange
- Star Girls
- Trees for Cities
- Wintertide
- HBC Youth Service
- StreetGames



We would also like to give special thanks to:

- Caroline Nicholson and Rossmere Park Café for help dressing the park, set up, take down and volunteers.
- Chris Corkin and B.B.O.B for use of the floodlights.
- Councillor Michael Jorgeson - De Bruce Ward with his help in transporting equipment, set up & take down.
- Diane Stephens and Poppy Tea Rooms for allowing us to use their toilets.
- Jo Banks aka The Grey Lady for bringing local history to life through her passion for storytelling.
- Natalie Frankland and New Perspectives NE Wellness Walking Group for leading the spooky stroll.
- Team Up for Change Partnership for their help and support including loan of their bus for transporting equipment, set up, take down and volunteers.

Appendix

Pumpkins in the Park as a Case Study in Urban Sport & Urban Play

Pumpkins in the Park demonstrates how Hartlepool Sport's Urban Sport & Urban Play approach translates strategic ambition into lived experience and practical delivery at scale. Rather than delivering sport in isolation, the model blends play, creativity, culture and movement in familiar public spaces, reducing barriers to participation and supporting preventative health and wellbeing outcomes.

1. Doorstep, Place-Based Delivery

Activity is delivered in local parks and green spaces, within walking distance of residents' homes. This removes common barriers relating to cost, transport, confidence and childcare, particularly for families affected by the cost-of-living crisis, and supports equitable access to physical activity across communities.

2. Activity by Stealth

Movement is embedded within playful and creative experiences such as trails, storytelling and themed walks. Participants engage in walking, exploration and play without the pressure or stigma often associated with "sport" or "exercise", supporting more positive and sustainable relationships with movement.

3. Whole-Family Engagement

Urban Sport & Urban Play environments are intentionally intergenerational. Children, parents and carers participate together, strengthening social connection, shared experiences and confidence to remain active beyond a single event or setting.

4. Creative and Cultural Integration

Elements such as pumpkin carving, costume, lighting, storytelling and local history demonstrate how creativity enhances participation. This integration aligns with creative health principles, where cultural engagement supports wellbeing alongside physical activity, particularly for those less likely to engage in traditional sport.

5. Volunteer and Community Leadership Pathways

Events create low-barrier opportunities for volunteers — especially young people — to develop confidence, leadership and responsibility in real-world settings. These informal pathways build skills, social capital and local capacity without reliance on formal coaching or qualification-based routes.

6. Voluntary and Community Sector Activation

Pumpkins in the Park acts as a platform for clubs, groups and organisations to showcase their offer to large, diverse audiences. This strengthens the local voluntary and community sector by connecting residents to ongoing opportunities, rather than delivering isolated participation experiences.

7. Preventative Health and Wellbeing Impact

By increasing walking, time outdoors, social interaction and community connection, Urban Sport & Urban Play contributes to mental wellbeing and early prevention. These outcomes align with national and local priorities to reduce demand on statutory services through community-based, preventative approaches.

8. Scalability and Sustainability

Design choices such as reusable assets, adaptable trail formats, volunteer-supported delivery and creative modular elements demonstrate how Urban Sport & Urban Play can scale across locations and seasons. Investment in this infrastructure improves efficiency, lowers per-participant costs over time, and increases responsiveness to local need.

Implications for Future Investment

Pumpkins in the Park, and Hartlepool Sport's Urban Sport & Urban Play approach more generally, should be viewed not solely as seasonal events or individual projects, but as evidence of a repeatable, scalable delivery model.

This model consistently engages families who are less likely to access traditional sport, supports preventative health and wellbeing outcomes, and strengthens community connection through creative, place-based activity.

Continued investment in Urban Sport & Urban Play infrastructure — including staffing capacity, volunteer development, creative and reusable assets, and partnership coordination — enables consistent, year-round engagement across neighbourhoods. This approach reduces reliance on isolated interventions, improves cost efficiency over time, and supports a shift toward sustainable, community-led prevention aligned with local and national priorities.

Written by: Louise George and the Hartlepool Sport Team.

Scan to find out more about our work
or read reports on other projects.



**URBAN
SPORT**

**URBAN
PLAY**

Join
the Movement