

Shaping a manifesto for Play

Play policy forums feedback from:

4 June, Bristol; 12 July, North Tyneside; 5 September, West Midlands; 12 November, London

Prioritised policy asks (based on most strongly agree/agrees and feedback):

1. Developing a national programme of 'playable neighbourhoods', expanding the numbers of adventure playgrounds, play streets, home zones and play ranger schemes and by supporting playwork and community play development projects **(46)**
2. Reverse cuts to funding for local parks and end the sell-off of public open spaces **(43)**
3. Directing Public Health England to work with local authorities to develop area-wide strategies for free play **(32)**
4. Set up a Playwork Education & Training Council (PETC) England and a PETC UK again **(27)**
5. Reinstate the qualification requirement for out-of-school clubs and holiday play schemes, and introduce quality playwork training for youth, early years and childcare **(24 and 3 disagrees)**
6. Making play policy a core component of a new Cabinet post for children **(21)**
7. Fund schools to offer on-premises play opportunities before, during play and break times, and after school hours, and expand the scope of school funding streams to include play **(23)**
8. Cut local authority red tape to allow national roll out of Street Play and School Streets initiatives **(28)**
9. Reforming anti-social behaviour law affecting children's play so that participation and mediation replace criminalisation. **(23)**
10. Addressing the need for equitable terms and conditions for playworkers **(20)**
11. A statutory play sufficiency duty for all local councils, as is now the case in Wales **(17)**
12. Reinstating central funding for infrastructure, professional workforce development **(17)**
13. Reforming the regulation of extended services and out-of-school provision to make playwork practice an essential part of the (inspection criteria) **(17)**
14. Have playwork reps on the United Nations Convention for the Rights of the Child (UNCRC) Action Group **(15)**

Campaigning initiatives:

1. Create simple visual map of how playwork helps **(38)**
2. 'elevator speeches' – three minutes to attract attention to the cause and giving evidence of need – sound the alarm regarding play supporting growth of neural pathways **(38)**
3. Create and produce a lobby/campaign kit with materials and evidence base **(34)**
4. Support & widely publicise Playday (National day for play – on Wednesday 1 August) **(34)**
5. Get local land/playgrounds registered with Fields in Trust – adopt a councillor/council officer to do this **(32)**
6. Create pre-written letters for councillors, organisations etc. that playworkers can adapt and use **(29)**
7. Make greater use of General Comment 17 (from the UN Convention on the Rights of the Child) to lobby for play and playwork **(28)**
8. Adopt a politician campaign – identify those politicians who are sympathetic to play **(27)**
9. Create an activist training programme similar to those done for climate change **(22)**
10. Get Playwork reps on UNCRC Action Group **(15 – but 10 'not sures'...)**

Ways of organising:

1. Build up play networks locally **(41)**

Policy asks with comments:

1. Developing a national programme of 'playable neighbourhoods', expanding the numbers of adventure playgrounds, play streets, home zones and play ranger schemes and by supporting playwork and community play development projects (46)

	Bristol	North Tyneside	Dudley, West Mids	London
Strongly agree	8	14	5	12
Agree	5		2	
Not sure				1
Disagree	2			
Strongly disagree	1			

Comments

Bristol:

- Play areas (quality) – unsupervised with informal play zones – space to play
- Yes, but embrace new ideas 'Woodland Tribe'
- Streets are for all ages not just children
- Streets s/b playable by traffic calming or priority for pedestrians
- Play streets are good catalysts but long-term need planning/transport policy to make streets safer – widespread not just individual neighbourhoods
- Absolutely. Huge piece of work though

Shiremoor:

- Funding?
- Accountability?
- Great idea.
- That would be amazing.
- This is a human rights issue. Children are as much of a marginalised and excluded group as any other.
- How do we fund adventure playgrounds for every neighbourhood??

Sycamore:

- Didn't Play England used to have a play map? Wander how many of these play spaces still exist? Could be a good way to demonstrate current demise in places for children.
- Where are the gaps?
- Capacity – who would do the mapping?

London:

- Strongly agree. Good to see what this looks like across England and the small steps local play champions can do to help.
- Has to link to local authority priorities for it to be picked up.
- This is a great 'ground up' approach.
- In conjunction with sufficiency test.
- A campaign target – local gov? – local people / families?

2. Reverse cuts to funding for local parks and end the sell-off of public open spaces (43)

	Bristol	North Tyneside	Dudley, West Mids	London
Strongly agree	18	6	8	9
Agree	1			1
Not sure	1			
Disagree	1			
Strongly disagree	-			

Comments:

Bristol:

- Old school – see Jacob Riis Playgrounds and poverty
- Invest in empowering communities for support, ownership etc. (two ticks and agree)
- How would parks be affected? Would it then cost to use?
- Strong link to Building Community Networks' statement. Strong communities can protect / bring to life their spaces.
- Obvs!
- Bring me the head of Theresa May.
- Hand open space over to local community. Play8ng out – park model.
- Join other campaigns – on this work/d? carefully – kids need parks and green spaces
- How is marc complex
- No point defending a space which is not used. (separate contribution – No! Need to look at WHY not used first!)
- When it's gone its gone.

Shiremoor:

- How?
- Privatisation of public spaces must be stopped – once it's done, we'll never get it back
- Not as simple as it sounds – cuts from central government make it impossible for LA's to deliver the services they're expected to
- Let us start with an open league table of central government direct funding to local authorities. We know the metropolitan authorities are unfairly punished but we cannot prove it.

Sycamore:

- Although the sale of some council buildings can create better spaces for the community – regeneration.
- Yes, but also have policy which ensures parks provide child friendly spaces – not just elaborate flower beds.
- Yes, green space / parks need more protection (F.I.T.)
- Funds needed to ensure the basics
- Yes, but they (parks) were set up as health assets – needs staffing and community involvement to be welcoming / feel-safe places.
- Keep parks clean and safe. Too much glass / needles/dog mess in parks.

London:

- Deeds of dedication! Commons
- Once they're gone, they're gone. Save spaces first and offer suggestions for improvements.
- This seems so obvious it is tragic that it even has to be suggested. Good way to galvanise the public behind a wider play (non) strategy.
- Need to encourage / support wider range of people in community to intervene in these debates. They tend to agree to stopping cuts / sales, but voices aren't heard.
- Or strategic partial sell-off to raise funds for new spaces designed with communities

Reverse local authority cuts to play provision (included at Sycamore)

Sycamore:

- Strongly agree.
- Too late to reverse cuts – so need to create new pots of money for play.
- Not per se. Need for strategic development to create improved / better play services.
- Ringfence money for play – development money for play (e.g., Section 106). Policy for playground maintenance and protecting play areas. Reinstatement national play strategy .. 2020 vision for play aint gonna happen.
- Create new evidence-based models.
- We wouldn't be high on their priorities.

3. Directing Public Health England to work with local authorities to develop area-wide strategies for free play (32)

	Bristol	North Tyneside	Dudley, West Mids	London
Strongly agree	9	2	13	3
Agree	1			4
Not sure				2
Disagree	1			
Strongly disagree	1			

Comments:

Bristol:

- Active = play (not just sport)
- Not useful. We need to think of 'play' as a whole.
- Reword – Clinical Commissioning groups have money – play can help meet outcomes
- PHE are not interested – see my article and their response in Guardian newspaper 2017
- If can tie into PHE outcomes – evidence play benefits (like Play Scotland docs) get social prescription buy-in
- Link with this one (playable neighbourhoods)
- Absence of thought for children in 'Playable Cities'

Shiremoor:

(none)

Sycamore:

- Direct public health England to look towards work between public health Wales and Play Wales.
- Stronger links made between Public Health England / Play England / Sport England and the other bodies who have children at their hearts. ←Statutory expectation? (separate comment)

London:

- Yes if its not too restrictive, constrained or measured / outcome-based.
- Strategies and funding!

4. Set up a Playwork Education & Training Council (PETC) England and a PETC UK again (27)

	Bristol	North Tyneside	Dudley, West Mids	London
Strongly agree		4	3	4
Agree	11		4	1
Not sure	7		3	3
Disagree	1			
Strongly disagree				

Comments:

Bristol:

- With no/limited resource it could support 'vested interest' – need to re-look at JNCTP/Perry Code of Practice for Playwork – ethics?
- AGREE
- Take forward argument for ludogogic* approach to play training and workforce development: cross-placement, then specialise (like Doctors do).
- Corbyn govt.
- As long as it is joined up with other national play organisations.
- What were causes of end last time – could the same happen?

*Sturrock, Else and Russell

*Playwork Education and Training Council

Shiremoor:

(none)

Sycamore:

We need training/resources to train new play people. Lack of training in Manchester playworkers - currently supporting each other with training, sharing goals and priorities.

London:

-
- To have qualifications that are relational to other sectors.
 - Is there a way / opportunity to link up with the agenda to provide more apprenticeships-type education?
-

5. Reinstate the qualification requirement for out-of-school clubs and holiday play schemes, and introduce quality playwork training for youth, early years and childcare (24)

	Bristol	North Tyneside	Dudley, West Mids	London
Strongly agree	10	9		1
Agree	2			2
Not sure	3			2
Disagree	1			2
Strongly disagree				

Comments:

Bristol:

- And open access play provision. But take a leaf from Welsh government and raise age to 12.
- Really ,really really important – agree with above.
- Are all providers of quality playwork training qualification providers? E.g. what about really good training provision by Children’s Scrapstore or OPAL? I have this training but not a qualification. What about training summer schools or days/2 day conferences where good providers come together in an easy to access format?
- Training should be on freedom to play and how to facilitate it (RW).
- Agree.
- Not sure about ‘playwork’ qualifications. Been used too much for childcare.
- Having a high training requirements and short irregular hours will always mean turnover in playwork is very expensive to maintain. Need to combine trenching assistant/playworker/play manger/dinner lady/out of school worker into a job with enough hours to sustain
- Only realistic if training is widely available and affordable. Transient nature of most playwork staff limits accessibility and realism of this request. In my experience, qualifications don’t equal good PW. How do you motivate staff that are using PW as a temporary employment to invest time/money in training? Then becomes difficult if you have to give work to a worse playworker just because of a qualification.
- Differentiation in the way the workforce is trained and understood – open access PW is massively different from playcare.

Shiremoor:

- Vital – to encourage young & older either into the profession or back into play
- Can CACHE support this as market leader in PW qualification?
- Being recognised
- DEFINITELY!
- So much RUBBISH going on at the moment.
- Having standards
- Highlighting how important play is
- Making possible for members of the local community to become qualified
- Must be a diverse range of qualifications that recognise the range of backgrounds and skills required and do not exclude people (This can never be a nice middle-class profession!)
- DEFINITELY! It is difficult to keep playwork values without relevant trained staff

London:

- Our holiday playscheme would not be able to recruit enough qualified workers to run at our current capacity.
- Risk – provisions closing.
- Times of funding cuts – this might make provisions more expensive and therefore less fundable.
- So long as there is central funding. However, have a solution not to put off casuals with ‘out of the box’ skills.
- Probably more sensible to be considered under another body to ensure quality standards, e.g. Ofsted.

Recognising playwork training and qualifications as essential to extended services, afterschool and holiday play provision (related to policy above) (10)

	Bristol	North Tyneside	Dudley, West Mids	London
Strongly agree		4		1
Agree				5
Not sure				5
Disagree				
Strongly disagree				

No comments.**London:**

- Not necessarily exclusively a ‘Playwork’ qualification, but at least a more specific qualification, i.e. physical education, forest school, child psychology.

6. Making play policy a core component of a new Cabinet post for children (25)

	Bristol	North Tyneside	Dudley, West Mids	London
Strongly agree	7	2	9	2
Agree	3			2
Not sure	4			2
Disagree	1			
Strongly disagree				

Comments:**Bristol:**

- Would like to see play situated within culture – children’s culture!
- Corbyn government ?!
- “ “
- Agree – but play must be referenced/threaded across multiple policies for sustainability and to survive post-cuts and change
- Important only if the door to the creation of the cabinet post is open

Shiremoor:

- Difficult to do – even minister for children proving difficult

Sycamore:

- Legislation required to ensure happening.
- Or a play sufficiency duty.

London:

7. Fund schools to offer on-premises play opportunities before, during play and break times, and after school hours, and expand the scope of school funding streams to include play (23)

	Bristol	North Tyneside	Dudley, West Mids	London
Strongly agree	3	6		2
Agree	11			1
Not sure	2			2
Disagree	1			3
Strongly disagree				1

Comments:

Bristol:

- Require a ring fenced % of existing school funds for play – 1% or 2%. Its 20% of time!
- It is public land – reclaim it for the primary purpose of childhood being and becoming play.
- Train teachers to use play in school. Many are willing but lack confidence and understanding.
- Agree but is it feasible – schools were resistant under extended schools.
- Not sure it's about funding – attitude?
- Agree but not at detriment of independent play providers.
- Help schools understand how / whether they can access existing or pending funds to support play (e.g., sports premium, sugar tax).
- Find training for schools to understand and deliver play
- £400 million – current cost of supervision of play in schools
- £350 PE/Activity premium = ¾ billion – already available = more important to use existing money better.
- Schools need ideas to sustain this themselves – not be funded externally.
- But ensure it is not a substitute for free play the other days of the year – school is only half days in year
- Disagree. I think schools should support play and training lunchtime staff in play but I'm not sure they need extra funding to achieve this. Many manage it very well.

Shiremoor:

- Open back up school playgrounds and fields so they can be used out of school hours
- Might be more appropriate to fund dedicated play-based organisations to utilise school facilities to do this
- Schools don't have the funding to 'open facilities' – they need to pay for caretakers to open and close the gates. Where will the funding come from?

London:

- Yes, but not at expense of APGs or other sites outside school as it depends on the location/space/staff/attitude + (another comment = ‘the same’)
- At the worst, it can be equivalent to imprisoning kids from 8am to 6pm in institutions
- Schools should be more tolerant of playful children. However, I don’t think it’s the best environment for play – established rules and authority still exists in the minds of children whilst there.
- Not sure – given current situation with education
- I’m not sure that schools are the best providers of play. But I am a provider so need to recognise my ‘self-interests’ in this. My experience of schools often (not always) do not understand play and this would require sufficient training and ring-fencing to ensure the funds were used for play.
- Schools should not be allowed to take play away from children as a punishment. Play is thus diminished as a gift rather than a right.
- Careful that authorities don’t think that’s job done – that overall children have access to whole play ‘menu’
- Value of children having access to different kinds of provisions / services / spaces
- Schools already have too much to do!

8. Cut local authority red tape to allow national roll out of Street Play and School Streets initiatives (28)

	Bristol	North Tyneside	Dudley, West Mids	London
Strongly agree	5	9		2
Agree	6			6
Not sure	6			
Disagree	1			
Strongly disagree				

Comments:

Bristol:

- Impact of the practicalities?
It is actually red tape or is it not understanding (or even used as an excuse)?
- Rather than this being an issue of local authority red tape it may be an issue of local community willingness and understanding
- Streets should be for all not just for play
- We need to adopt a national strategy for street closure.
- Yes, government needs to support/enable councils to put policy in place.

Shiremoor:

- Encouraging local residents to reclaim and have confidence to close their streets from traffic – and promote play
- Play Meet Street North Tyneside
- Car free = care free

London:

- Should just be a standard thing
- Is there a way to encourage organic less tape = then YES
- Need to educate local authority on the value play can provide
- Again this is not ‘job done’. Play streets is not enough, even if authorities think it is.

9. Reforming anti-social behaviour law affecting children’s play so that participation and mediation replace criminalisation. (23)

	Bristol	North Tyneside	Dudley, West Mids	London
Strongly agree	2		4	3
Agree	8		4	2
Not sure	3			1
Disagree	1			1
Strongly disagree				

Comments:

Bristol:

- The youth sector needs to pick this up.
- This is a real issue for children and play especially in social housing. Lots of concrete examples.
- Need research into what actually works
- Privatisation of public space needs to be challenged – inc. schools!
- Could be misused – misrepresented.
- “ “

Shiremoor:

(none)

Sycamore:

- Work with communities and professionals to tackle perception of ASB

London:

- Participation and mediation? /who?/what?/where?/when?
- Plenty of children and YPs meeting and hanging out is seen as anti-social when it is just social without a place to be social in.
- This appears to be a good idea, but I think it falls outside of the manifesto.
- Important that there is greater understanding and tolerance of children playing. Rights of child.
- PATH had hoped to discuss this in more strategic way with LBTH and Cllrs as part of play strategy. Now not going to be a strategy but trying to continue conversation including Cllrs and Public Health
- Difficult to get national support for policy for all community
- LBTH ‘secure by design’ could replace ASB with play and it makes more sense!

10. Addressing the need for equitable terms and conditions for playworkers (20)

	Bristol	North Tyneside	Dudley, West Mids	London
Strongly agree		8	9	2
Agree				1
Not sure				4
Disagree				
Strongly disagree				1

Comments:

Shiremoor:

- These are highly skilled professionals.
- So people can be reminded of the importance of playwork.
- To remind other professionals that we aren't baby sitters. [another comment – 'agree']
- Qualified playworkers = quality provision!
- Qualified play workers = successful projects.
- Children's imagination can achieve anything so long as it has adult competence on tap and in its service
- I think we need to say how this would happen...

London:

- Strongly disagree – market forces drive terms and conditions.
- Issue of sessional work /'0' hour contracts'. Difficulty of this for Playworkers.
- All playworkers should get living wage.

11.A statutory play sufficiency duty for all local councils, as is now the case in Wales (17)

	Bristol	North Tyneside	Dudley, West Mids	London
Strongly agree		4	10	1
Agree				2
Not sure				
Disagree				
Strongly disagree				

Comments:

Bristol:

- It has failed to give significant percentage increase in children's freedom to play (in Wales)
- Local authorities and the voluntary sector starting to embrace a new freedom away from bureaucracy
- Has PSA changed overall view of play?
- It used to happen with play and childcare in Bristol but dropped off the agenda
- Agree – so long as this doesn't equate to providing a tiny, boring KFC park for 3-year olds to tick a box
- Is it enforceable?

North Tyneside:

(none)

Dudley:

(none) – Most of the main discussion was taken up with this issue.

London:

- Along with advice/support for and commitment from local ‘players’ to get involved
- Good to get them thinking about play as important and children as citizens
- Yes. If there is good evidence, it will ensure ongoing engagement with process rather than outcome

12. Reforming the regulation of extended services and out-of-school provision to make playwork practice an essential part of the (inspection criteria) of the organisation’s provision for children i.e., change the culture not increase the regulation [this text in red is handwritten feedback from Shiremoor] (17)

	Bristol	Shiremoor, North Tyneside	Sycamore, Dudley, W. Mids	London
Strongly agree	6		6	2
Agree				3
Not sure				
Disagree				
Strongly disagree				

Comments:

Bristol:

- Should every school have its own playworker? School dinner staff / playground supervisors = BETTER TRAINING AND RECRUITMENT!
- Arrow to above point – much needed
- Playworkers can NEVER be managed by teachers. Must be an equal partnership.
- But recruiting ‘real’ qualified play workers!
- What impact would OFSTED’S INSPECTIONS HAVE? Being ‘assessed’ having to meet criteria will impact the provision.
- There are hardly any playworkers for after school clubs and breakfast clubs/holiday clubs!

London:

- But not so stringently applied by Ofsted.
- Joined up thinking
- Joint organisational approach, such as mental health
- Or take Ofsted out of function altogether.
- Playwork Practice? Whose definition? [another comment – yes, cos its terrible now]

13. Reinstating central funding for infrastructure, professional workforce development (17)

	Bristol	North Tyneside	Dudley, West Mids	London
Strongly agree		2	8	6
Agree			2	1
Not sure				
Disagree				
Strongly disagree				

Comments:

Bristol: (none)

Shiremoor:

- Yes, see above – lunch supervisors = playworkers
- This would be valuable provided it values diversity. We do not want to go down the nursing route and lose our values.

Sycamore:

- What's the CPD (*Continuing Professional Development*) pathway for playwork?

London:

Funding = skilled workforce = happy staff

14. Have playwork reps on the United Nations Convention for the Rights of the Child (UNCRC) Action Group (15)

	Bristol	North Tyneside	Dudley, West Mids	London
Strongly agree		8		4
Agree				3
Not sure				2
Disagree				
Strongly disagree				

Comments:

Shiremoor:

- This would support the profile of playwork
- Help support the local community
- Promoting play, street play and it is ok to play in the streets
- The playwork reps should be children. The adult role is to support them
- Because so important for development and health
- IPA EWNI (International Play Association England Wales Northern Ireland)

London:

- And get better links to the field or it's a talking shop.
- What could be the practical impact of this?
- Article 31 links with all the articles - this could be explored.
- But let's not forget the problematic nature of article 31 re export of western ideas to global south and impact of this. We shouldn't ignore our role in this.

Campaigning Initiatives:

1. Create simple visual map of how playwork helps (38)

	Bristol	North Tyneside	Dudley, West Mids	London
Strongly agree	15	9	10	1
Agree			2	1
Not sure	2			
Disagree				
Strongly disagree				

Comments:

Bristol:

- Not just playwork – systemic map that includes other adults, space (psycho geography) time and potential constraints
- It needs to be simple not policy or psycho geography based. I have a template. Keir Mitchell
- Help what??
- Hard work and mapping across policy areas, means reaching out, making relevant
- Consider graphic by Scotland?
- Use Play Scotland example – simple, clear

Shiremoor:

- Yes. This would be helpful to support arguments / business case etc.
- SAP(?) Trust tree diagram – in Annual Report 2014/2015 – adapt it
- Make this map available to supporters of playwork
- Use PSHCE (Personal, Social, Health and Citizenship Education) model perhaps?

Sycamore:

- Examples of how all partners / orgs / individuals impact on this – holistic
- Role for public health
- See gaps in provision

London:

- Not sure who helpful for and is varied to challenging = lower on list of many priorities
- 'helps' what?

2. 'Elevator speeches' – three minutes to attract attention to the cause and giving evidence of need – sound the alarm regarding play supporting growth of neural pathways (38)

	Bristol	North Tyneside	Dudley, West Mids	London
Strongly agree		4	7	2
Agree	18		4	3
Not sure				
Disagree	1			
Strongly disagree				

Comments:

Bristol:

- Ensure it doesn't become restrictive
- Make them adaptable to personalisation
- Yes, get adventure play on mainstream media TV, radio, newspapers
- Yes – and who are our 'famous/celebrity' playwork ambassadors. Connect and share.

Shiremoor:

- This could be used on social media. Films are very powerful.
- Children giving TED talks?
- Kids + digital media + social media

Sycamore:

- Maybe we need a celebrity to champion this? Media friends to get it viral!
- Ted talks for all degrees relevant to child and young people.

London:

- It is a lot harder than you think. Three mins tops and it has to make sense, would not limit it to neural pathways.
- Agree but maybe TED talk rather than elevator
- Where are these to be delivered? Will the message be co-opted, watered down and commercialised?
- Have a look at Theresa Casey's short films – 30 second pitches on why play is important (can't find films on-line - <http://www.theresacaseyconsultancy.co.uk/TCC.html>)
- Three mins is a long 'elevator pitch' and maybe shorter but backed up with evidence so each person feels confidence
- Need to consider purpose of these – is the idea we are all getting in an elevator with politicians?

3. Create and produce a lobby/campaign kit with materials and evidence base (34)

	Bristol	North Tyneside	Dudley, West Mids	London
Strongly agree		8	2	3
Agree	17		4	
Not sure			3	
Disagree				
Strongly disagree				

Comments

Bristol:

- Possibly use Scotland and Wales publications as starting point
- But not initially important
- Seems like a quick win
- Yes – but local context and stories still very important
- If VERY simple/accessible and visual/social media friendly
- Yes – but it MUST be on 'Freedom to Play'
- Stress the ETHICS of campaigns – don't be personal and rude to individuals

Shiremoor:

- Include letter template for local MPs
- We need to win the argument for increased resources for play as important child development tool and so show it deserves bigger slice of funding pie at local and national level
- How would you go about it?
- Evidence would be very useful.
- Use manifesto for outdoor learning as a template but also a postcard.
- Play in Streets, parks, with playworkers, Public space

Sycamore:

- Focus on play and how it involves everybody.

London:

- Need more information. Concern for what would be the lobby 'message'
- For what?
- Local and national campaign materials
- What networks are these to be rolled out through?

4. Support & widely publicise Playday (National day for play – on Wednesday 1 August) (34)

	Bristol	North Tyneside	Dudley, West Mids	London
Strongly agree		7	10	4
Agree	11			2
Not sure	5			1
Disagree				
Strongly disagree				

Comments:

Bristol:

- City events mirrored by grass roots local community events (Playing Out, APS to support Quartet)
- Need a new idea!
- HOW!
- Perhaps target sectors not yet involved e.g. health sector etc and those of us providing play spaces etc that are not local authority!
- LAC
- Play Day or play every day? Message needs to be clear – YES I agree
- Play Scotland has other children’s charities in play policy forum
- Back to the Future: Other children’s charities involved in Play Day – worth revisiting?
- It’s been going 25 years – has it worked?

Shiremoor:

- Giving local people the confidence to take part – what they could do and how
- Increase use of social/digital media to raise awareness
- Yes – can CACHE (organisation that manages qualifications for the care and education industry) help with this?
- Link with agencies such as CAMHS (children and adolescent mental health services) and creative therapies providers. [GREAT]
- We are running our first this year – how do we encourage local families who don’t usually access our services. It is parents whose perceptions we need to change.
- Use National Playday as opportunities to raise awareness of the importance of play with councillors, parents and other organisations working with children and families.

Sycamore:

- We had our largest attendance for Playday this year – nearly 15,000 – see pics NHPCP (Norley Hall Play and Community Partnership) on Facebook <https://www.facebook.com/NHPCP/>
- Needs funding
- Pitsmoor APs always promote Play 51 weeks a year!
- We work with a lot of children through play week which includes national day for play every year. This this is massively important for children’s play.
- Are Play England/otherwise in a position to stipulate NPD events should be 100% free and accessible?
- We provide Play Week but have to scramble together funds to run it .. money behind Playday would help.
- MYL – do 4 play day events every august for families and children

London:

- It can make folk think only one day is ‘playful’...
- As part of wider campaign.
- Agree = good for publicity and keep on campaigning.
- Get on news
- To make sure the day stays focused on play and not carried away with other agendas
- Playday has a definite place – but everyday should be playday might be time for a fresh and complimentary idea. Is very good at getting play in media
- Danger it becomes a tick box for other agenda rather than having a legacy

5. Get local land/playgrounds registered with Fields in Trust – adopt a councillor/council officer to do this (32)

	Bristol	North Tyneside	Dudley, West Mids	London
Strongly agree		6	6	4
Agree	15		1	
Not sure	2		1	
Disagree				
Strongly disagree				

Comments:

Bristol:

- Quick! Force councils to show their hand on CAT
- A 30-year lease would help too!
- Long leases across the board i.e. on CATS
- FUT
- Brilliant a simple idea
- Low priority
- Practical idea to support local people

Shiremoor:

- Reclaim the fields
- More wild space, less manicured parks
- We need to be cautious about any tendency to centralise control – diversity = empowerment

Sycamore:

- Need to build relationships first – lack sufficient trust in councillors and council officers at present.
- Important to secure green space.
- Join Green Spaces Forums.
- Yep. We need to do this. I think AP’s need advice on how to do this so a sharing info service also required.

London:

- Very much agree. Land nearly lost in Tower Hamlets. So much development is planned in near future.
- Great idea – who then has responsibility to ‘maintain’?

6. Create pre-written letters for councillors, organisations etc. that playworkers can adapt and use (29)

	Bristol	North Tyneside	Dudley, West Mids	London
Strongly agree		6		6
Agree	11	1		5
Not sure	5			
Disagree				
Strongly disagree				

Comments:

Bristol:

- Letters for councillors by a councillor (Helen Godwin)
- Important but not urgent
- And for parents to use (e.g. to respond to play 'bans' or lobby schools/council)
- Lots of info out there to use/edit already so not top priority
- But must be about freedom to play not just about 'cuts'
- Will they be used?
- Templates would be useful – but need to be personalised

Shiremoor: (none)

London:

- Templates with backing of IPA/HPA/Associations etc
- Always good to share good practice info
- Anything to raise the profile
- Not just playworkers
- Think this will be crucial and promote the manifesto and wide attention will be a likely route to success

7. Make greater use of General Comment 17 (from the UN Convention on the Rights of the Child) to lobby for play and playwork (28)

	Bristol	North Tyneside	Dudley, West Mids	London
Strongly agree		7	11	9
Agree				1
Not sure				
Disagree				1
Strongly disagree				

Comments:

Shiremoor:

- We need to get parents/carers on board and tell parents/carer what play does for children
- We need to support and encourage children to do this themselves

Sycamore:

- First time I'd heard about this. Needs to be widely shared.
- Needs to be discussed at national and disseminated to local level.
- Plus additional support for children with additional needs to access play.

London:

- Disagree – only works with people who already care about children's rights.
- At every level
- And rest of UNCRC
- I don't fully understand the relevance of this at moment
- Re article 15 too - strongly agree lots of time spent in Tower Hamlets talking about ASB = anti-social behaviour often this is just young people sitting down after school It seems there are no 'right places' for them.
- Yes – re article 15!

8. Adopt a politician campaign – identify those politicians who are sympathetic to play (27)

	Bristol	North Tyneside	Dudley, West Mids	London
Strongly agree		9		4
Agree	10			4
Not sure	5			
Disagree	1			
Strongly disagree				

Comments:

Bristol:

- Only if it is cross party
 - Agree
 - Yes adopt Jezza!
 - Whaat??
 - Get more people to get their MPs along to support play events
 - We need high profile 'celebrity' play champions
 - Find a clear issue and begin to lobby nationally by for example 38°who accept lobbying ideas from any member
-

Shiremoor:

- Build on the passion of individual politicians
- Yes to ensure that 'play' has higher visibility within local authorities.
- Local as well as national.
- Yes! Bring play to the attention and heart of parliament.
- Sign me up!
- Name and shame the killjoys along the lines of 'me too' campaign

Sycamore:

- Corbyn? We really need advocates in powerful positions.
- Local ones too.
- Playwork champions
- Promote National Play Organisation ← Regional? ← Ideally, Play background

London:

- Think this is crucial if we want to influence policy – we will need cross-party support. Might have to overcome our own personal politics (yikes!)
- Don't trust them, mind.
- Ideally a politician who wants more than a photo op and has a voice!

9. Create an activist training programme similar to those done for climate change (22)

	Bristol	North Tyneside	Dudley, West Mids	London
Strongly agree		1		4
Agree	14			3
Not sure				
Disagree				
Strongly disagree				

Comments:

Bristol:

- YES grass roots people power – activist, animator, community rights (maybe not playwork!)
 - Arthur Battram’s ‘meerkat patrol’
 - And for children – yes – empowering children to learn the activism for their rights
 - But about ‘freedom to play’ not about facilities
 - Agree
-

Shiremoor:

- Guerrilla playworkers!

Sycamore (none).

London:

- The danger would be it could become a watered-down programme that was appealing and not pro-active
- Would need clear and focussed aims.
- Agree – good way to harness play champions as volunteers/advocates. That’s how playing out Bristol started. /Use skills and grass roots,
- Again, use ‘just space’ and other campaigning networks to roll out
- This would be helpful in sharing key messages and identifying ‘early adopters’ to help spread the message.

10. Get Playwork reps on UNCRC Action Group (15 – but 10 ‘not sures’ ...)

	Bristol	North Tyneside	Dudley, West Mids	London
Strongly agree		1	10	
Agree	2		2	
Not sure	10			
Disagree	1			
Strongly disagree				

Comments:

Bristol:

- Not sure best use of PW time
- But who decides which one to rep?
- Don't know enough to comment
- Need to agree what's being represented – one coherent voice
- Not sure this will have an impact

Sycamore:

- Yup. And all the other national groups for children and communities... housing/health/town planning / sport etc.
- Share their experience.

ORGANISING

1: Build up play networks locally (41)

	Bristol	North Tyneside	Dudley, West Mids	London
Strongly agree		3	8	12
Agree	15		2	1
Not sure	1			
Disagree				
Strongly disagree				

Comments:

Bristol:

- Regionally through a network of ‘play campaigners’ people who will write to MPs and come to policy forums and identify local/regional ‘Play Champions’
- Equally for pooling of resource, sharing good practice, etc
- Please give us some money to re-ignite
- Only if they are aimed at increasing freedom to play
- Feels like we have done this before. How do we ‘future proof’ it.
- This is vital – more important than national lobbying much can be done locally.

Shiremoor: (none)

Sycamore:

- How feasible, given scarcity of playgrounds, APs and play services?
- How would they be sustained?
- Community networks have a sustainable impact
- But whose role is it to lead on this – it needs consistent time and effort.
- Yes please!
- Yup – we have a good local network which has saved us when shit hits the fan. Getting all CEOs for Children's Services/Las supportive of play and visiting their local play services.
- Strongly agree – important to share ideas / build relationships.
- MYL lead on Manchester Play Network currently around 20 members (not funded)

London:

- Strongly agree – joined up thinking
- A strong network is a bigger voice. However need to recognise different contexts of organisations to avoid division
- This ties in to the ground up/feed on the group approach and allows for differences in regions/funding/level of support in different areas of the UK
- Linking people / organisations up is so important
- Use organisations such as 'just space' network for allies and link ups with other community initiatives
- Organising grass roots up
- We always learn and feel stronger from being together and sharing ideas.
- Yes – and also how do you capture willing local 'volunteer' base? We struggle with this locally on the ground – sure they're out there – but how to bring them in
- Who can / want to help with campaigning / funding / awareness raising events etc