



Business Partnerships with Play England

Play is an essential childhood ingredient which impacts on all areas of development.

Play England's vision is for England to be a child friendly country where all children and young people are free to play.

- Work with Play England and help to make England the best place for play on the planet
- Partner in mutually beneficial media campaigns and logo exchange
 - Your support will directly benefit playful changes for children, families and communities across the country.

Join the campaign & pledge at playengland.org.uk

Play is vital for children, young people and communities. It's the main way that they enjoy their daily lives, make friends and learn about the world around them. Through play children develop social, physical, and cognitive skills, creativity, cultural awareness and resilience. They learn to manage risks, make decisions and develop their identities.

The UN Conventions on the Rights of the child requires governments to respect, protect and fulfil the right to play of all children through legislation, planning and budgets.

However, children are experiencing many barriers to play including traffic, crime, time spent on screen, social segregation and the busy, structured lives of families.

“ You may be a bit afraid that you have ‘forgotten how to play’. I promise you, you have not. Play does not require you to be a creative genius although it may help you become one. ”

Michael Rosen, Children's Laureate



As children's opportunities for play have reduced, there has been a growth in childhood obesity, mental health problems, excessive use of screens / social media and other child related issues.

Play England is a national charity whose primary purpose is to campaign for and support the development of quality play provision, playful environments and play conducive policies in England.

Play England provide manifestos, publications, guidance and practical support in order to rally for improvements for children's opportunities to play across the country.

Play Day is one of our national campaigns to promote children's right to play. This sees a national day where children's play is celebrated and organisations across the country provide play events for local children and families and practical support to rally for improvements.

Join the campaign!

We need your support to make positive change. Aligning your company with Play England will enable our charity to champion & fight for children's access to play.

It will showcase your brand's belief in the importance of children's play. Your investment will be recognised on a national level, evidencing social value to a wide and varied audience.

There are many ways to get involved:

Charity of the year

Make Play England your national charity of the year and demonstrate to your customers that children's play, family and community are important to you.

Pro Bono Support, Volunteering

Champion your expertise in legal support / accountancy skills / graphic design / media / printing / technology / programming/website development / publicity, enabling Play England to strengthen our campaigns.



Donors/Sponsorship

We are keen to partner with businesses who share our values and beliefs and wish to demonstrate this to their customers, building trust and visibility.

Team Challenges & In-House Fundraisers

Strengthen staff morale and dynamics through co-ordinated team challenges and in house fundraising with direct benefits to children's play. We will get behind your fundraiser to gain national coverage of your team's investment.

Donations in Kind

One off/regular donations help us to provide new projects / campaigns / materials / or support to local play organisations, with full recognition of your gifts.



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Get in Touch

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Photos credited to Timberplay and Islington Play Association



PLAY ENGLAND'S CAMPAIGN FOR PLAY



All Children and Young People have freedom - time, space, permission and opportunity to play

All children and young people can regularly play indoors and outdoors

Everyone is aware of the importance of play



Our vision...

For England to be a child-friendly country where all children and young people have the freedom to play at home, in school and in public spaces