

Play Wales

IMPACT REPORT
2014 – 2015



New Model Army Photography



Chairperson's report

Play is essential to health; a healthy Play Wales is essential to play

First things first; play is the child's window on the world. It is the path through which the infant relates to its parents; it is the vehicle for the toddler to explore the world and develop its physical, cognitive, emotional and social activities to do so. It is the opportunity for older children to try out their imagination with their peer group in school and in the community, to face risks and learn how to deal with them. It is the channel through which the adolescent communicates, cooperates and finds compromises with others.

In other words, play is essential to every aspect of child development. As a child psychiatrist, I have seen the disastrous consequences that can occur when children are denied the chance to play in a risk averse environment and grow up to be parents who will deny their own children in turn. This is not just subjective; brain studies are beginning to prove everything that we have always known in practice.

Talking with politicians and civil servants over the last year, I have no doubt that they support the role of play in a country that was the first to enshrine it in local authority responsibility, and support an organisation like Play Wales that did much to frame the UN General Comment on Article 31 of the Convention on the Rights of the Child.

Community workers treasure it too. When I spoke with a conference of Flying Start workers earlier this year, what they most wished to reinforce was the child's right to play.

But herein lies the paradox. At the moment play is being recognised as essential and Play Wales has been lauded for promoting it so successfully in Wales, the UK and abroad, but we are finding it harder and harder to find the money to survive. This impact report will show just what has been achieved despite this, in play sufficiency measures, engagement with the public and professions, frontline dealing with enquiries, projects, partnerships and expanding the membership.

It has taken a huge amount of creative and sheer hard work to fulfill what the government has asked of us, and more. And yet we have been operating on much reduced finances, a slimmed down group of dedicated staff and a much-changed Board of Trustees. Those Trustees have made up the funding shortfall from our reserves and everyone has worked way beyond what can be expected from them. But it is a situation that should not go on.

Approaching next year's election in Wales, we will call on all parties to put more of the money where their mouth is. Play is essential to health; a healthy Play Wales is essential to play.



Dr Mike Shooter CBE
Chair of Play Wales' Board of Trustees

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2014 – 2015 in brief



1000+
queries from
the public



54,000
website
HITS



10,000
website
DOWN-
LOADS

Playday UK
100,000 children
played outside



200+ events registered



457
benefitted from
CPD opportunities



600
members
receive
bi-monthly
e-bulletins

22
local authorities
supported to meet
Play Sufficiency
duties



Worked with **four**
housing associations
to develop
five play areas

About Play Wales

Play Wales is the national charity for children's play.

We work to raise awareness of children and young people's need and right to play and to promote good practice at every level of decision making and in every place where children might play. We provide advice and guidance to support all those who have an interest in, or responsibility for providing for children's play so that one day Wales will be a place where we recognise and provide well for every child's play needs.

From October 2014 (to March 2016) the Welsh Government has funded Play Wales through the Play Wales Strategic Policy Grant to provide a range of strategic support to the Welsh Government, local authorities and other stakeholders.

The overall aim of this plan is to realise the potential of play opportunities to contribute to the long term well-being of children and young people in Wales.

The plan will contribute to the successful implementation of Sections 10 and 11 of the Children and Families (Wales) Measure 2010. We are working to ensure that children's play is effectively integrated with other policy objectives, including tackling poverty and the goals in the Well-being of Future Generations (Wales) Act 2015.

Our action plan responds to the increasing evidence of the importance of play in relation to children's sense of themselves, their competence and the environment around them.



Achievements: 2014 – 2015

Supporting national priorities

We work closely with local authorities and their partners to support the implementation of the Play Sufficiency Duty, placed on local authorities by the Welsh Government.

Play Wales:

- Worked with its membership to draft, consult on and submit a comprehensive response to the Welsh Government Consultation on the Statutory Guidance on Securing Sufficient Play Opportunities
- Supported local authorities to appropriately determine ways in which to allocate Welsh Government's Securing Sufficient Play Opportunities Grant 2013-2014
- Worked with the All Wales Strategic Play Network to identify case studies/good practice examples
- Reviewed local authority Play Sufficiency Assessment progress reports provided by Welsh Government
- Contacted and met with local authorities without play officers to offer support with regards to Play Sufficiency duties
- Undertook a scoping exercise with Play Sufficiency leads to determine most effective mechanisms for support to enable them to comply with their duties around play sufficiency
- Undertook the preparation necessary for the 'Towards Play Sufficiency Conference', in partnership with Wrexham's Play Development Team and Glyndŵr University.

Stuart Lester and Dr Wendy Russell, Senior Lecturers in Play and Playwork at the University of Gloucestershire, refer to their own research to demonstrate Play Wales' impact on supporting the Play Sufficiency Duty.

'Both research reports clearly establish the central role that Play Wales has taken in shaping and supporting the implementation of the Play Sufficiency Duty. This can be evidenced, for example, by the publication of guidance and toolkits (schools, community council, management of risk, etc.), facilitating seminars and conferences at local, regional and national level, and contributing to more informal support and guidance processes with local authorities. Both reports highlight the significant partnership role undertaken by Play Wales in providing an important and supportive bridge between Government legislation and the ways this becomes enacted through local policies and practices.'*

Play Wales, with its extensive networks, history, knowledge and expertise is well placed to continue to play a role that will increasingly become crucial at a time when national and local government cuts are likely to deepen and momentum gained in terms of play sufficiency falter.'



* (2013) *Leopard Skin Wellies, a Top Hat and a Vacuum Cleaner Hose: An analysis of Wales' Play Sufficiency Assessment duty*, Cardiff: Play Wales; and (2014) *Towards Securing Sufficient Play Opportunities: A short study into the preparation undertaken for the commencement of the second part of the Welsh Government's Play Sufficiency Duty to secure sufficient play opportunities*, Cardiff: Play Wales.



54,000 HITS

10,000 DOWNLOADS

Engagement

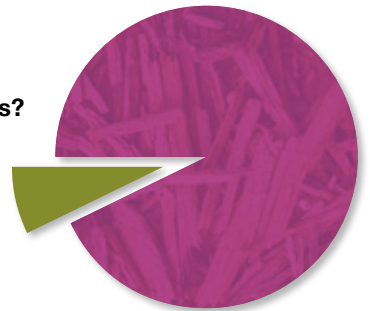
Website – our website is at the centre of the Play Wales Information Service. It is regularly updated with timely and relevant information attracting, between April 2014 and March 2015:

- 54,000 hits of which 16,200 (60%) are new visitors
- 134,000 page visits
- 10,000 document downloads

Information Service Evaluation 2014

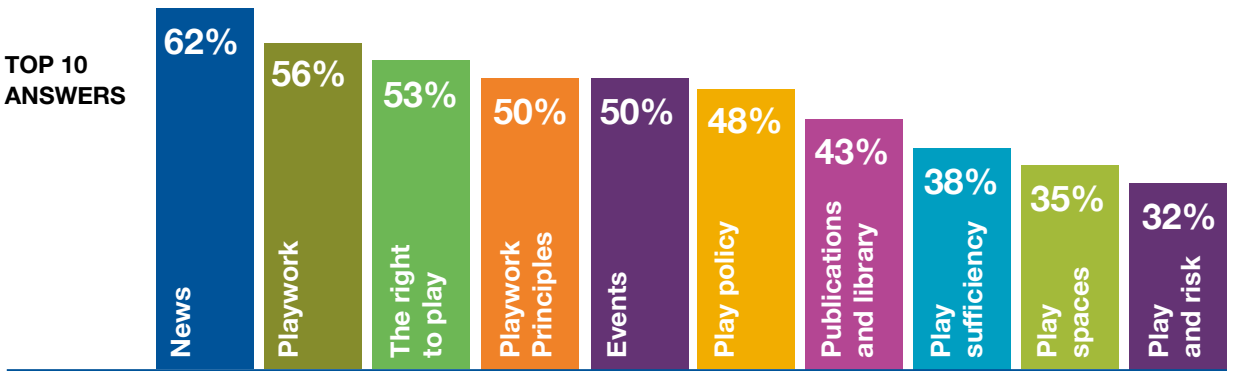
Do you recommend our website to others?

- **Yes 93%**
- **No 7%**



Information Service Evaluation 2014

Which sections of the website do you find most useful and visit most?



Social media

Play Wales’ bilingual social media following is growing daily and is attracting more engagement from a wide and varied audience in Wales, the UK and internationally.

Facebook

592 likes
46% increase



Twitter

2871 followers
40% increase



Email updates

We ensure our constituency, approximately 2,500 recipients who have a direct interest in children’s play, is kept up to date with regular emails featuring current news and information, including:

- Upcoming events
- News updates
- New Play Wales publications
- Consultations
- Policy information

Publications

Throughout the year we developed and circulated a variety of publications to help inform those who have an interest in, or responsibility for children's play.

'I often work in the US, where there is very little understanding of playwork. The resources produced by Play Wales have helped me make the case for play time and again! They are invariably beautifully written, thoughtful in their content and confident in tone. It really helps me demonstrate that there is a proud history of this profession of playwork, and a group of dedicated people working for children's right to play!'



Good practice guide for play and early years: Developing and managing Gypsy and Traveller sites

We worked with Save the Children's Travelling Ahead project to develop this guide.

It has been designed for anyone who takes responsibility for or is involved in managing or developing new and existing Gypsy Traveller sites. It provides clear and concise information to support local authorities to consider and include play and early years provision when developing new and existing Gypsy and Traveller sites.

It contains specific information intended to help understand and address particular areas of concern. It also provides practical, step-by-step tools, templates and models of successful provision.

'The guide is well written and easy to navigate ... I would highly recommend this publication. It is presented in a way which is interesting and useful and I feel the partnership between the Travelling Ahead project and Play Wales in producing this guide provides a well-balanced, considered, approach to the issues identified by children and families living in Gypsy and Traveller communities.'



Play for Wales magazine

Published twice a year it is circulated in paper form and electronically to approximately 3,350 recipients.

Summer 2014 – Healthy childhood

This issue features:

- An interview with Vaughan Gething AM, then Deputy Minister for Tackling Poverty
- Play and health – Chief Medical Officer, Dr Ruth Hussey
- Play and public health policy
- A day in the life of a playwork trainer and what's P³ like for learners?
- A review of the *Use of school grounds for teaching out of teaching hours* toolkit.

Spring 2015 – Playing out and about

This issue features:

- An interview with the Minister for Communities and Tackling Poverty, Lesley Griffiths AM
- Playing out and about – written by 11 year-old Oscar
- Tips for supporting children to play out confidently
- Fostering outside play – looked after children and the natural environment
- Keith Towler reflects on play in Wales.

In early 2015 we undertook a telephone review of the penetration and impact of *Play for Wales* in respect of town and community councils in Wales. Based on a 10% sample size the magazine is read by 40% of respondents and 83% of respondents share it with other members of their council. From this we can gather that approximately 6650 town and community councillors across Wales receive *Play for Wales*.

Information sheets

During the year we published a number of information sheets that were widely circulated (both electronically and in paper format at various events) and downloaded extensively on our website:

- **The Playwork Principles - an overview** (March 2015) – provides an overview of the professional and ethical framework for playwork. As well as describing the development of the Playwork Principles it also briefly explores ethics and playwork.
- **Advocacy and communication** (January 2015) – provides an introduction to advocating for play and playwork. It also offers examples of situations where we might act as advocates and suggestions of methods we can use to advocate for play and playwork.



- **What is play and why is it important?** (November 2014) – aims to answer two questions: what is play? And why is play important? It

endeavours to draw together the most widely respected statements on play to provide a comprehensive analysis.

'To support training we signpost learners to the Play Wales website and recommend the information sheets'

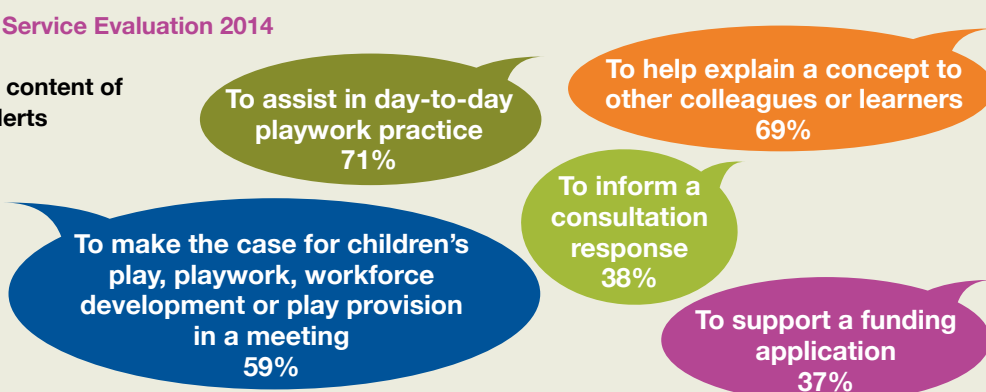
- **Looked After Children and the Natural Environment** (November 2014 – in partnership with the British Agency for Adoption and Fostering and Learning Through Landscapes) – outlines why it is important for looked after children to access outdoor play in nature. It discusses the benefits and rights of children to play, offering ideas on types of outdoor play in nature. It promotes a risk-benefit approach to care, as opposed to a risk-averse approach.

Play Wales Information Service Evaluation 2014

When we asked...

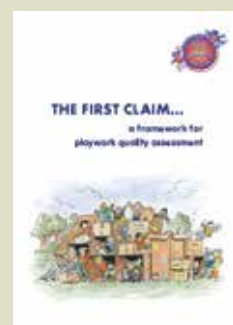
How have you used the content of our magazines, email alerts or information sheets?

This was the result:



Publications purchased

The majority of our publications are available to download for free on our website. A small number of our publications are also available to purchase in printed form.



1000+ SOLD

In 2014–2015 we sold over 1000 printed copies of our publications.

Well-informed professionals

The Welsh Government defines the play workforce as ‘anyone employed whose role has an impact on children playing – those who may either directly facilitate their play, design for playing, or those with the power to give permission for children to play, or not.’*

The play workforce includes playworkers but also a huge range of other professionals from schools, planning departments, highways and transport, health and safety and childcare; as well as voluntary and community groups, town and community councils and elected members.

Play Wales has undertaken a range of activity to ensure that the play workforce has the opportunity to deepen their understanding of their role in ensuring children have increased opportunities for playing.

Playwork: Principles into Practice (P³)

‘I have found that P³ has a greater impact on their [playworkers] practice as it alters the way they reflect and look at children’s play. Managers have provided feedback that they prefer their staff to go on to P³ as they feel it has the greatest impact on practice.’

P³ Trainer

Playwork: Principles into Practice (P³) qualifications and course materials are internationally unique and have been exclusively developed by Play Wales and the Scottish Qualifications Authority (SQA). P³ qualifications share an approach that blends theory with practical playwork skills and offer learners the opportunity to put into practice and reflect upon what they have learnt.

* Welsh Government (2014)
Wales – a Play Friendly Country.
Cardiff: Welsh Government.

‘I attended the course initially to be a better mother to my children but I now feel that playwork could be a very fulfilling and positive career choice.’

P³ learner

P³ is available at level 2 and level 3 through the medium of English and Welsh. Play Wales, working with SkillsActive, secured funding through the Sector Priorities Fund Programme (SPFP) to complete the training and learning materials for the level 3. The level 2 materials are being updated to reflect assessment changes.

To ensure that P³ continues to grow as a qualification, Play Wales is supporting YMCA Wales Community College to become an approved SQA centre for the delivery of P³. This will ensure learners, trainers and assessors benefit from the increased infrastructure of support the college can provide.



‘The P³ training has made a huge difference to the playworkers; they are far more confident speaking to parents and others about the importance of play and the play process. Their practice has changed dramatically; there is more thought about how, when or if to intervene.’

Playworker employer

Events

Throughout the year we supported the development, organised and hosted a number of conferences, seminars and CPD opportunities for the wider play and playwork sector, including:

- **Spirit 2014** (Cardiff) – over two days 126 delegates were informed by inspiring, international keynote speeches and participated in 16 workshops on topics including participation, play area design, gender, nature and managing risk.

‘Best conference I have been on to inform my practice’

- **P³ level 3 engagement events** (Cardiff and Conwy) – 56 delegates provided feedback on the new P³ level 3 which influenced the development of the learning materials, and exchanged information on play and playwork workforce issues. Delegates also participated in a practical workshop.

‘Excellent CPD opportunities for those involved with play’

- **Playworkers Forum** (Powys) – 30 playworkers from Wales participated in a two-day residential training event that gives playworkers the opportunity to learn from each other and experienced playwork trainers through practical workshops.

‘[It has given me] a better understanding of children’s rights and removing barriers to play’

‘I always leave with a better knowledge of children’s play’

- **School Life conference (Conwy)** – 80 delegates attended the event which looked at models of good practice in securing sufficient opportunities for playing in and around the school day. Research and case studies were presented relating to; resourcing playtimes, opening up school grounds out of hours and managing risks.
- **Park Life conference (Conwy)** – 75 delegates from across North Wales attended this event which focused on the management and development of good quality unstaffed outdoor play spaces in the context of play sufficiency. Delegates represented a range of stakeholders including community councils, local authority officers and national organisations including the National Trust, RSPB and Natural Resources Wales.

‘A huge thank you for your role in our local event. Play Wales always helps to make our events informative and thought provoking and I look forward to continue working with Play Wales.’

- **Child’s Play Project Legacy conference (RAY Ceredigion)**
RAY Ceredigion’s Child’s Play Project was a Big Lottery Fund (BIG) Child’s Play programme funded project that developed and delivered a range of play and playwork projects across Ceredigion. Play Wales and the Welsh Institute for Health and Social Care (WIHSC), University of South Wales, were commissioned to undertake an external evaluation of RAY Ceredigion’s community engagement and capacity building. Key findings of the evaluation report were presented at this conference as well as discussing the legacy of the project.
- **Blaenau Gwent Play Conference**
Play Wales was asked to open this event and facilitate a workshop to promote play and playwork throughout the county.



Enquiries from the public

In addition to the considerable information provided through our website, we estimate that we received and responded to more than 1000 telephone and email queries from parents, elected members, schools and small organisations during the last year. The queries we have responded to by providing information, advice and signposting include:

- Funding advice for play equipment and developing play areas in communities
- Relevant qualifications required for running a playscheme
- Learners wanting to undertake playwork training, in particular level 3 qualifications
- Research queries from playwork and childhood studies students
- Funding advice for playwork posts
- Support for saving school playing fields
- Advice on piece of land or a play space (usually from housing associations)
- Job advertising, in particular summer playschemes
- Letters of support to communities campaigning for play areas and for funding applications

These queries are regularly reviewed and used to inform the addition of new information on our website.

Collaborating locally

Space Saviours

Space Saviours is a two year project that is funded by the National Lottery and is being organised and delivered by four housing associations in South Wales:

- Valleys to Coast
- Bron Afon
- Tai Calon Community Housing
- United Welsh



Through the project, Play Wales offered workshops and attended events designed to help local communities identify an initial idea and how to progress the project. Tenants and communities in five areas were keen to create safe play spaces and were matched with Play Wales. Together, we have worked through play audits of the areas, engaged a landscape architect to produce design options and produced a full project plan with costing.

We shared our *Developing and managing play spaces Community Toolkit* as part of the project and tenants and other groups are using it to gather ideas from neighbours and to help everyone understand the proposed designs.



Play Memories – Flintshire’s social history project



Flintshire County Council commissioned Play Wales to collate and publish the findings of its in depth social history project - *Flintshire Play Memories 1910 – 2014*. The findings underline how important play is and always has been for childhood development. The findings also show that children’s play, as a unique set of behaviours, has actually changed very little in the last century, but that there is a perceived trend in the reduction of spaces available to children to play.

The campaign also formed part of a larger regional project by the charity NEW Play, to gather evidence about the changes in children’s ability to play that have occurred within living memory. It also received support from numerous community organisations that form the wider Flintshire Play Network.

Open all hours: researching access, play and adventure in school grounds



Funding from the Millennium Stadium Charitable Trust has enabled Play Wales to establish a partnership with Cardiff Metropolitan University (Early Childhood and Education Studies) and Cardiff University’s School of Social Sciences to research a project which piloted our Welsh Government funded *Use of school grounds for playing out of teaching hours* toolkit.

We established the research questions, identified and set up links with three schools within Cardiff and the Vale of Glamorgan and recruited a project team, consisting of student volunteers on the Early Childhood and Education programme at Cardiff Metropolitan University.

Fostering Outside Play Project

Managed by Learning Through Landscapes (LTL), Play Wales and BAAF Cymru (British Association for Adoption and Fostering) were partners in a project which aimed to improve the physical and mental health outcomes for looked after children through supporting foster carers and social care professionals to provide high-quality, frequent and regular activities and play outside and in the natural environment.

Playday

Playday is an annual UK celebration of children’s right to play that always falls on the first Wednesday in August. It is co-ordinated by Play Wales, Play England, Play Scotland and PlayBoard Northern Ireland.



Play Wales represents Wales on the Playday Steering Group which co-ordinates the annual campaign.

At Play Wales we see Playday as an opportunity to raise awareness of the importance of children’s play and the need for quality play provision every day of the year in all areas of Wales. Each year Playday attracts attention in the media – from local and regional newspapers to national newspapers and television.

In 2014 over 200 Playday events were registered across the UK involving an estimated 100,000 children and adults.

Evaluating the impact

Play Wales was commissioned to undertake a range of external evaluations for organisations throughout Wales:

Chwarae Plant

An independent evaluation of the *Quality in Playwork Training Project*

North West Wales Play Rangers Project

Lessons learned and legacy evaluation report

Tri-County Play Association

Independent evaluation of the *Mobile Outreach Play Project*.



Membership

Play Wales is a membership organisation. All members, on joining, are asked to endorse the Playwork Principles and the Welsh Government Play Policy.

In 2014-2015 we had approximately 100 members, which included:

- Local authorities
- Town and community councils
- Universities and colleges
- Regional and local play associations
- After-school clubs, breakfast clubs, holiday playschemes and nurseries
- Commercial companies
- National organisations in Wales and internationally
- Individuals such as playworkers, playwork trainers, teachers and lecturers.

Associate membership is open to all organisations and individuals living in Wales.

International associate membership is open to any organisation or individual living or working outside Wales that would like to support the work of Play Wales. There are restricted membership benefits because as a charity we are registered to work for the benefit of those within Wales.

In 2014-2015 our members benefitted by receiving:

- Alerts to key consultations and by providing input to our responses
- Regular information of news developments and new research
- Bi-monthly members e-bulletins (600 recipients)
- Discounted delegate places at our events
- Discounted prices on our publications.

'I very much appreciate being a member of Play Wales. I take play seriously, I want to know I am part of a professional, forward thinking and dynamic organisation as Play Wales is. I have been humbled by the support, resources and responsiveness of Play Wales.'

Playworker and P³ learner



'At grass roots level Play Wales has been an essential ingredient in Continuing Professional Development of the play workforce and other associated professions. By bringing playworkers in touch with each other, to learn and develop, children benefit from an even higher quality play experience.'

All the research documents, guides and toolkits are all excellent resources to help managers, professionals, playworkers and others to develop and create positive play in Wales. The functions that Play Wales provide are essential for a quality workforce in Wales.'

We need Play Wales. We need Play Wales to demonstrate that children/young people benefit from play as a result of the support from Play Wales. Members will have to support them to do this.'

Play Officer

Membership available from £10 per year!

Individual	£10
Organisations (one full-time member of staff or fewer)	£25
International (outside Wales)	£25
Organisations (more than one full-time member of staff)	£50
Commercial / private	£75
Local authority	£100

'Wrexham Council, and in particular the local authority's Play Development Team, has benefitted greatly from being a member of Play Wales. We rely on Play Wales to keep us up to date with national policy developments, relevant consultations and emerging research.'

As playwork professionals we recognise that being part of Play Wales provides us with a collective voice, the effectiveness of which has been repeatedly demonstrated by Play Wales when lobbying on behalf of children's right to play. We have also often taken advantage of the reduced rates for members when attending Play Wales events and in doing so rely on Play Wales to support our professional development and facilitate networks with other colleagues in our sector.'

Play Development Officer



Partners

In addition to supporting delivery of Welsh Government programmes, during 2014-2015 we have worked in partnership/collaboration with the following organisations on specific projects:

- British Association of Adoption and Fostering (BAAF)
- Cardiff Metropolitan University
- Cardiff University
- Children's Play Policy Forum
- Flintshire County Borough Council
- Glyndŵr University
- International Play Association (IPA)
- International Play Association EWNI (England, Wales and Northern Ireland)
- Learning Through Landscapes
- Leeds Beckett University
- Play England
- Play Safety Forum
- Play Scotland
- PlayBoard Northern Ireland
- Playday
- Save the Children's Travelling Ahead Project
- Scottish Qualifications Authority (SQA)
- SkillsActive
- Swansea University
- The Wild Network
- University of Gloucestershire
- Valleys to Coast Housing's Space Saviour Project
- Wrexham County Borough Council Play Development Team
- YMCA Wales Community College

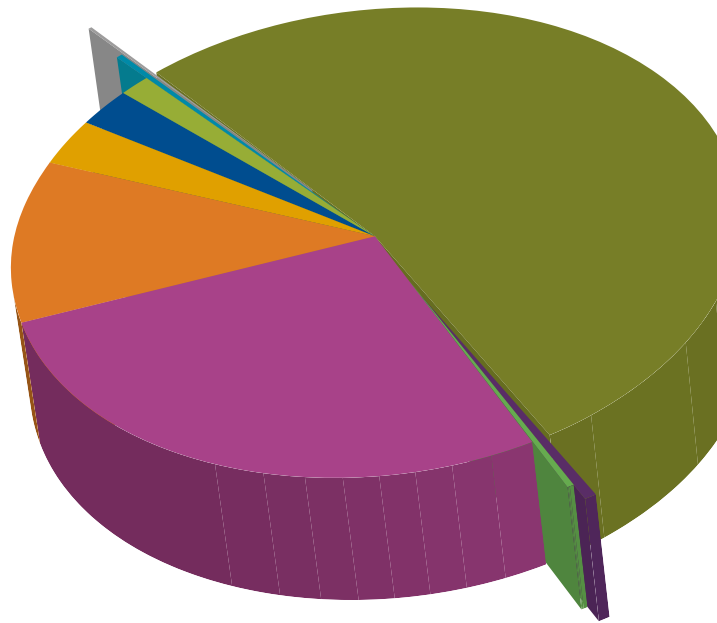


Financial review – summary

Play Wales income and expenditure reports for the financial year ending March 2015.

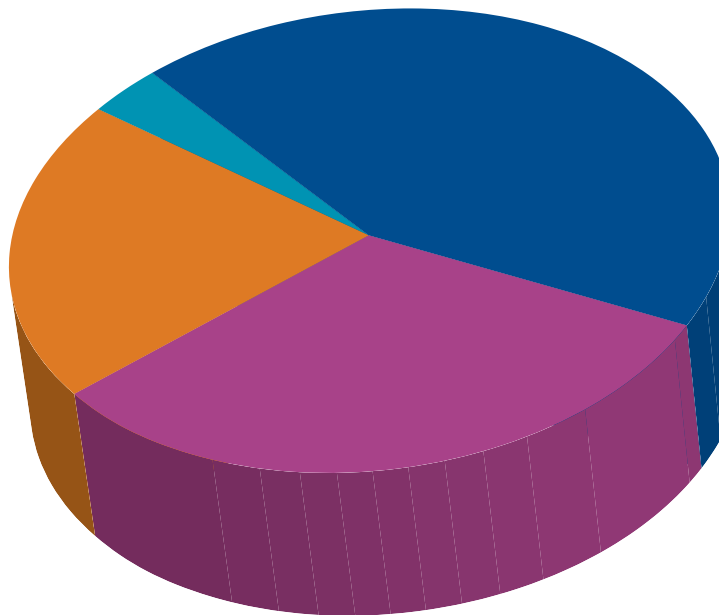
Total income £599,174

Income from generated funds	£322,644
Grants	£317,770
Membership	£3,565
Investment income	£1,309
Income from charitable activities	£276,530
Sector Priority Fund Programme/ SkillsActive	£165,500
Other earned income	£66,425
Spirit 2014 conference	£18,025
Merchandise	£15,001
Workforce training	£9,661
Millennium Stadium Trust grant	£1,385
Other income	£533



Total expenditure £528,397

Training and workforce development	£230,774
Play provision and development	£168,814
Information service	£111,679
Governance	£17,130





Plans for the future: 2015 – 2016

Play Wales will continue to work to promote children's play, act as an advocate for children and their play needs.

Until March 2016, the Welsh Government will fund Play Wales through the Play Wales Strategic Policy Grant to provide a range of strategic support to the Welsh Government, local authorities and other stakeholders.

We anticipate that this funding will enable us to undertake the following:

Strategy and policy

- Contribute to high level strategic development of Welsh Government policy
- Continue to work through the Play Safety Forum with the HSE to reduce the unintended consequences of misapplication of the Health and Safety at Work Act 1974
- Continue policy work to ensure that other Government Measures/initiatives that impact on access to places to play (such as the Transport Bill, Community Safety, Physical Activity Action Plans) incorporate an understanding of children's right and entitlement to play
- Maintain current level of support to SkillsActive in its work in Wales
- Contribute to the implementation of the UK Playwork Education and Training Strategy and emerging Welsh Government 10 Year Early Years, Childcare and Playwork Workforce Plan
- Access European Funding to support qualification delivery
- Develop proposals for European Erasmus+ funding to establish independently funded international SQA satellite centres for delivery of P³ qualifications
- Review support for professional networks refining it to best meet sector needs
- Support the implementation of Section 11 of the Children and Families (Wales) Measure 2010
- Contribute to the work of the Play Safety Forum and Children's Play Policy Forum

Information Service

- Continue our Wales - A Play Friendly Place campaign as an element of national play advocacy through the promotion of General Comment 17 on Article 31 of the UNCRC
- Continued development of the website and refinement of Information Services
- Review of capacity to publish a magazine in hard copy format twice per year
- Identify and facilitate relevant conferences, seminars and workshops with regards to children's play
- Continue our local and national play advocacy through the promotion of the General Comment on Article 31 of the UNCRC
- Continue to promote *Managing Risk in Play Provision: an Implementation Guide*
- Development of Play Wales' social media presence and increase followers by 1000%
- Development of Play Wales membership and increase new members by 100%
- Support Welsh local authorities and Third Sector membership
- Continue to produce and disseminate new and updated information sheets on a regular basis

Workforce development

- Review the development and delivery of quality play training and qualifications. Continue to work in partnership with YMCA Wales Community College and other providers to ensure the growth and sustainability of the P³ level 2 and 3 qualifications
- Develop the membership and role of the Playwork Education and Training Council for Wales (PETC Wales) and its relationship with PETC's in the other nations
- Contribute to the review of the National Occupational Standards for playwork including supporting the consultation process in Wales
- Explore avenues for the development and delivery of a training programme aimed at local authority senior managers, elected members, other statutory bodies and third sector directors/chief executives
- Work with CWLWM partnership to assess the needs of the playwork workforce
- Make use of online and blended learning opportunities for the delivery of P³ and other future qualifications
- Develop a 10 year strategy for play and playwork workforce development that ensures appropriate qualifications for playworkers in line with the Welsh Government 10 Year Early Years, Childcare and Playwork Workforce Plan, and establishes a vision for qualifications, CPD, training and events for the wider play workforce as defined in *Wales: A Play Friendly Country*, statutory guidance.

The above targets will be detailed in a revised Play Wales' five year and 10 year strategy. Other fundraising activity will continue to enable us to continue to advocate for children's right to play.



Achievements: 1998 – 2015

For 15 years Play Wales has successfully campaigned and advocated for play, encouraged and supported the Welsh Government to make some internationally ground breaking commitments on behalf of children.

Increased funding for children's play

- In 2000, following lobbying by Play Wales, the Welsh Assembly Government distributed a £1 million Play Grant to create staffed open access play provision. Although originally intended as funding for one year, the grant continued as part of the Cymorth grant fund and through the Families First programme. In 2014 and 2015, Welsh Government made additional funding available to local authorities to help them to work towards the securing of play sufficiency.
- In 2006, Play Wales was contracted for three years to help deliver the Big Lottery Fund £13 million Child's Play programme to support capacity building and strategic play projects in Wales.

Increased national recognition of play

- Play Wales supported the Welsh Assembly Government to develop the 2002 Play Policy – we believe it to be the first in the world. Play Wales also supported the work of developing the Welsh Assembly Government Play Policy Implementation Plan (2006).
- In 2012 the Welsh Government legislated for children's play. Play Opportunities are included in the Welsh Government Children and Families (Wales) Measure 2010. This places a duty on local authorities 'to assess and secure sufficient play opportunities for children in their areas as far as reasonably practicable'. Another world first – this is probably the most important development to happen for children's play in Wales. Play Wales worked with the Welsh Government and play providers to develop *The Play Sufficiency Assessment Toolkit*. It supports all local authorities in fulfilling their duties, as set out in the Play Sufficiency Assessment (Wales) Regulations 2012.

- By responding to consultations our members helped to ensure that the importance of play features strongly in this ground-breaking Welsh legislation.

A dynamic workforce

- Play Wales developed *The First Claim ... a framework for playwork quality assessment* and *The First Claim – desirable processes*. These publications aim to support those working with children to analyse play environments and provides a framework to assess the quality of what is being provided for, and experienced by children.
- Play Wales led the UK review of the Playwork Values and Assumptions. Following consultation, the Playwork Principles were adopted by the sector and endorsed by SkillsActive, the Sector Skills Council for Playwork, in 2004. The Playwork Principles now underpin the occupational standards for playwork in the UK.
- To develop contemporary playwork practice, Play Wales worked with the Scottish Qualifications Authority (SQA) to offer Playwork: Principles into Practice (P³) qualifications at level 2 and 3. To support this innovative training we have produced inspiring learning materials.
- Between Play Wales, the Welsh Government and European funding we have invested over £1.5m in the development, piloting and delivery of P³.
- International interest in Play Wales' publications and P³ training has resulted in our publications being translated to other languages including Japanese.

This all means that the people who work with our children are as well trained as possible.



Increased awareness of play locally, nationally and internationally

- Through the website and by producing regular e-bulletins, magazines, information sheets, books and posters, Play Wales widely promotes children's play. Our website is internationally regarded as one of the most effective for conveying timely information about children's play.
- Play Wales provides training, seminars and conferences for all those who provide and support children's play – including the International Play Association (IPA) 2011 World Conference.
- The First Minister, Carwyn Jones AM, accepted the IPA Right to Play Award on behalf of all those in Wales who strive to make Wales a play friendly place. Wales is the first country to receive this prestigious award. This led to Play Wales establishing its Wales – A Play Friendly Place campaign.
- Play Wales supported IPA's work with the United Nations Committee on the Rights of the Child to draft and adopt a General Comment that clarifies

for governments worldwide the meaning and importance of Article 31 of the Convention on the Right of the Child. Play Wales worked with Welsh children to develop resources to promote the rights set out in Article 31 of the UNCRC for IPA to coincide with the launch of the General Comment.

- Play Wales worked with the University of Gloucestershire to produce two reports that present the findings of two small-scale research projects. The first explores how local authorities responded to the introduction of the duty to assess sufficient play opportunities for children and the second a follow-up looking back over the past year and forward to the commencement of the second part of the duty, to secure sufficient play opportunities for children.

All this has contributed to more children having time, freedom and permission to play. There is still work to be done to make Wales a place where we recognise and provide for every child's play needs – add your voice to help us do more.

Play Wales Board of Trustees

We have a Board of Trustees that oversees the running of Play Wales to ensure that we meet our objectives effectively and efficiently within the law. There are also a number of Observers to the Board who support the Trustees but who cannot vote. Our Trustees are elected by our membership or co-opted so as to represent an area of expertise.

Our work is governed by a Board of Trustees and Observers.

(as at March 2015)

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