

# Play Wales

IMPACT REPORT  
2015 - 2016



## Chairperson's report

I have to admit that I have mixed feelings as I write this introduction to another year's Play Wales Impact Report. Not about its work, which has been magnificent, but about the circumstances in which it has been achieved.

As Chairperson of Play Wales, I am immensely proud of the achievements you will read about in the Report, of the skill and dedication of the staff responsible for them, and of the support that the Board of Trustees has given them. I am grateful for the verbal acclamation for what we do from successive Ministers of the Welsh Government, from their civil servants and special advisors. All of us are encouraged by another year in which Play Wales has been seen as the example to follow by other teams in the UK and around the world.

Yet, amongst all this success, I have to say again that it has been hard-won in the face of continued financial instability. I do so hesitantly, when I have been so critical of other organisations that moan about being the Cinderella of services. There are many groups of disadvantaged children and families who can't even get into the kitchen let alone go to the ball.

But the fact remains that the amount of work that Play Wales can do on behalf of the Welsh Government and its people, cannot be sustained on its current resources.

This despite the Trustees allowing the organisation to draw on its reserves, the staff agreeing to cut numbers and hours, and the promises of officials to think again about funding. Promises are not much good if they don't end in hard cash. Once again, it will be the children at the heart of what we do that will suffer most.

I have pointed out in previous Reports just how essential the freedom to play is for healthy child and adolescent development. That freedom is increasingly threatened in the modern, competitive world, where success is measured in keeping your nose to the academic grindstone and parents are loath to expose their children to any sort of risk. And, as always, it is the most disadvantaged children in the most adverse of circumstances who will miss out most.

For those children and their families we can never promise a ride in a golden coach and a Prince Charming at the end of it all. Play Wales can never be a Fairy Godmother, waving a wand over life to make it all happy ever after. But we have been, are and will continue to be, a hard-headed, business-like organisation dedicated to making sure that all the children of Wales have the opportunities to play that they need and deserve. Provided that we are given the resources to do so.



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

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## 2015 - 2016 in brief



**1000**  
queries from  
the public

**102**  
Play Wales  
members

**58,000**  
website  
HITS

**MAHPS**

developed the  
level 3 Managing  
a Holiday  
Play Scheme  
qualification

**400+**

benefitted from CPD opportunities

Playday UK

**100,000 children  
played outside**



200 events registered

**22**

local authorities supported  
to complete 2016 Play  
Sufficiency Assessments

**2500**

recipients with an interest  
in children's play received  
regular news and information

## 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 October 2017) 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 wellbeing 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.



# Summary of achievements 2015 - 2016

## 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:**

- ◆ Supported local authorities to appropriately determine ways to approach the completion of 2016 Play Sufficiency Assessments
- ◆ Gathered case studies/good practice examples from the All Wales Strategic Play Network and local authority Play Sufficiency leads and published them on our website
- ◆ Contacted and met with local authorities without play officers to offer support with regards to play sufficiency duties
- ◆ Delivered nine regional meetings for Play Sufficiency leads providing support and networking opportunities to enable them to comply with their duties around play sufficiency
- ◆ Was the lead author for the play chapter of the Wales UNCRC Monitoring Group Report to the United Nations Committee on the Rights of the Child
- ◆ Contributed to the Active Healthy Kids (AHK) Wales report card - commenced work with partners to gather data to contribute to Wales' first contribution to the 'Active Healthy Kids Global Matrix' for 2016
- ◆ Co-ordinated four meetings of the Playwork Education and Training Council Wales (PETC Wales) to provide an important strategic link between SkillsActive, Welsh Government and playwork employers
- ◆ Contributed to the Four Nations Play Symposium - sharing with other nations the progress being made in Wales.

*"I learnt so much from the support that Play Wales provided: the network meetings, conferences, papers and resources on the website. You have also given me confidence to lead and shape how play is being delivered across the local authority. I really don't think I could have done it without that support."*

**Former Children and Young People's Facilitator**

*"I am keen to contribute in any way possible to Play Wales's excellent work, which has been a model of positive impact for so many years."*

**Director - College of Natural Sciences**

*"Following on from listening to you speak at a play conference I have altered the specialism of one of my team members who is now responsible for early years and play as we are aware of the impact of play in educational settings."*

**Lead Educational Psychologist**



## Engagement

29,000  
USERS

58,000  
HITS

### Website

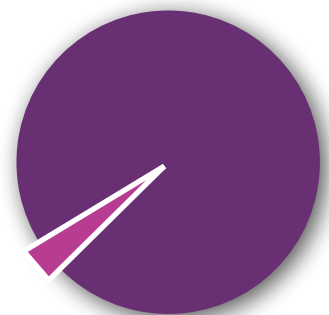
Our website is at the centre of the Play Wales Information Service. It is regularly updated with timely and relevant information attracting, between April 2015 and March 2016:

- ◆ 58,000 hits
- ◆ 29,000 users
- ◆ 136,000 page visits

### Play Wales Evaluation Survey 2016

Do you recommend our website to others?

- ◆ **Yes** - 94%
- ◆ **No** - 6%



### Play Wales Evaluation Survey 2016

How has Play Wales support contributed to you/your organisation's ability to achieve better outcomes for children's play?

#### TOP THREE ANSWERS



### 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**  
1093 likes  
85% increase

**Twitter**  
3,727 followers  
30% 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.

### **Manifesto for children's play in Wales**

Prior to the 2016 National Assembly for Wales election we produced our Manifesto calling for the next Government in Wales to continue to prioritise provision for play. We are asking all political parties to recognise that having time, freedom and good places for playing are of paramount importance to all children, their families and the wider community.

We shared our Manifesto with the major political parties in Wales and hope they found it useful when developing their own priorities and agenda for Wales.

### **Top tips**

During the year we produced and shared two 'top tips' sheets which were well received and shared widely on our social media channels:

**Let us out of the bubble wrap** - tips on how adults can support children's need for risky play.

**10 top tips for fundraising** - tips for fundraising for play projects drawn from Professor Fraser Brown's *The Venture: A Case Study of an Adventure Playground*.

## Play for Wales magazine

Published twice a year it is circulated in paper form and electronically to approximately 3,535 recipients.

### **Autumn 2015 Celebrating play in Wales**

This issue features:

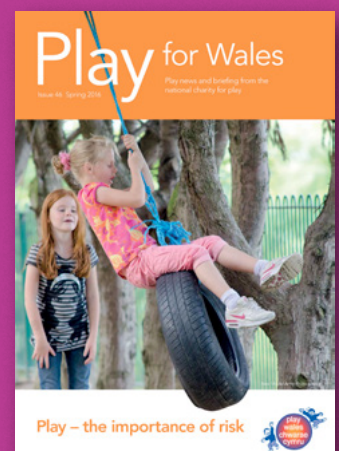
- ◆ Manifesto for children's play in Wales
- ◆ Time, space and permission to play across Wales
- ◆ Supporting a play friendly Wales
- ◆ Pre-election play time
- ◆ A review of our *Developing and managing Gypsy and Traveller Sites - good practice guide for play and early years*



### **Spring 2016 Play - the importance of risk**

This issue features:

- ◆ Making health and safety 'child's play' - Dame Judith Hackitt, Chair of the Health and Safety Executive (HSE)
- ◆ Play and resilience - Angie Hart, Professor of Child, Family and Community Health
- ◆ Risky play for all children - Ally John
- ◆ Emotional risk and benefit
- ◆ A study: UK and Germany outdoor play opportunities





## 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:

**Why playing matters and what we can all do about it** (in partnership with Cadw) - aimed at parents and carers, it explores the importance of playing outside and contact with nature for all children and their families; it also provides tips for supporting children to play out confidently.

**Play: mental health and wellbeing** - briefly explains the importance of playing for brain development and mental health as well as exploring how playing contributes to children's emotional wellbeing and how it relates to the 'Five Ways to Wellbeing'.

**Hospital play** - aims to describe the role of the health play specialist in terms of supporting the play process and explain the importance of providing play opportunities and spaces for children in hospital or community settings such as children's hospices.

**Play sufficiency in Wales** - provides a brief overview of the Play Sufficiency Duty and the assessment process that local authorities have to undertake. It also describes Welsh Government's aim to create a play friendly country by providing time, space and permission for children to play.



**Building resilience: the importance of playing** - explores how children's play contributes to developing resilience and how we as adults can support children to build resilience through play. It also details how playing is an integral part of childhood.

**Playwork: what's so special?** - provides an overview of what is unique about playwork and the role of the playworker. It describes how playworkers' work relates to the Playwork Principles in terms of facilitating children's play and the impact of playworkers and their intervention on children's play and the play space.

**Why make time for play?** - provides support for play providers to advocate for staffed play provision. It shows why playing is so important and explores the benefits of staffed play provision for children and the wider community.

## Play Wales Evaluation Survey 2016

How have you used the content of our website, publications or email alerts?

To assist in day-to-day playwork practice  
**73%**

To make the case for children's play, playwork, workforce development or play provision in a meeting  
**66%**

To advocate for play with non play professionals / wider community  
**66%**

To help you explain a concept to other colleagues or learners  
**60%**

To inform a consultation response  
**30%**

To support a funding application  
**30%**

*"Play Wales's advice and information is critically important to me as a development worker. I would struggle significantly to have the impact I currently do without the expertise and support from Play Wales."*

*"I can't think of a better organisation working to support children's right to play. Your information and its communication is truly wonderful and sets the bar for others to follow. Please keep it up. P.S. When I visited an adventure playground in Oakland, San Francisco I checked out their website. When searching to see how they defined play on their site I clicked the link that took me ... back to the Play Wales site!"*

**Play Consultant**

## 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.**

### Managing a Holiday Play Scheme (MAHPS)

During the Summer of 2015 we worked closely with partners YMCA Wales Community College, SkillsActive, and Clybiau Plant Cymru Kids’ Clubs to develop a new Agored Cymru qualification to meet regulatory requirements for registered persons/persons in charge of a holiday play scheme.

Managing a Holiday Play Scheme Award is a Level 3 Award intended to qualify those registered with Care and Social Services Inspectorate Wales (CSSIW) as the Person in Charge of a holiday play scheme who meet the following criteria:

- ◆ Must be over 19 years old
- ◆ Must hold a relevant Level 3 qualification (or above) in working with children and young people such as teaching, social work, youth work, childcare or community development
- ◆ Must have experience of working in staffed play provision.

As well as supporting the professional development of staff managing short-term provision to meet the National Minimum Standards (NMS) and CSSIW legal requirements it will provide the benefit of developing an understanding of the importance of play to children’s

development and how it may be facilitated in a variety of settings.

The MAHPS Award consists of two units at level 3. Unit 1 relates the application of the Playwork Principles to a holiday play scheme whilst Unit 2 focuses on the legislative and regulatory requirements involved in leading and managing a holiday play scheme. Many of the assessment tasks take place in the classroom with additional written reflections at the end of each day.

By the end of the qualification learners will be able to:

- ◆ Lead and manage a holiday play scheme
- ◆ Apply the Playwork Principles to holiday play schemes
- ◆ Be a registered Person in Charge with CSSIW.

*“Nice to network with people from other settings/ areas with different experiences.”*

*“The course was both enjoyable and challenging. It provided an opportunity to reflect on our own and other’s varied experiences; what some of us have been doing for many years and what was good and what we might improve. The assessment tasks were relevant to our work requiring us to consider our roles in managing our respective holiday play schemes and how we ensure children experience the best play opportunities. It was pleasantly thought provoking.”*

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

## 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 2015: the importance of taking risks** (Cardiff) – 120 delegates were informed by inspiring, international keynote speeches including Dame Judith Hackitt, Chair of the Health and Safety Executive (HSE) and participated in 12 workshops on topics including why children need to take risks, transforming school playtime, and risky play opportunities for all children.
 

*“I really enjoyed the workshops and meeting new people from the play sector ... thought provoking and useful.”*
- ♦ **Playworkers Forum 2015 (North Wales)** – the two day event provided an opportunity for staff from adventure playgrounds and play projects to share good practice and learn and develop practical skills to support playing children. 25 delegates attended and funding was made available, following the closure of NEW Play (the regional play association), to support those working in North East Wales to attend.
 

*“Love the mix of practical and theoretical workshops.”*
- ♦ **Home Life Conference** – we worked with the Play Officers North Wales Network to co-ordinate this event. It was aimed at improving the conditions for playing in and around the home and attracted 49 delegates working with families in a family support, community development, early years and social work context.
 

*“A fabulous conference which I have thoroughly enjoyed! Great delivery, pace and mix of activities.”*
- ♦ **Play Sufficiency Conference** – in partnership with Wrexham Play Development Team and Glyndŵr University, we organised the Towards Play Sufficiency Research Conference to share the findings of a range of research that Wrexham County Borough Council used to influence how it defined sufficiency for future assessments and to comply with the duty to secure sufficient play opportunities.
 

*“Very enlightening and thought provoking – an excellent opportunity to meet others from different sectors with an interest in play and playwork.”*
- ♦ **Blaenau Gwent conference** – in partnership with Blaenau Gwent County Borough Council, we organised the Blaenau Gwent - A Play-Friendly County conference to explore how all of those whose work impacts on children’s play can work together to make Blaenau Gwent a more play friendly county.





## Enquiries from the public

In addition to the considerable information provided through our website, we estimate that we received and responded to in the region of 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 Big Lottery funded project to support tenants of four South Wales housing associations to transform open spaces in their communities. Through the project, Play Wales has supported a tenant led group to develop a natural play area in Wildmill, Bridgend which opened in February 2016.



*“As a society, the way we view and interact with our outdoor spaces is key to our physical and mental wellbeing. The opportunities for play that we provide for children will affect the next generation in substantial ways – and it is this understanding that Play Wales has given us as a housing association. They have successfully engaged with community members and given them the knowledge and the confidence to push play firmly onto the agenda.”*

**Rachel Morton - Valleys to Coast Housing**

*“I was keen to create a safe play area in Wildmill and the Play Wales play workshop inspired me to put a project idea together.”*

**Sarah Hay - parent**

## Open All Hours



Student volunteers on the BA (Hons) Early Childhood and Education Studies programme at Cardiff Metropolitan University received Introduction to Playwork training to enable them to facilitate staffed open access play sessions in two Cardiff schools and one in the Vale of Glamorgan. The project was funded by the Millennium Stadium Charitable Trust and resulted in the update of our *Use of school grounds for playing out of teaching hours* toolkit.

*“Many parents stayed and supported the running of the project and they supported their children more than I had originally anticipated. My role developed as the project progressed and the children started to get to know me, and me them. They invited me into their play and I was able to engage in their play as well as having an observing and supporting role. I felt the project was important as the children were able to play outdoors and burn off some energy after being in school all day. After speaking to a number of parents they informed me how their children’s behaviour had improved when they were able to stay and play for an hour or so after school. It was also a chance for the parents to relax and watch their children play with the knowledge that their children were in a safe environment.”*

**Student volunteer**



## Risk-Benefit Assessment

We worked with Wrexham Play Development team, playwork providers and Playful Futures to develop dynamic risk management materials focusing on self build structures and of common play behaviours.



## Merthyr Tydfil’s Play Sufficiency Assessment

Play Wales was commissioned to undertake the 2016 Play Sufficiency Assessment for Merthyr Tydfil County Borough Council. Working with local partners, we used Welsh Government’s *Play Sufficiency Assessment Toolkit* to complete the assessment and develop a Play Sufficiency Action Plan.



## 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 media attention - from local and regional newspapers to national newspapers and television.

In 2015 over 200 local Playday events were registered in the UK involving an estimated 100,000 children and adults.

## 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 2015-2016 we had 102 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 2015-2016 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 (460 recipients)
- ◆ Discounted delegate places at our events
- ◆ Discounted prices on our publications.



*"I like being a member of Play Wales for the support and inspiration that it offers to help enable others to promote and advocate play. I didn't know anything about play beforehand, however my journey over the last few years has been fantastic. Meeting members, attending Spirit, and working with a number of the Play Wales team in the local area leaves me constantly inspired and always thirsty for more."*

**Forest School Leader**

*"As an author, researcher and assessor, what I value most is being kept up to date with new papers and publications – which are always well written and soundly referenced. I could of course just go regularly onto the website and look because you make these available anyway, but I think the membership fee is well spent because you let me know when new stuff becomes available and I don't have to keep looking for it!"*

*"Membership of Play Wales puts us in touch with play professionals and ensures that we do not become isolated or lacking the knowledge of the latest ideas, principles and trends. Play Wales is our 'Feet on the Ground' and yet also inspires and motivates."*

**Outdoor Education Professional**

## Membership available from £10 per year!

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

*“Play Wales for me is the national voice of the play workforce across the nation, but not just this it is an organisation that allows our voices to be heard across the whole of the UK and in fact internationally. Without this organisation we would be a single voice in a very big world, and the impact of the work we do would not be as far reaching.”*

**Play Development Officer**

## Partners

In addition to supporting delivery of Welsh Government programmes, during 2015-2016 we have worked in partnership/collaboration with the following organisations on specific projects:

- ◆ Cardiff Metropolitan University
- ◆ Cardiff University
- ◆ Children's Play Policy Forum
- ◆ Community and Voluntary Support Conwy (CVSC)
- ◆ Clybiau Plant Cymru Kids' Clubs
- ◆ Flintshire County Council
- ◆ Glyndŵr University
- ◆ International Play Association (IPA)
- ◆ International Play Association EWN1 (England, Wales and Northern Ireland)
- ◆ Learning through Landscapes
- ◆ Leeds Beckett University
- ◆ Merthyr Tydfil County Borough Council
- ◆ Play England
- ◆ Playful Futures
- ◆ Play Safety Forum
- ◆ Play Scotland
- ◆ PlayBoard Northern Ireland
- ◆ Playday
- ◆ Public Health Wales
- ◆ Scottish Qualifications Authority (SQA)
- ◆ Sioned Williams Landscape Design
- ◆ SkillsActive
- ◆ Space Saviours Project
- ◆ Swansea University
- ◆ University of Gloucestershire
- ◆ University of Manchester
- ◆ Wales Pre-school Providers Association
- ◆ Wrexham County Borough Council Play Development Team
- ◆ Valleys to Coast Housing
- ◆ YMCA Wales Community College



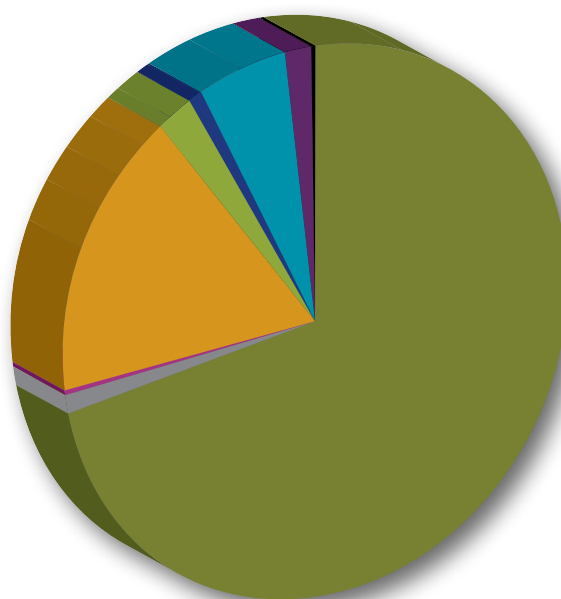


## Financial review - summary

Play Wales income and expenditure reports for the financial year ending March 2016.

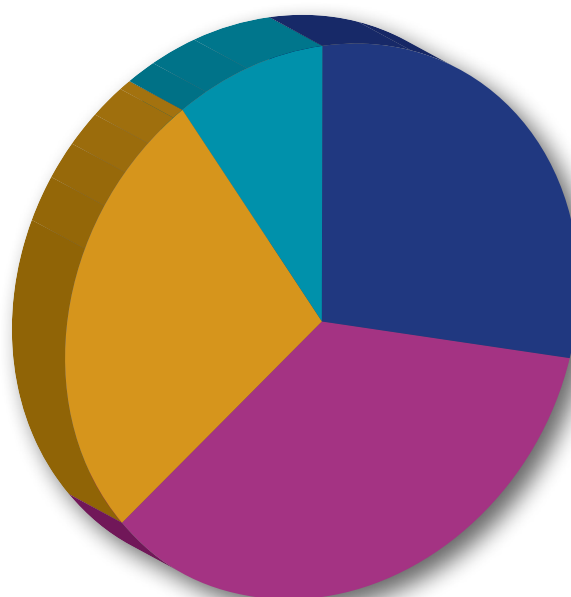
### Total income £368,869

Grants	£264,685
Membership	£3,865
Investment income	£996
Donations	£234
Other earned income	£61,068
Spirit 2015 conference	£7,720
Merchandise	£3,612
Workforce training	£19,767
Millennium Stadium Charitable Trust Grant	£6,115
Other income	£807



### Total expenditure £411,730

Training and workforce development	£120,215
Play provision and development	£144,196
Information Service	£110,655
Governance	£36,664





## Plans for the future: 2016 - 2017

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

Until October 2017, 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
- ◆ Support the implementation of Section 11 of the Children and Families (Wales) Measure 2010
- ◆ Review support for professional networks refining it to best meet sector needs
- ◆ Continue to work through the Play Safety Forum with the Health and Safety Executive (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
- ◆ Seek alternative sources of funding to make up the short fall of Welsh Government funding from our previous grant
- ◆ Develop a fundraising strategy

- ◆ Submit bids for small contracts
- ◆ Build on successful working arrangements with Care and Social Services Inspectorate Wales (CSSIW) to ensure open access providers are effectively supported through the new inspection regime
- ◆ Continue to work with the Children's Play Policy Forum and Play Safety Forum to ensure a strategically coherent UK approach to play and that non-devolved matters that impact on children's play, for example health and safety include a Welsh perspective.

### 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 capacity to publish a magazine in hard copy format twice per year
- ◆ Support Welsh local authorities and third sector membership
- ◆ Develop Play Wales' membership and increase new members by 100%
- ◆ Develop Play Wales' social media presence and increase followers by 100%
- ◆ Continue to promote *Managing Risk in Play Provision: Implementation guide*
- ◆ Continue our local and national play advocacy through the proactive promotion of General Comment 17 on Article 31 of the UNCRC.

### Workforce Development

- ◆ Review the development and delivery of quality play training and qualifications with a view to ensuring the sustainability of the Playwork: Principles into Practice (P<sup>3</sup>) Level 2 and 3 qualifications; developing a European Erasmus+ funded project to role out the qualification throughout Europe

- ◆ Deliver a programme of conferences, workshops, events and seminars with regards to children's play
- ◆ Access European funding to support qualification delivery
- ◆ 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, but also establishes a vision for qualifications, CPD, training and events for the wider play workforce as defined in *Wales: A Play Friendly Country*, statutory guidance
- ◆ Access funding to make use of online and blended learning opportunities for P<sup>3</sup> and other future qualifications
- ◆ Explore avenues for funding the development of a training programme aimed at local authority senior managers, elected members, other statutory bodies and third sector directors/chief executives
- ◆ Contribute to the review of the National Occupational Standards for Playwork including supporting the consultation process in Wales
- ◆ 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
- ◆ Secure a contract to develop a Level 2 Award in Playwork Practice (L2APP), based on the P<sup>3</sup> Award, that will meet regulatory requirements for holiday playschemes but also be a suitable qualification to upskill: teaching assistants, lunchtime supervisors, youth workers and childcare staff. Work with YMCA Wales Community College and Agored Cymru to develop this qualification
- ◆ Continue to work in partnership with the Playworkers Forum steering group to ensure it remains as a valued CPD/networking opportunity for playworkers in Wales.

**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 18 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 £1million 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.
- ◆ Supported local authorities to appropriately determine ways in which to allocate Welsh Government's Securing Sufficient Play Opportunities Grant 2013-2014 and 2014-2015.

## 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 2005. 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 P<sup>3</sup> 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 £1.5million in the development, piloting and delivery of P<sup>3</sup>.
- ◆ International interest in Play Wales' publications and P<sup>3</sup> training has resulted in our publication being translated to other languages including Japanese.



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**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 2016)

### Board of Trustees

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## Play Wales team

(as at March 2016)

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