

# Play Wales

IMPACT REPORT  
2016 - 2017



## Chairperson's report

I'm writing this report in the middle of the Spirit 2017 conference. Not because I'm escaping, but because my head is so stuffed full of sound-bites that I need to get them down on paper. So here is half a dozen, and those who said them will know to whom they belong. It's also an opportunity to reflect on the last year.

### 1. **Wellbeing doesn't just happen – it has to be fostered and protected**

It has many components – emotional literacy, resilience, connectedness, and respect for others. All of them are developed through free play and are endangered by the lack of it.

### 2. **We need better evidence – how large that contribution is**

But statistics do not necessarily change things where attitudes are entrenched and money is to be had from the status quo. Different carers have different perceptions. They need help individually, not as a category for research.

### 3. **What is it we once enjoyed and now have lost?**

When I was a child, my mother packed me off with a packet of sandwiches and didn't expect to see me again until tea-time. I was free to explore, get lost and find myself again, physically and in spirit. I had a right to roam. A child today is lucky to get to the end of the street.

### 4. **Nostalgia is easy – the world has changed**

Children, we think, are vulnerable. They are prey to all sorts of dangers – traffic, strangers and the demands of a competitive world. Risk is a four-letter word and a whole industry has been built up on blame, litigation and financial reward.

### 5. **Safety is not always a virtue – it depends what safety we mean**

The graph for general childhood mortality has been falling for decades, but the graph for road traffic accidents and self-harm has been rising just as fast. Play is not killing children, but the lack of it may be doing so – by taking them everywhere in the back-seat of the car, and by condemning them to the loneliness of the mobile and computer screen in their bedroom.

### 6. **Outcomes are what happen in the future – from things that happened in the past**

On the news this morning was another report of the way mental illness can devastate adult lives. The germs of that illness lie in childhood, and play helps protect us from its development. It gives us an alternative to violence and despair.

So, there we are. All truisms, you might think, but here's the point. The good news is that most parents know them to be right. The bad news is that few of them are able to put them into practice. They need help – by forming like-minded alliances, by changing the built environment, and by challenging the attitudes of those who get in the way.

And that is exactly what Play Wales is trying to do, as you will read again in the scope and skill of the team and the impact they are having. Play is fun, but making sure it happens is serious stuff. And in that, said one speaker at the conference, *'You guys in Play Wales are legendary'*. So they are!



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

# Contents

2016 - 2017 in brief	4
About Play Wales	5
Financial review – summary	6
Achievements	
Supporting national priorities	7
Engagement	8
Publications	9
Well-informed professionals	10
Enquiries from the public	12
Collaborating locally	12
Membership	14
Partners	16
Plans for the future: 2017 - 2018	17
Achievements: 1998 - 2016	18
Play Wales' Board of Trustees	20
Play Wales team	20



## 2016 - 2017 in brief



**1000**  
queries from  
the public

**86**  
Play Wales  
members

**30,000**  
website  
hits

*'A highly focused, policy-oriented  
non-governmental organisation  
(NGO)'*

**L2APP**

developed and  
delivered the  
Level 2 Award in  
Playwork Practice  
qualification

**Playday UK**

**75,000 children  
played outside**

157 events registered



**22**

local authorities' Play  
Sufficiency Assessments  
reviewed

**2673**

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 March 2018) 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 operational 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.

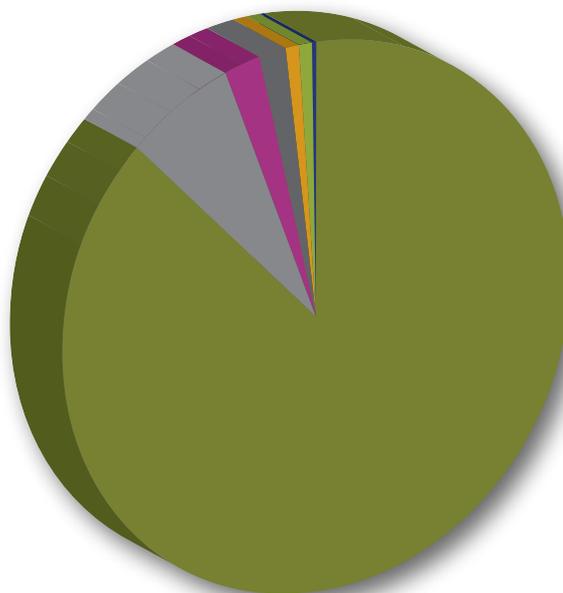


# Financial review - summary

Play Wales income and expenditure reports for the financial year ending March 2017.

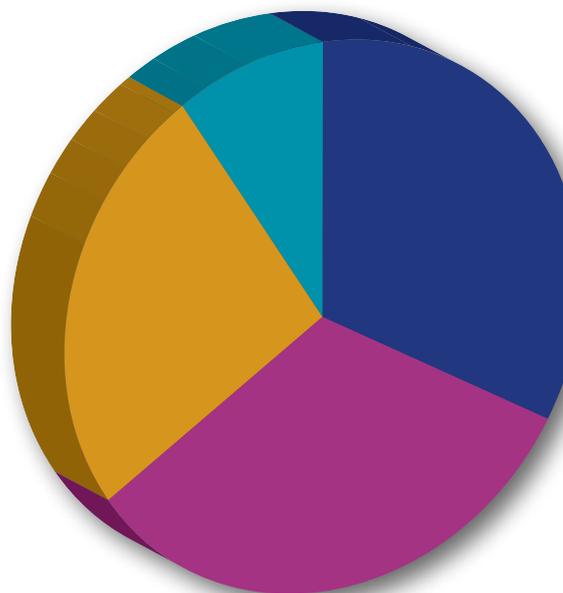
## Total income £422,493

Grants	£370,000
Other income	£28,069
Workforce training	£9,232
Spirit 2016 conference	£7,240
Membership	£4,198
Merchandise	£3,195
Investment income	£527
Royalties	£32



## Total expenditure £397,980

Play policy, support and advocacy	£132,637
Workforce development	£128,643
Information Service	£101,050
Governance	£35,650



# Summary of achievements 2016 - 2017

## 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:

- ◆ Reviewed and reported on 22 local authority Play Sufficiency Assessments
- ◆ With Welsh Government, facilitated three regional workshops for local authority play sufficiency leads and their partners
- ◆ Delivered a cross-policy play sufficiency workshop for Welsh Government officials
- ◆ Contributed to the Active Healthy Kids (AHK) Wales 2016 report card – member of the expert group which included gathering data, collectively allocating grades to indicators and presenting findings at the launch event
- ◆ 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
- ◆ Built on successful working arrangements with the Care and Social Services Inspectorate for Wales (CSSIW):
  - ◆ Developed and consulted on various tools to support CSSIW's Quality Judgement Framework (QJF) inspection process
  - ◆ Delivered three regional seminars for inspectors and open access play providers to consider issues of inspection and regulation
  - ◆ Produced and provided support for open access play providers to undertake and complete Self Assessment of Service Statement (SASS) part one.

*'The support we receive, consistently from Play Wales is crucial to maintaining a focus and a dialogue with regard to the importance of children's play, particularly at this time. We are so fortunate in our local authority that there is no appetite for our children and young people to become victims of austerity. Navigating successfully through these dark times, is without doubt assisted by the local, regional and national advocacy and support received from Play Wales.'*

**Play Development Officer**

*'They are one of the few organisations that both stays ahead of the game in respect of their comprehension of the subject of play and work with the government agenda and serve I believe to help shape it. Children and those that work with them are simply better off for the existence of an organisation such as Play Wales, their influence cannot be underestimated.'*

**Playworker and Play Consultant**





## 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 2016 and March 2017:

- ◆ 30,000 hits
- ◆ 18,000 users
- ◆ 75,000 page visits

*‘The quality and content of the published materials you produce and disseminate to your members and wider stakeholder groups are excellent. As a sister organisation we often draw upon your materials to help us make the case for play in our own devolved nation. Please keep up the great work that we have come to rely upon and always look forward to reading.’*

**Chief Executive Officer,  
PlayBoard Northern Ireland**

### Play Wales evaluation

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

1,460 likes  
34% increase



#### Twitter

3,954 followers  
6% increase



### Email updates

We ensure our constituency, approximately 2,673 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. They were downloaded extensively from our website and shared widely on social media.



### Play for Wales magazine

Published twice a year it is circulated in paper form and electronically to approximately 4,109 recipients.

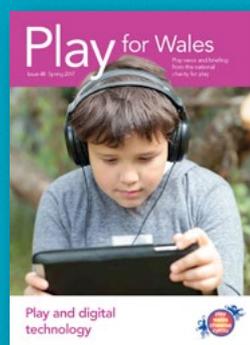
Autumn 2016  
The **Playful communities** issue features:

- ◆ Make time for playing out in the community
- ◆ Advocacy ideas to overcome barriers to play
- ◆ Playing, striving, thriving – addressing Adverse Childhood Experiences through play
- ◆ Making the right to play a reality internationally.



Spring 2017  
The **Play and digital technology** issue features:

- ◆ Play and the plug: A playwork approach to screen time in children's play
- ◆ An updated UNCRC for the digital age – Professor Sonia Livingstone
- ◆ Screen time: who's really to blame? – The Wild Network
- ◆ Myth busting digital play.



### Information sheets

**Participation and consulting with children** – explores participation and consulting with children in the playwork context. It also aims to consider why and how we can consult with children in a meaningful way without unnecessarily interrupting their time and freedom to play.

**Promoting physical activity through outdoor play in early years settings** – explores how playing contributes to children's physical activity levels and how early years practitioners can provide permission, time and space, as well as making materials available, for children to play outdoors. It also provides practical advice on thinking sensibly about health and safety.

### Top tips

**Make time for play** – we advocate a low cost approach to making the most of children's free time by giving them time to play.

**Top tips for Outdoor Classroom Day** – schools taking park pledge to spend at least one lesson outside during the day. Our tips advocate for a playful day in schools.

### Focus on play

**Families First programme** – how play and playwork services can address identified gaps in service provision for parents and young people and contributes to the prevention of Adverse Childhood Experiences (ACEs) and mitigation of the impact for children and young people who are living in difficult circumstances.

## 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’ (*Wales – a Play Friendly Country*, 2014).

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.**

### Level 2 Award in Playwork Practice (L2APP)

We received funding from Welsh Government to develop the Level 2 Award in Playwork Practice. During the summer of 2016, we worked with a steering group including Clybiau Plant Cymru Kids’ Clubs, SkillsActive, Addysg Oedolion Cymru | Adult Learning Wales and Agored Cymru (awarding body) to develop the qualification units. The qualification meets registration requirements for those working in holiday play schemes in non-supervisory roles and those working with eight to twelve year olds in year-round childcare settings, when held alongside a level 2 childcare qualification.

It is also being recognised as valuable accredited professional development for those working in a range of related roles including: teaching assistants, midday supervisors, youth workers and sports development staff.

The delivery of the first L2APP course was for a cohort of learners in Cardiff and was held over three days in February 2017 by Addysg Oedolion Cymru | Adult Learning Wales. Learners from across the target audience attended, including: holiday play schemes, after school clubs, youth clubs, sports development and schools.

Having undertaken the taught part of the course, learners completed practical assessment tasks and 20 hours of playwork practice to evidence their ability to apply their knowledge in practice.

At the final session, learners were already talking about how the course had changed the way they think about play and how they will work with children in future.

Play Wales is working closely with Addysg Oedolion Cymru | Adult Learning Wales to deliver L2APP across Wales to all those who need it.

*‘Highlights of the course: listening to other people’s experiences and reflecting on my own playwork practice ... the course is brilliant, accessible and very easy to access.’*

*‘This course has taught me the underpinning knowledge around playwork and the reason why children play ... it has also taught me about intervention and how adults tend to intervene too much. Throughout this course I have developed my knowledge and taken a backwards step and allow children to play more freely.’*

### Agored Cymru Level 1 Playwork

We have worked with Addysg Oedolion Cymru | Adult Learning Wales to develop course materials and assessment methods for the Agored Cymru Level 1 playwork course. Twelve learners attended a course in December 2016 in Merthyr Tydfil. The course is intended to provide learners with an accessible introduction to playwork and paves the way for learners to progress onto further playwork learning.

*‘I really enjoyed the course and am very much looking forward to taking part in Level 2 if and when the opportunity arises.’*

## 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 2016: Playful communities** (Cardiff) – 108 delegates were informed by inspiring, international keynote speeches including Dr Jan Van Gils and Dr Stuart Lester and participated in 10 workshops on topics including play in the natural environment, play sufficiency through the voices of children, and street play: myth busting, challenges and possibilities.

*'Excellent, a unique quality – a key event for play and those involved in play'*

- ♦ **Playworkers Forum 2016** (Brecon) – 35 delegates attended the two-day event which provides an opportunity for staff from adventure playgrounds and play projects to share good practice and learn and develop practical skills to support playing children. This year the forum was open to delegates from outside of Wales and we welcomed playworkers from Bristol, Watford and Herefordshire.

*'A fantastic and unique opportunity for playworkers to get together, share ideas and celebrate playwork. The forum truly represents playwork and the "informal" nature promotes a sense of community and a chance to recharge.'*

- ♦ **Home Life 2017** (Conwy) – In March 2017, we collaborated with the Play Officers North Wales Network to run the second Home Life conference. The event was aimed at improving the conditions for playing in and around the home and attracted 57 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 Seminar** – in partnership with Flintshire's Play Development team and Leisure Services, we organised this seminar to explore how all those whose work impacts on children's play can work together to make Flintshire a more play friendly county. The session built on what had been achieved to date and to think ahead to how this momentum might be maintained to continue to make Flintshire a healthy place for playing.

*'Thank you for a great networking opportunity. It's helped me realise that our aims and objectives are similar to other organisations and council departments and that we would achieve more by networking and working together.'*





## Enquiries from the public

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

- ◆ Appropriate qualifications for CSSIW registered play and childcare settings
- ◆ 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 play provision
- ◆ Support for saving school playing fields
- ◆ Advice on piece of land or play space design (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 in Oakwood, Maesteg to consult on plans to develop a new wheel play area.



*'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.'*

**Valleys to Coast Housing**

### Playday

The annual UK celebration of children's right to play. It is co-ordinated by Play Wales, Play England, Play Scotland and PlayBoard Northern Ireland. We represent 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.



### Merthyr Professional Development Programme

We were successful in a bid to the BIG Lottery Awards for All programme to deliver a Professional Development Programme in Merthyr Tydfil with Stuart Lester and Wendy Russell from the University of Gloucestershire. The Professional Development Programme brought together a range of local authority and third sector stakeholders to consider how their areas of work respond to priorities within the play sufficiency action plan and contribute to the local authorities statutory duty to secure sufficient play opportunities.



*'The exploration of play in terms of children's daily interaction with the world around them has enabled individuals to re-examine their understanding of play. Through this approach the programme has created a stronger link between how local authority departments and partner organisations can impact on creating environments for play to be recognised, promoted, supported and encouraged by the community.'*

**Early Years and Youth Manager,  
Merthyr Tydfil County Borough Council**

### Concrete Patch – Field of Plinths

Play Wales teamed up with Cardiff Metropolitan



Cardiff Metropolitan University | Prifysgol Metropolitan Caerdydd

University students to re-energise a tired un-used outdoor concrete space on the university campus and transformed it into a colourful outdoor play, learning and teaching space. The project called for the creative design of storage of loose parts to support children's play.

The team of students from Cardiff School of Art and Design designed and made storage suitable for storing loose parts. The space provides significant benefits for Early Childhood Studies (ECS) and Primary Education Studies students as it offers an additional space to host workshops with students, teachers, school pupils and the local community.

*'Working in professional partnership with Play Wales continues to enhance and live our provision for BA (Hons) Early Childhood Studies and Primary Education Studies students. Play Wales provides current, crucial and critical support for our students and staff through supporting our community based initiatives and through delivering live lectures to our student cohorts, positively impacting on their current and future practice.'*

**Senior Lecturer in Education and Early Childhood Studies, Cardiff Metropolitan University**

### Risk-benefit assessment materials

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



### Access to Play for Children in Situations of Crisis toolkit

Play Wales was commissioned by the International Play Association (IPA) to develop *Access to Play for Children in Situations of Crisis* – a toolkit for staff, managers and policy makers for supporting play in situations of crisis.



The toolkit is aimed at people and organisations working in crisis environments including situations of conflict, humanitarian, natural and man-made disasters so that they are better able to understand and support children's community-based play opportunities.

*'In situations of crisis, opportunities for play greatly helps children recover a sense of normality and joy after their experience of loss, dislocation and trauma. We are delighted to collaborate with Play Wales once again to create a resource to support people in that moment that they realise that playing is exactly what children need to be doing.'*

**President, International Play Association**

## 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 2016-2017 we had 86 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 2016-2017 our members benefitted by receiving:

- ◆ Alerts to key consultations and by providing input to our responses
- ◆ Regular information of news developments and new research
- ◆ Discounted delegate places at our events
- ◆ Discounted prices on our publications.



*'Being a member of a national organisation representing children's play is a valuable asset ... Continued information on legislation and updates are invaluable. Newsletters, bulletins, publications and research are also a valuable asset for us being such a small team we know we can call on staff to assist with anything play related.'*

*'Without Play Wales we would not have had such success for Wales as a nation. We know that they were instrumental in assisting Welsh Government become the first nation to have a Play Policy and strategy. Thank you, you do a brilliant job in lobbying and campaigning for children's right to play.'*

**Development Support Officer/  
Play Development Officer**

*'The main thing I get out of Play Wales membership is support, there is always someone at the end of the phone if I want to sound things out. Their materials, briefing sheets and magazines have proved extremely useful in advocating for play to other professionals and parents.'*

**Playwork Trainer**

*'Play Wales is the leader of play and always at the forefront of play advocacy. We are grateful to the openness of Play Wales in sharing play related knowledge, best practice at policy and play provision levels. We find Play Wales is a resources hub that we always visit for updated information and ideas to inspire local practice. Thank you Play Wales for what you have achieved.'*

**Executive Director, Playright (Hong Kong)**

**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>Commercial / private</b>	<b>£75</b>
<b>Local authority</b>	<b>£100</b>

*There are few organisations you can be a member of knowing they have the child's right to play at the very core. This comes out in all of Play Wales' literature and events ... Being a member has helped me in my own professional work, learning from the breadth of information given out by Play Wales through its newsletters, information sheets and events.'*

**Play Consultant**

*'Play Wales is a highly focused, policy-oriented non-governmental organisation'(NGO).'*

**Wales UNCRC Monitoring Group  
Report to the United Nations Committee on the Rights of the Child**



## Partners

In addition to supporting delivery of Welsh Government programmes, during 2016-2017 we have worked in partnership/collaboration with the following organisations on specific projects:

- ◆ Addysg Oedolion Cymru | Adult Learning Wales
- ◆ Cardiff Metropolitan University
- ◆ Cardiff University
- ◆ Children's Play Policy Forum
- ◆ Community and Voluntary Support Conwy (CVSC)
- ◆ Clybiau Plant Cymru Kids' Clubs
- ◆ Flintshire County Council
- ◆ Grounds for Learning, Scotland
- ◆ Inspiring Scotland
- ◆ International Play Association (IPA)
- ◆ International Play Association EWNl (England, Wales and Northern Ireland)
- ◆ Learning through Landscapes
- ◆ Merthyr Tydfil County Borough Council
- ◆ Play England
- ◆ Playful Futures
- ◆ Play Safety Forum
- ◆ Play Scotland
- ◆ PlayBoard Northern Ireland
- ◆ Playday
- ◆ Public Health Wales
- ◆ Qualifications Wales
- ◆ Scottish Qualifications Authority (SQA)
- ◆ Sioned Williams Landscape Design
- ◆ SkillsActive
- ◆ Social Care Wales
- ◆ 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





## Plans for the future: 2017 - 2018

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

Until March 2018, 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.

### Particularly we anticipate that we will undertake the following:

- Develop, launch and maintain a new website aimed at the general public
- Continue to deliver a communication service aimed at our broad constituency through the provision of focused publications, direct mailing, an up to date website and social media engagement
- Contribute to and inform local, national and international advocacy through project work and membership of committees and groups
- Support Welsh local authorities and third sector organisations to engage and respond to national policy through events, network facilitation and advice
- Implement and monitor *A play friendly workforce for Wales*, our workforce development plan.

To ensure these services are developed and delivered as effectively as possible we will:

- Implement a quality self-assessment scheme across the organisation and work towards accreditation
- Develop Play Wales' business plan
- Review, refine and implement our sustainability plan.

**These 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 - 2016

Since 1998, 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 has continued as part of other grant funds in subsequent years.
- ◆ 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.
- ◆ Most recently, Play Wales supported local authorities to make best use of funding made available through the Increasing Play Opportunities Grant in 2014, 2015 and 2017.

## Increased national recognition of play

- ◆ Play Wales supported the Welsh Assembly Government to develop the 2002 Play Policy – 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 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'. By responding to consultations our members helped to ensure that the importance of play features strongly in this ground-breaking Welsh legislation. Another world first – this is probably the most important development to happen for children's play in Wales.
- ◆ In 2014 the Welsh Government published *Wales – a Play Friendly Country*, statutory guidance on assessing and securing sufficient play opportunities.

Play Wales has continued to provide support and advice to all stakeholders in relation to implementing the guidance.

- ◆ In 2017 Play Wales worked closely with Public Health Wales on the Every Child Wales programme which recognises the crucial importance of playing to children's physical and emotional health.

## 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 provide 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 Playwork: Principles into Practice (P<sup>3</sup>) qualifications at Level 2 and 3. To support this innovative training we 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 Playwork: Principles into Practice (P<sup>3</sup>).
- ◆ Play Wales has continued to collaborate with Welsh Government to ensure that playwork training and qualifications meet the needs of the workforce. This work has included the development of two



qualifications aimed at those working in holiday play schemes – the Level 2 Award in Playwork Practice (L2APP) and the Level 3 Managing a Holiday Play Scheme Award (MAHPS) (Agored Cymru).

**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 Rights 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 exploring how local authorities responded to the introduction of the duty to assess sufficient play opportunities for children and the second a follow-up looking 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 play is respected for its critical importance to childhood – add your voice to help us do more.**

## Play Wales Board of Trustees - governance

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.

(as at March 2017)

### Board of Trustees

**Dr Anne Crowley**

**Brenda Davis**

**Professor David Egan**  
Cardiff Metropolitan University

**Malcolm King**

**Professor Ronan Lyons**  
University of Wales, Swansea

**John Rose**

**Dr Mike Shooter CBE (Chair)**  
Consultant Psychiatrist (retired)

**Ben Tawil**  
Ludicology

**Keith Towler**

**Professor Elspeth Webb**

### Observer organisations

**Steve Cushen**  
Welsh Local Government Association

**Richard Tobutt**  
SkillsActive Cymru

**Catriona Williams OBE**  
Children in Wales

## Play Wales team

(as at March 2017)

**Mike Greenaway**  
Director

**Martin King-Sheard**  
Workforce Development Officer

**Marianne Mannello**  
Assistant Director (Policy, Support and Advocacy)

**Kathy Muse**  
Office Manager

**Ruth O'Donoghue**  
Finance Officer

**Angharad Wyn Jones**  
Communications Manager



[www.playwales.org.uk](http://www.playwales.org.uk)

Registered charity no. 1068926  
A company limited by guarantee, no. 3507258  
Registered in Wales