

Play Wales

IMPACT REPORT
2018 - 2019



Chairperson's report

'Why are you still working in Wales?'

It was an innocent enough question from a former colleague, if mildly irritating. I had bumped into him at a conference, around the time I was writing this report into the impact of Play Wales in the year from April 2018 to March 2019. And I could have told him about all the ways that the staff have continued to satisfy their obligations as the champions of play in Wales.

I could have told him about their advocacy for the need to play, if children are to develop healthily – physically, psychologically and socially. I could have told him about their influence on public and parental attitudes to play in a risk averse society. I could have told him about the support they have given to playworkers struggling in that difficult climate. I could have told him about the guidance they have offered to policy makers in central and local government. And you will read about all of it in this report.

I could have shown him how we might measure the impact that such activity has had. How new promotional developments like the *Playful Childhoods* website have made ever-closer contact with the parents and carers who look after the half a million children and young adolescents in Wales. How an external organisation like PQASSO has awarded Play Wales its mark one quality assessment. And how the Trustees have met regularly to make sure that it kept to its mission.

I could have reminded him that despite its achievements, no worthwhile organisation should stand still. That Play Wales has sought new ways to reinforce

its work and has commissioned research to tap into the experience of the children of Wales themselves. This is direct feedback as to how children's opportunities to play are being honoured or not, and what needs to be done to protect their right to play.

And above all, I could have proved the worth of what I said by the way the Welsh Government has recognised the value of the work of Play Wales in its continued financial backing. Backing for the organisation, and through it for play itself, as we approached the thirtieth anniversary of the United Nations Convention on the Rights of the Child (UNCRC). It would have been difficult for him to point to any other country in which that Convention could be so wholeheartedly celebrated.

So, thank you staff for everything you have achieved in the year, for everything you plan to do in the future, and for making the answer to my erstwhile colleague so simple.

'Why am I still working in Wales? Why would I want to work anywhere else?!'



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

Director's report

Since Play Wales was formed in 1998, we have tried to be, for want of a better term, all things to everyone – that is providing advice, guidance and information for everyone about play and its importance. And, in many respects we believe we have been successful.

However, in recent years it had become increasingly apparent that our focus was predominantly on those whose work and professional interest meant that they needed this knowledge about play and its importance to children to more effectively undertake their work – government officials, policy makers, playworkers, planners, teachers, health professionals to name but a few.

We realised we were missing a trick and put simply, not effectively reaching a whole range of people who really needed to hear our message; people who didn't know about us or would not necessarily think of going to our website as part of their day to day life – parents. It was the dawning realisation that when anyone searched for advice on what do with their children on a rainy day, or a long car trip or during school holidays, online search engines directed them to a narrow range of options, provided primarily by supermarkets and newspapers. Options, which at the end of the day, were about spending money to keep children occupied.

We all know that the most attractive part of many Christmas presents for children is the packaging – the box the toy comes in – but we do not often see the

box as a marketing tool. Our new *Playful Childhoods* website, developed with the support of the Transform Foundation, sets out to change that. It aims to remind people of what it was like when a normal part of childhood was creating our own play opportunities rather than buying them or going to a theme park.

We will know that we have been successful in making our message truly accessible when *Playful Childhoods* features on the first page of any online search looking for something to do with bored children.

In the meantime, on our way to this goal we have a website which we hope is an easy read, that explains to readers about the importance of being bored and what children will create from this opportunity ... play.

From the outset *Playful Childhoods* has been well received. In response to feedback we are adding to it regularly and will continue to do so. I should mention that we have continued to provide the range of services we always have, this is simply a new string to our bow.



Mike Greenaway
Director of Play Wales

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2018 - 2019 in brief

Level 2 and 3
qualifications
delivered to

300+
learners

93
Play Wales
members

135,000
website
hits

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

3500

right to play
storybooks distributed
to families, libraries
and medical centres
across Wales

Published and widely distributed:

1 storybook

1 top tips

2 toolkits

3 briefings

6 information sheets

22

local authority Play
Sufficiency Action Plans
and progress reports
reviewed

3350

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.

Our vision: A future where play is respected for being critically important in childhood.

Our mission: Campaigning for a play-friendly Wales and championing every child's right to 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 2020) 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.

Our work includes:

- **Policy:** to work with individuals, organisations and networks to inform the development of policy and matters related to children's play in Wales
- **Information Service:** to promote the value of children's play in Wales through the provision of timely and current information to our stakeholders
- **Advice and support:** to provide specialist knowledge regarding all issues about and affecting children's play
- **Workforce development:** to contribute to the professional development of the play and playwork workforces in Wales.

Summary of achievements 2018 - 2019

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:

- ◆ Commissioned research to explore what has happened and perceptions of change since the commencement of the Play Sufficiency Duty in 2012.
- ◆ Facilitated nine regional meetings for Play Sufficiency Leads.
- ◆ Undertook a review of local authority play sufficiency assessment progress reports and action plans.
- ◆ Provided a *Safer roads for children* briefing paper to Assembly Members to inform the short debate on a national 20mph speed limit.
- ◆ Undertook a holiday hunger scoping exercise with members of our play development and play sufficiency network, which informed the Welsh Government Holiday Hunger Playworks Pilot.
- ◆ Delivered four Playwork Education and Training Council Wales (PETC) meetings – supporting a dialogue between playwork employers, national organisations, Welsh Government, Social Care Wales, Qualifications Wales and SkillsActive.
- ◆ Continued to work to actions within *A play friendly workforce for Wales*, Play Wales' plan for the ongoing development of the play and playwork workforces.
- ◆ Supported the delivery of two regional conferences in north Wales aimed at priorities in local authority Play Sufficiency Action Plans: Home Life and School Life.
- ◆ Contributed to the review of the Welsh Government Progress for Success Programme. It is hoped that the playwork sector is better served by this funding as a result of the review.
- ◆ Contributed to the Active Play indicator of the Active Healthy Kids Wales 2018 report card as a member of the expert group.
- ◆ Worked in partnership with Public Health Wales on a range of activity, including: developing and drafting a *Joint Statement on Children's Play*, delivering two Play and Public Health conferences, delivering presentations at four sustainability roadshows organised by Public Health Network Cymru and the Public Health Wales Sustainability Hub.
- ◆ Responded to six Welsh Government consultations.
- ◆ Developed and launched the *Playful Childhoods* campaign and website. As well as helping parents, it's aimed at professionals working with families to provide practical ideas for giving children plenty of good opportunities to play.

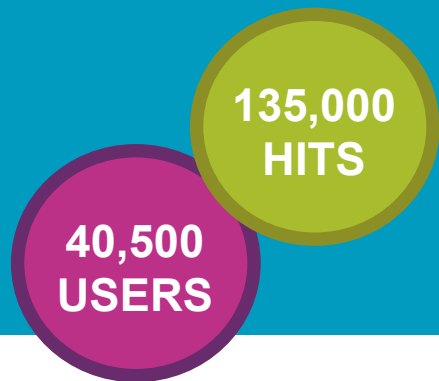
'Thank you, you do a brilliant job in lobbying, campaigning for children's right to play.'

Play Project Officer

'Play Wales is important to the development of play in Wales both as a lobbying group at strategic level and through reports and information provided that helps ensure a quality play workforce in Wales.'

Play Officer

Engagement



Website

Our website is at the centre of the Play Wales Information Service. It is regularly updated with timely and relevant information. During the last year we have seen a significant audience visit the website – attracting, between April 2018 and March 2019:

- ◆ 135,000 hits
- ◆ 40,500 users

‘The support that Play Wales provides in terms of the information, online resources, networking and training provides a solid foundation for Continuous Professional Development across the county, at a strategic level and for playworkers. Play Wales makes a contribution towards achieving better quality play experiences.’

**Local authority
Play Sufficiency Assessment**

Play Wales evaluation

When we asked ‘How has Play Wales’ support contributed to you/your organisation’s ability to achieve better outcomes for children’s play?’ this was the result.



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
3,649 likes



Twitter
6,097 followers



Email updates

We ensure our constituency, approximately 3,350 recipients who have a direct interest in children’s play, is kept up-to-date with regular emails featuring current 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 3,350 recipients.

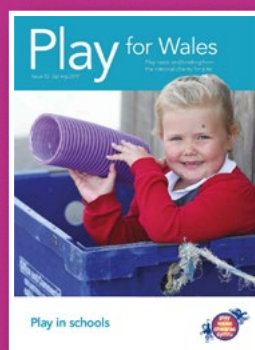
Autumn 2018
The **Celebrating the right to play** issue features:

- ◆ Promoting the right to play – examples from Wales
- ◆ Children's review of *Fun in the dungeon* storybook
- ◆ Children and teenagers call for more opportunities and safer environments to play
- ◆ Children and young people's right to play in public space.



Spring 2019
The **Play in schools** issue features:

- ◆ Time, space and permission to play in schools
- ◆ Loose parts play at Mount Stuart Primary School
- ◆ Play and education rights: making the links
- ◆ An interview with the Deputy Minister for Health and Social Services, Julie Morgan AM.



Toolkits

Opening streets for play – to provide clear and concise information about street play for local authorities and their partners in Wales. It contains information to help understand and address issues of concern and it provides practical step-by-step tools and templates to support street play to happen.

How to organise playing out sessions on your street – a step-by-step guide to organising street play sessions, based on the experience of parents and residents across the UK. This is a version of Playing Out's manual for residents in Wales.

Information sheets

- **A playworkers guide to risk**
- **Inspiring learners – how to be a more effective trainer**
- **Older children play too**
- **Practical uses of digital devices in play settings**
- **Reflective practice – what is it and why is it so important?**
- **Sourcing materials for children's play.**

Top tips

We published a list of top tips for playworkers and other professionals working with children: *Top tips for reflective practice*.

Focus on play

We published three issues, with each one aimed at a specific professional audience:

- **Play and transport**
- **Play and education**
- **Play and town and country planning.**



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.

Delivering playwork qualifications

There continues to be a growing demand for playwork qualifications with both childcare settings and other sectors realising the value of understanding a playwork approach. The Level 2 Award in Playwork Practice (L2APP) is proving to be a transformative qualification with learners coming from youth work, sports development, teaching and community development backgrounds.

We have worked with Addysg Oedolion Cymru | Adult Learning Wales (ALW) to identify funding for the sustainable delivery of playwork qualifications. During the first two terms of the 2018/19 academic year, ALW delivered 38 playwork courses to over 300 learners.

‘Course was excellent and well delivered – recommended the course to others because it is great’.

L2APP learner

‘I came in not thinking I’d learn much than I knew with my past experience. I’ve left having learnt a good amount working in a playscheme and certain rights/legislation I never knew before. Highly beneficial course for me and will aid me in future jobs in Wales I believe.’

L2APP learner

We are working with ALW and Agored Cymru to review the Playwork: Principles into Practice (P³) qualifications. The new qualifications will provide a clear and more proportionate progression pathway for playworkers starting with L2APP and progressing onto the Level 2 Certificate in Playwork: Principles into Practice and Level 3 Diploma in Playwork: Principles into Practice.

Award in Delivering Dynamic Playwork Training

We worked with ALW to deliver the Agored Cymru Level 3 Award in Delivering Dynamic Playwork Training (ADDaPT) to 10 learners. This builds the infrastructure of playwork trainers in Wales to deliver L2APP, Managing a Holiday Play Scheme (MAHPS) and P³ qualifications.

This course provides a more sustainable way of upskilling playwork tutors and other training providers in Wales who want to upskill their playwork tutors.

‘Excellent course, really interactive, lots of techniques and new strategies’.

ADDaPT learner

Changes to childcare qualifications in Wales

To support the changes to childcare qualifications in Wales, we worked with Qualifications Wales and Social Care Wales on the development of the new Children’s Care, Play, Learning and Development (CCPLD) restricted qualifications.

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:

- ◆ **Four Nations Play Symposium** – 60 leaders and policy makers from the children’s play sector in Scotland, Northern Ireland, England and Wales came together to share best practice and learn from each nation’s experience of policy making and strategic implementation.

‘Interesting to hear what is going on in each nation and where we can work together more.’

- ◆ **Playworkers Forum 2018** – 43 delegates attended the two-day event which 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.

‘It may have been my first time but hopefully not my last! I thoroughly enjoyed the event.’

- ◆ **Towards play sufficiency: making sense of the research** – a conference to share the findings of a wide range of research associated with the play sufficiency duty in Wales. Including play sufficiency leads and voluntary play organisations, 68 delegates came together to explore the role of the adult and the impact of spatial justice on children’s play.

‘All speakers were excellent. Content was excellent, valuable learning.’

- ◆ **Child friendly streets seminars** – at three regional seminars 60 delegates from local authorities and partner organisations were introduced to our *Opening streets for play toolkit*. The seminars shared best practice for local authorities and explored how to support street play on the ground.

‘Excellent speakers – very knowledgeable and experienced. Examples and reflection on previous/current initiatives was really helpful.’

- ◆ **Play and public health conferences** (mid Wales and south west Wales) – we worked in partnership with Public Health Wales to deliver the two conferences. Attended by 67 delegates, these regional events focused on how children’s ability to find time and space to play is a critical public health issue. Delegates spent the day considering what they, as health practitioners, could do to support this agenda.

‘Well-delivered, loved that it was predominantly discussion based. Speakers were clear, well-focused and friendly.’

Academic collaboration

- ◆ **Open all hours: researching play, rights and community engagement in school grounds**
An established research partnership with Cardiff School of Education and Social Policy (Cardiff Metropolitan University Early Childhood and Education Studies team) and Cardiff University’s School of Social Sciences piloted and researched the Play Wales *Use of school grounds for playing out of teaching hours* toolkit. With the partnership, Play Wales has co-authored:
 - ◆ The ‘Embedding Families and Communities’ chapter published in *Rethinking Play as Pedagogy* reports that increasing accessibility and use of school grounds enabled student volunteers unique opportunities to engage and interact with parents and community members.
 - ◆ The ‘Power, rights and play: control of play in school grounds, an action research project from Wales’ paper published in *Education 3-13 International Journal of Primary, Elementary and Early Years Education* focuses on the role of control, power and people in using school grounds for play.



Enquiries from the public

In addition to the considerable information provided through our website, we received and responded to a broad range of telephone, social media 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 Care Inspectorate Wales 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.

Quality assurance

Play Wales has proudly received the PQASSO Level 1 Quality Mark. This followed a rigorous process by the staff team and the Board of Trustees to self-review, improve and finally pass an external assessment.



PQASSO is a quality assurance scheme for voluntary organisations. To help organisations to be run more effectively and efficiently it measures performance in a range of quality areas including governance, leadership and management, and results.

By achieving the PQASSO Level 1 Quality Mark we have successfully demonstrated qualities such as: effective and responsible governance, robust financial control and building good relationships with other organisations.

'Play Wales has demonstrated an impressive level of achievement across all PQASSO quality areas. The director and staff showed absolute commitment to the mission, values and aims of the organisation and were seen to be a highly motivated, highly experienced and competent team. Governance is excellent – it is a real strength of the organisation in all its aspects. Play Wales also ranks highly for providing a friendly, warm welcome ensuring this site visit was one of the more memorable for the Assessor for all the right reasons.'

PQASSO Assessor

Collaborating locally and nationally

Flintshire School Life Conference

We worked in partnership with Flintshire County Council to design and deliver a conference focusing on play in schools. It brought together a range of stakeholders and speakers with experience and expertise in providing for play in schools.



'The content was extremely informative and enabled us to collaborate as a group and shared discussions and ideas.'

Conference delegate

Supporting street play in Cardiff

We supported Cardiff Council and local communities to facilitate resident-led street closures for play. This work was funded by a Millennium Stadium Trust grant.



'Without the support and wealth of knowledge of Play Wales, these sessions would never have got off the ground. After speaking with families in the street, the message was simple – families were concerned with safety from cars which would regularly use the street as a cut through.'

Parent and street play activator

Wrexham's playful communities guide

We worked in partnership with Wrexham County Council's Play and Youth Support Team to develop a guide which sets out what can be done to make communities more playful. The guide addresses a range of barriers to ensure children have enough space, time and permission to play in their community.



Public Health Wales

Following successful partnership working in 2017 on a



range activity, we were commissioned to draft, with Public Health Wales, a *Joint Statement on Children's Play*. We also continued to support and promote its Every Child Wales campaign. Step six of the social change campaign focuses on outdoor play, with the ambition that every child will be given the chance to play outside every day.

Healthy and Active Fund

We worked collaboratively with a range of partners to develop a business plan and funding application for a Healthy and Active Fund (HAF) project to develop and implement a Community Play Ambassadors pilot in Cardiff and the Vale of Glamorgan. To develop the project we worked with: Addysg Oedolion Cymru | Adult Learning Wales, Cardiff Children's Play Services, Cardiff and Vale University Health Board/Public Health Wales Local Public Health team, Re-create and Vale of Glamorgan Sport and Play Development team.



**Cronfa Iach ac Egniol
Healthy & Active Fund**

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.



New audiences

Playful Childhoods

As part of our expanding work to engage with parents and carers we developed and launched a new campaign in September 2018. The *Playful Childhoods* campaign includes a website which aims to help parents, carers and community groups give children plenty of good opportunities to play. The website is also useful for local groups and town and community councils to provide play friendly neighbourhoods in their areas. The resources can also be used by professionals in their work with children and families.

The website provides:

- Practical ideas about providing time, space and stuff to play with
- Top tips, 'how to' guides and ideas for children's play
- Information about raising awareness about the importance of play
- Guidance about planning a community play area
- Examples of playful communities and projects across Wales
- Links to information on play opportunities available in every local authority in Wales.

As part of the campaign, we also delivered seven *Playful Childhoods* roadshows across Wales. At these events we engaged with over 1,000 families who also received Right to Play goodie bags which included practical help and ideas to support parents and carers to provide time, space and support for their children to play at home and out in the community.



Fun in the dungeon – a storybook about children's right to play. The book is for primary school children and their parents. It aims to empower children to be advocates as right bearers and parents to advocate for local play.

We worked with a storyteller, cartoonist, children and parents at Mount Stuart Primary School in Cardiff to write *Fun in the dungeon*.

Through a series of workshops, the storyteller supported a group of children and parents to identify some of the challenges they had experienced with play, as well as some of their positive play experiences. Together they came up with the story's words and images. The children made drawings of play which inspired the cartoonist and helped bring the story to life.

We distributed 3,500 copies of the storybook to families as well as to partner organisations and every public library and doctor's surgery and medical centre across Wales.

'When children pick up this book the first thing they will love will be the illustrations because they are just so eye-catching and wacky! It is easy to understand and lots of children of different ages and abilities will be able to read it aloud.'

**Class Afan HR6,
Charles Williams Primary School**

Partners

In addition to supporting the delivery of Welsh Government programmes, during 2018-2019 we have worked in partnership/collaboration with the following organisations and groups on specific projects:

- ◆ Active Healthy Kids Wales Expert Group
- ◆ Addysg Oedolion Cymru | Adult Learning Wales
- ◆ Agored Cymru
- ◆ All Wales Strategic Play Network
- ◆ Cardiff and Vale University Health Board/Public Health Wales Local Public Health Team
- ◆ Cardiff Council
- ◆ Cardiff Metropolitan University
- ◆ Cardiff University
- ◆ Care Inspectorate for Wales
- ◆ Charity Comms Wales Committee
- ◆ Children's Commissioner for Wales
- ◆ Children's Play Policy Forum
- ◆ Community and Voluntary Support Conwy (CVSC)
- ◆ Cowshed Communication
- ◆ Clybiau Plant Cymru Kids' Clubs
- ◆ Early Years Wales
- ◆ Early Years Workforce Network
- ◆ Education and Training Standards (ETS)
- ◆ Flintshire County Council
- ◆ HAPPEN – The National Centre for Population Health & Wellbeing Research (NCPHWR)
- ◆ Primary School Network
- ◆ International Play Association (IPA)
- ◆ International Play Association EWNI (England, Wales and Northern Ireland)
- ◆ Learning through Landscapes
- ◆ Mount Stuart Primary School
- ◆ Office of the Future Generations Commissioner
- ◆ PETC Wales
- ◆ Petra Publishing (Caerphilly Parent Network project)
- ◆ Play England
- ◆ Play Safety Forum
- ◆ Play Scotland
- ◆ PlayBoard Northern Ireland
- ◆ Playday
- ◆ Public Health Wales
- ◆ Qualifications Standards Advisory Group (QSAG)
- ◆ Qualifications Wales
- ◆ Re-create
- ◆ Scottish Qualifications Authority (SQA)
- ◆ SkillsActive
- ◆ Social Care Wales
- ◆ Swansea University
- ◆ University of Gloucestershire
- ◆ University of Manchester
- ◆ Vale of Glamorgan Council
- ◆ Wales UNCRC Monitoring Group
- ◆ Wrexham County Borough Council Play Development Team.

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 2018-2019 we had 93 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 2018-2019 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
- ◆ Free delivery when purchasing our publications.



'Being a member has helped me in my own professional work, learning from the breadth of information given out by Play Wales through its newsletter, information sheets and events.'

Play Consultant

'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.'

Play Officer

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

'Membership of Play Wales is important to me because the information included in publications and on the website is the most up-to-date and the most relevant to our organisation. Play Wales provides me with information about latest research, new thoughts and ideas and constantly reinforces the importance of play in children's lives. Having support for an area of work which is so important and yet so underfunded is very reassuring and encouraging and importantly the status of children's play in Wales gives us hope for the future.'

Playwork Consultant



Achievements: 1998 - 2019

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, 2017, 2018 and 2019.

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 (P³) 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 (P³).
- ◆ 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, toolkits, 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.
- ♦ In 2011, the then 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.

- ♦ 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.

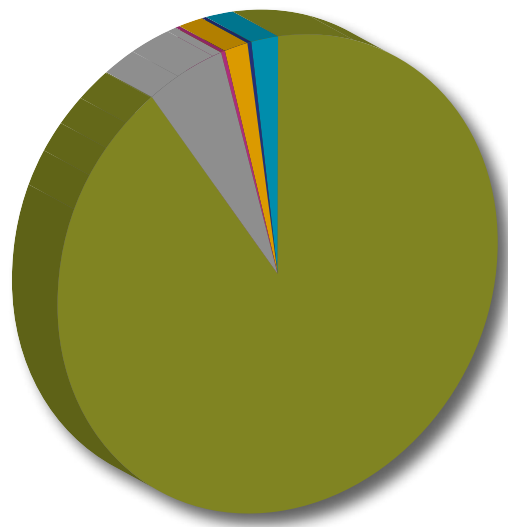
All this has contributed to more children having time, freedom and permission to play. There is still work to be done to make Wales a place where play is respected for its critical importance to childhood – add your voice to help us do more.

Financial review – summary

Play Wales income and expenditure reports for the financial year ending March 2019.

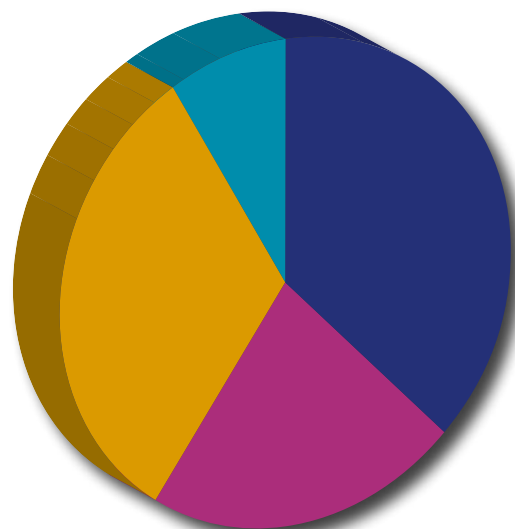
Total income £563,636

Welsh Government grant	£510,000
Other income	£30,555
Workforce training	£1,500
Publications	£8,781
Membership	£450
Investment income	£350
Millennium Stadium Trust grant	£2,500
Public Health Wales	£9,500



Total expenditure £593,425

Play policy, support and advocacy	£223,978
Workforce development	£131,334
Information Service	£189,088
Governance	£48,414





Plans for the future: 2019 - 2020

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

Until March 2020, 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:

- Continue to deliver a communication service aimed at our broad constituency through the provision of focused publications, direct mailing and up to date websites as well as 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
- Work with Addysg Oedolion Cymru | Adult Learning Wales to ensure that the roll out of the new Agored Cymru P³ qualifications is successful and continues to respond to the needs of the workforce
- Work with Public Health Wales to promote a joint statement on outdoor play

- Review *The First Claim ... a framework for quality playwork assessment* with a view to developing a new quality assurance programme for playwork settings
- Undertake a review of school playtime across Wales
- Implement and deliver the Community Play Ambassadors Project.

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

- 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.

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 2019)

Board of Trustees

Dr Anne Crowley

Professor David Egan
Cardiff Metropolitan University

Helen Hughes
Stephens and George Charitable Trust

Malcolm King OBE

Professor Ronan Lyons
University of Wales, Swansea

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

Keith Towler

Professor Elspeth Webb

Observer organisations

Catherine Davies
Welsh Local Government Association

Catriona Williams OBE
Children in Wales

Play Wales team

(as at March 2019)

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



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