

Play Wales

IMPACT REPORT
2019 - 2020



Chairperson's report

I'm writing this in the midst of the coronavirus crisis, with no clear idea of the road down which we are travelling. You will be reading it when we are all further down that road and it will be difficult to remember what life was like before we set off. Suffice it to say, that the impact of an organisation is judged by how it performs in normal times and in crisis and I am proud that Play Wales has led the field in both.

So, let's take the normal times first.

Good practice is based on research and Play Wales has been keen to find out what experience children have had of their right to play and the time, space and support to make it a reality. Play Wales has commissioned research directly from children themselves and from local authorities charged with Play Sufficiency demands.

Practice requires training for playworkers, and Play Wales has jointly funded, designed and supported some of the widest and best training in the UK. This includes 29 playwork courses during the year for 315 prospective practitioners, with continuing professional development events to top up that training and check on their progress.

Neither research nor training are much good if they are working against entrenched attitudes and Play Wales has found innovative ways to reinforce right attitudes to play and address the wrong ones. The All Wales Strategic Play Network supported the development of a resource to guide schoolteachers and the *Playful Childhoods* website has now reached thousands and thousands of parents and carers throughout Wales.

Primary school children collaborated on the production of *Fun in the garden*, as a follow-up storybook to *Fun in the dungeon*. #ProjectPlay social media campaigns supported the work of the Information Service.

And a three-year scheme was begun to produce Play Ambassadors to promote children's right to play in the community.

But what of the virus?

At times when we are anxious about our safety and some of us are facing tragedy, when we are separated from family and friends, and our world has shrunk to the TV set and its daily warnings, play continues to be vital for the healthy development of our children. But the message requires tact and persistence, backed up by good practical advice. Play Wales has been ready with both.

By the end of this reporting year (March 2020), it had already distributed a constant stream of ideas and top tips for parents and carers about play in the home, had commissioned a video of play ideas, and had collated reflections from locked-down, home-schooling parents themselves. I have listened to many play experts talking on the media, but I can honestly say that the advice from Play Wales has been the very best – and the audience reaction proves it.

So, thank you once again to Play Wales for all your work, thank you to the parents and carers who have kept faith in the value of play, thank you to children themselves for feeding back to us your experience, and thank you to the Welsh Government for recognising all that in your funding. This crisis will pass, and play will have helped our children through it.



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

Director's report

Last year I reflected upon how we had recognised our focus was predominantly on those whose work and professional interest meant that they needed knowledge about play and its importance to children to more effectively undertake their work.

We had 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 Play Wales or would not necessarily think of going to our website as part of their day-to-day life – parents.

It had been the realisation that when anyone searched for advice on what to 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, which were about spending money to keep children occupied.

I reflected on what we all know is the most attractive part of many Christmas or birthday presents for children; the packaging – the box the toy comes in.

We launched our *Playful Childhoods* website, intending 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 ... playing with the box.

As we came to the end of the 2019 - 2020 year, we began to see how prescient we had been. As the national lockdown was implemented the number of visitors to the *Playful Childhoods* website increased exponentially as parents and carers sought ideas for what they might do with the children with whom they were spending a lot more time with at home, with little respite.

In response to the crisis, we reframed our work and the website to reflect the needs of children suffering the constraints and isolation of lockdown. We wanted a website which is easy to read and that explains to readers about the importance of giving children time, space and support to play. The website is full of quick to read tips and free play ideas to reassure parents that they don't need to spend lots of money for their children to be able to play.

As this year has progressed, it appears we have succeeded and we have contributed to an increased understanding, particularly amongst parents, of the role and importance of play in their children's lives.



Mike Greenaway
Director of Play Wales

www.playwales.org.uk



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2019 - 2020 in brief

Level 2 and 3
qualifications
delivered to

315

learners

5m
people reached
via social
media

141,000
website
hits

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

6500

Playful parenting
booklets distributed
to families and
settings across Wales

Published and widely distributed:

- 1** guidance
- 1** top tips
- 1** briefing
- 3** magazines
- 4** information sheets

22

local authority
Play Sufficiency
Assessments and
action plans 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 to 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 teenagers' 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 2021) 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 2019 - 2020

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 Play Sufficiency research to explore the conditions that support local authorities to secure sufficient opportunities for children in Wales to play.
- ◆ Worked with a researcher to analyse the results of the Wales Play Sufficiency Assessments 2019 children's survey.
- ◆ Undertook and published a review of local authority Play Sufficiency Assessments and action plans.
- ◆ Contributed to the Ministerial Play Review Steering Group meetings.
- ◆ Commenced implementation and delivery of the Community Play Ambassador project, a three-year project funded by the Healthy Active Fund.
- ◆ Supported Welsh Government to implement its 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 and Qualifications Wales.
- ◆ 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.
- ◆ Led on the development of the playwork qualifications flowchart to support regulated settings to navigate qualification requirements more clearly.
- ◆ Delivered two national events and a regional event to support the play and playwork workforces.
- ◆ Responded to eight Welsh Government consultations.
- ◆ Continued to develop 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.
- ◆ Developed a range of resources to support practitioners, including playworkers and teachers, to respond to the coronavirus pandemic. We also commenced the reframing of existing content to be relevant and useful in line with Welsh Government Covid-19 guidance and regulations.

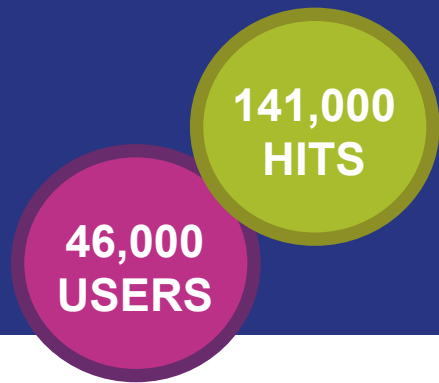
'I've really enjoyed working with everyone at Play Wales, your commitment to play is "catching" and I have learnt so much.'

Welsh Government official

'Your support is always appreciated and I'm really grateful for the work that Play Wales does to keep play on the agenda.'

Families First Co-ordinator

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 2019 and March 2020:

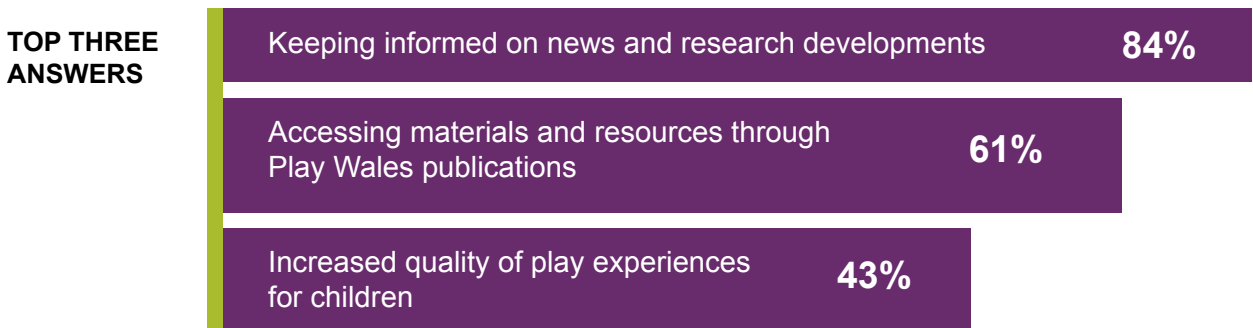
- ◆ 141,098 hits
- ◆ 46,023 users.

‘Every time I’m looking for a resource on any aspect of play, Play Wales have done it, produced something that is better than I could have dreamed of. I’m having a week of reflecting on things that have made a difference in the world. Play Wales is one of those things.’

Play Team Manager

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
4,487 likes



Twitter
7,045 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 distributed 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.



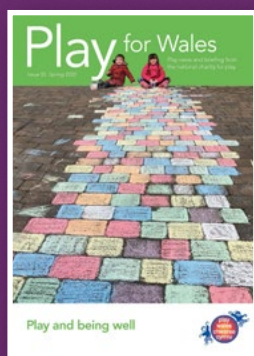
Play for Wales magazine

Published twice a year, it is circulated to approximately 3,350 recipients. This year however, to celebrate our 21st birthday, we also published an additional special issue.

Spring 2020

The **Play and being well** issue features:

- ◆ Playworking and coronavirus – case studies from Torfaen, Cardiff and Wrexham
- ◆ Playing and being well – physical and emotional well-being
- ◆ The therapeutic superpowers of play.



Winter 2019

The **Our right to play** issue features:

- ◆ Articles from children and teenagers about their experiences of play streets, playtimes in high school, hospital play and volunteering as a playworker
- ◆ Guest editorial written by the Children's Commissioner for Wales
- ◆ Research findings – children's views on playing in Wales.

Summer 2019

The **Child-friendly community** issue features:

- ◆ A call for a child friendly approach to planning and urban design
- ◆ Making the case for school playtime
- ◆ Right to play in situations of crisis.

Guidance

A play friendly school – provides policy and practice related information to help school communities take a whole school approach to support children's right to play. The guidance is designed to enhance the good work already being done to provide better play opportunities in school and aims to make everyone's time at school happier and healthier.

It was developed to respond to Estyn's *Healthy and happy – school impact on pupils' health and wellbeing* report, which notes the importance of school play and break times.

Endorsed by: Children's Legal Centre Wales, Children in Wales, Health & Attainment of Pupils in a Primary Education Network (HAPPEN) and the National Centre for Population Health & Wellbeing Research (NCPHWR).

Information sheets

- **Playing actively in and around the home**
- **Play and gender** (written by Ali Wood)
- **The Welsh Play Sufficiency Duty and the roles of playworkers** (written by Ben Tawil and Mike Barclay)
- **Creativity and tool use in play settings** (written by Ben Tawil).

Top tips

We published a list of top tips for playworkers and other professionals working with children: *Top tips for finding a playwork training provider*.

Focus on play

Each issue is aimed at a specific professional audience. This year, we published one issue, which is aimed at county councillors.

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 2019-2020 academic year, ALW delivered 29 playwork courses to 315 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 delivered the Award in Delivering Dynamic Playwork Training (ADDaPT) to nine learners in Wrexham. This training builds the infrastructure of playwork trainers in Wales to deliver L2APP, Managing a Holiday Play Scheme (MAHPS) and P³ qualifications. It provides a more sustainable way of upskilling playwork tutors and other training providers who want to upskill their playwork tutors.

We also delivered the course on a full-cost recovery basis to 11 learners in England at the University of Gloucestershire. This will enable us to explore a delivery model for L2APP and P³ to be delivered in England. These Agored Cymru qualifications now have Ofqual status.

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

ADDaPT learner

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 2019** – 114 delegates participated in a play friendly communities conference in Cardiff, with keynote presentations from Dr Sudeshna Chatterjee (Action for Children's Environments Trust), Dinah Bornat (ZCD Architects), Professor Sinead Brophy (Swansea University) and Dr Wendy Russell (University of Gloucestershire).
- ♦ **Playworkers Forum 2019** – 45 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.
- ♦ **Play and managing risk** – 31 delegates came together in north Wales, with keynote speeches from Professor David Ball (Middlesex University) and Ben Tawil (Ludicology).

Academic collaboration

- ♦ Contributed to the *Right to play position paper* published by the British Psychological Society's Division of Educational and Child Psychology.

UK and international collaboration

As part of our wider international centre of excellence work, we:

- ♦ Provided a presentation, workshop and poster at the Towards the Child Friendly City conference in Bristol.
- ♦ Provided a keynote presentation at the Creating Child Friendly Environments seminar in Belfast.
- ♦ Presented at the International Play and Playgrounds Symposium in Seoul, South Korea on playwork and qualifications development in Wales.
- ♦ Hosted a colleague from the Municipality of Torres Vedras, Portugal as part of an Erasmus project – Moving and Learning Outside.





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 and playtime
- ♦ Advice on piece of land or play space design
- ♦ 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 proudly holds 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

During the 2019-2020 year we worked collaboratively with a range of organisations on specific projects, campaigns and continuing professional development (CPD) opportunities. We:

- ◆ Established a partnership with Cwm Taf Morgannwg University Health Board and identified future work streams.
- ◆ Designed and delivered two Street Play seminars for Cardiff Council – one for residents and one for organisations, community workers and schools.
- ◆ Developed and delivered a two-day CPD programme for 15 of Care Inspectorate Wales' new Play Champions – in partnership with Clybiau Plant Cymru Kids' Clubs.
- ◆ Designed and delivered a workshop for a paediatric occupational therapist study day.
- ◆ Delivered a workshop on risk management for early years settings – commissioned by Flintshire County Council.
- ◆ Delivered presentations and workshops at various events such as the Welsh Public Health conference and a Care Inspectorate Wales managers meeting.



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.

Research

We published two play sufficiency related research reports and commissioned a third study.

What children say about play in Wales

'I learn new things and climb trees' – *What children say about play in Wales* provides an analysis of data from surveys completed by nearly 6,000 children across thirteen local authority areas in Wales as part of their Play Sufficiency Assessments in 2019. The report was written by Dr David Dallimore (Bangor University) and the data was collated with the assistance of Michael Welsby (Office for National Statistics). Children and teenagers share what's good about the play opportunities in their local area and how satisfied they are about when, how and where they can play.



Children's Right to Play in Wales

Children's Right to Play in Wales: Six years of stories and change since the commencement of the Welsh Play Sufficiency Duty presents the findings of a small-scale research project carried out by Dr Wendy Russell (University of Gloucestershire), Mike Barclay and Ben Tawil (Ludicology), and Charlotte Derry (Playful Places). This report explores the perceptions of what has changed for children's play opportunities since the Welsh Government's Play Sufficiency Duty was commenced in 2012.



We also commissioned Dr Wendy Russell, Mike Barclay, Ben Tawil and Charlotte Derry to undertake research exploring the conditions that support local authorities to secure sufficient opportunities for children to play. The researchers worked with focus groups in three local authorities in Wales and gathered examples of actions taken to support children's play.

New audiences

Playful Childhoods

As part of our expanding work to engage with parents and carers we launched the *Playful Childhoods* website in September 2018 and we continue to develop useful and practical content. It 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.

In response to the pandemic, we developed an 'indoor play' section on the website. This is full of timely tips and simple ideas for playing in and around the home, in line with government guidance and regulations.

During the year we:

- Delivered two short online #ProjectPlay campaigns which reached over five million people
- Distributed approximately 200 *Playful Childhoods* display packs for settings across Wales to promote children's right to play
- Distributed 6,500 copies of the *Playful parenting* booklet to parents and settings in Wales.



Fun in the garden – a storybook about children's right to play. The book is for primary school children and parents, supporting children to make sure they have the right to play and for parents to advocate for local play. It is also a useful resource to support those working with children and families.

We worked with a storyteller, cartoonist and year 6 children at Charles Williams Primary School to write *Fun in the garden*. The storybook was developed in partnership with Petra Publishing.

This is a standalone sequel to *Fun in the dungeon*. Over several weeks, the class considered the *Fun in the dungeon* story and came up with creative ideas and words exploring why the central character in the first book, the Queen, was so negative towards play.

Fun in the garden reminds us beautifully about how all adults in children's lives can either support or hinder the right to play. It captures the importance of supportive and tolerant communities in helping children to realise their right to play.

Fun in the garden was published on World Children's Book Day (2 April 2020) with copies distributed to children and families across Wales.



Community Play Ambassadors

Community Play Ambassadors is a Play Wales project that's being run across Cardiff and the Vale of Glamorgan. The lessons learned from the project will help us to develop it in other areas in the future.

The project includes working with local people to establish Play Action Groups to identify ways to sustain regular play opportunities. The project has been designed to make the best use of existing community assets such as open spaces, streets and school grounds. These groups will enable neighbourhoods to be more play friendly.

The project also supports young people aged 14-19 to become volunteer Community Play Ambassadors through training, qualifications and placements in playwork settings, enabling them to facilitate neighbourhood-based play opportunities.

Using existing Play Wales resources and qualifications, we will deliver playwork training and ongoing mentoring to the Play Ambassadors during the first two years of the project. The Play Ambassadors will be connected with community members who will support the creation of rich and varied play opportunities locally. By doing this the project will engage with over 500 children.

The Play Ambassadors will have a unique opportunity to act as advocates for play and, by working with supportive adults, will have a tangible impact on the opportunities to play in the project communities.

To implement the project, we are working in partnership 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
- ◆ Vale of Glamorgan Sport and Play Development team.

This project is funded through the Healthy and Active Fund (HAF).



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

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 2019 - 2020 we had 42 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 2019 - 2020 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.



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 or private	£75
Local authority	£100

Partners

In addition to supporting the delivery of Welsh Government programmes, during 2019 - 2020 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 Wales
- ◆ Charity Comms Wales Committee
- ◆ Charles Williams Primary School
- ◆ Children's Commissioner Wales
- ◆ Children's Play Policy Forum
- ◆ Community and Voluntary Support Conwy (CVSC)
- ◆ Cowshed Communication
- ◆ Clybiau Plant Cymru Kids' Clubs
- ◆ Design Commission for Wales
- ◆ Early Years Wales
- ◆ Early Years Workforce Network
- ◆ Education and Training Standards (ETS)
- ◆ Flintshire County Council
- ◆ HAPPEN – Health & Attainment of Pupils in a Primary Education Network
- ◆ Healthy & Active Fund
- ◆ International Play Association (IPA)
- ◆ Learning through Landscapes
- ◆ Ludicology
- ◆ 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
- ◆ Playful Futures
- ◆ Public Health Wales
- ◆ Qualifications Standards Advisory Group (QSAG)
- ◆ Qualifications Wales
- ◆ Re-create
- ◆ Social Care Wales
- ◆ Swansea University
- ◆ The National Centre for Population Health & Wellbeing Research (NCPHWR)
- ◆ University of Gloucestershire
- ◆ University of Manchester
- ◆ Vale of Glamorgan Council
- ◆ Wales UNCRC Monitoring Group
- ◆ Wendy Russell
- ◆ Wrexham County Borough Council Play Development Team.

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.

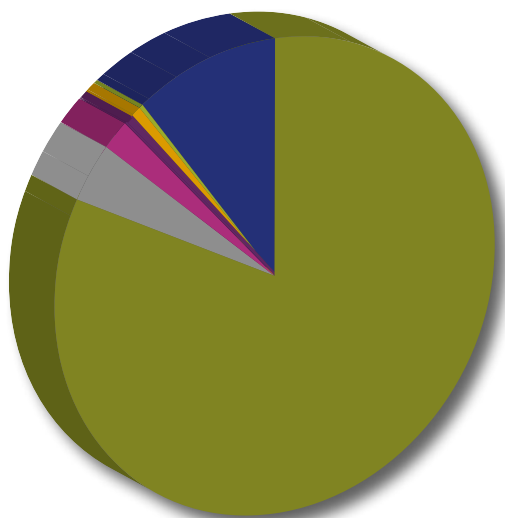
All this has contributed to more children having time, freedom and permission to play. There is still work to be done to make Wales a place where play is respected for its critical importance to childhood – add your voice to help us do more.

Financial review – summary

Play Wales income and expenditure reports for the financial year ending March 2020.

Total income £436,954

Welsh Government grant	£360,000
Other income	£16,356
Workforce training	£9,309
Publications	£4,128
Membership	£1,861
Investment income	£523
Healthy and Active Fund	£44,777



Total expenditure £477,922

Play policy, support and advocacy	£165,835
Workforce development	£136,761
Information Service	£137,188
Governance	£38,138



Our full annual report and financial statements including the independent auditor’s report are available on The Charity Commission website.



Plans for the future: 2020 - 2021

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

Until March 2021, 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:

- Support Welsh Government by contributing to the Ministerial Play Review process
- 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 agree and share messages regarding children's 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
- Implement our Fundraising Strategy to enable delivery of additional projects
- Develop and publish resources to support providers of play opportunities to respond to the coronavirus crisis in a play friendly way.

To ensure these services are developed and delivered as effectively as possible we will review and develop Play Wales' operational plan.

These targets will be detailed in a revised Play Wales 5 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 2020)

Board of Trustees

Dr Rhian Barrance
WISERD, Cardiff University

Dr Anne Crowley

Helen Hughes
Stephens and George Charitable Trust

Malcolm King OBE

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S4C

Professor Ronan Lyons
Swansea University

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

Keith Towler

Professor Elspeth Webb

Observer organisations

Catherine Davies
Welsh Local Government Association

Children in Wales

Play Wales team

(as at March 2020)

Mike Greenaway
Director

Paula Harris
Project Officer

Lowri Jenkins
Digital Communications Assistant

Martin King-Sheard
Workforce Development Officer

Marianne Mannello
Assistant Director (Policy, Support and Advocacy)

Kathy Muse
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www.playwales.org.uk

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