

Issue 33

# Play for Wales

Play news and briefing from the national charity for play

Winter 2010



## Richness of play

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



## Contents

page

Editorial	2
News	3-6
Interview: Huw Lewis	7
Safe places to play and hang out	8
Why make time for play	9-11
Why investing in play is important	11
Workforce Development	12-13
IPA 2011 conference	14
Join Play Wales	15
Events and Funding	16

*Play for Wales* is published by Play Wales three times a year.

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ISSN: 1755 9243

The views expressed in this newsletter are not necessarily those of Play Wales. We reserve the right to edit for publication. We do not endorse any of the products or events advertised in or with this publication.

This publication is printed on paper produced from sustainable forests.

Designed and printed by Carrick  
 Tel: 01443 843 520  
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# Editorial

By Anne Crowley, Member of the Welsh Assembly Government's Child Poverty Expert Group.

**Tackling child poverty is a key priority for the Welsh Assembly Government. The Minister for Children, Huw Lewis has described child poverty as a scourge in Wales and will shortly be launching a new child poverty strategy that aims to reduce the number of children living in workless households; and reduce inequalities that exist in the health, education and economic outcomes for children living in poverty.**

Child poverty is defined by the level of income a household with children has available, with households with less than 60 percent of the median income deemed as poor. But income poverty brings with it social as well as economic inequality. Children living in poverty have far fewer opportunities than their more affluent peers and often face difficulties in accessing quality services. Growing up in poverty limits children's future life chances for employment; training; enduring, positive family and social relationships; good physical and mental health and longevity and it affects their childhood experiences profoundly.

Numerous consultations with children living in poverty across the UK have highlighted the sense of exclusion that children in low-income households feel and how the stigma of being 'poor' affects their sense of worth and of belonging. Children repeatedly recall the barriers they face in accessing their right to play, recreation and leisure in line with Article 31 of the UN Convention on the Rights of the Child, such as little or no clean space to play, few local amenities and poor transport links.

We know that the kind of neighbourhood a child lives in can

make a big difference to children's opportunities for play, recreation and learning and for their physical safety. For example, it is estimated that children living in deprived areas are three times more likely to be injured by a car than children in other areas<sup>1</sup>. As the recent Good Childhood Inquiry undertaken by The Children's Society highlights, children in the worst quality housing and the most deprived areas are least likely to enjoy many of the facilities and opportunities they really need (including the opportunity to play) outside, as well as within the home.

Since the National Assembly for Wales was established in 1999, successive Welsh Assembly Governments have promoted the rights of children in Wales, in particular their right to play. Wales was the first country in the UK to introduce a policy on play recognising that play is at the core of children's physical, cognitive, social, moral and emotional development. It is invaluable for exercising creativity, as a therapeutic tool and as a means of celebrating cultures and communities. Accordingly, exclusion from play represents a major exclusion from life for children living in poverty.

If the Welsh Assembly Government's aim of reducing inequalities in health, education and economic outcomes is to be realised then much more needs to be done (at all levels of government and by civil society) to ensure the provision of appropriate and equal opportunities for play, recreational and leisure activity as well as cultural and artistic activity for children living in poverty in Wales.

<sup>1</sup> Road Safety Analysis, *Child Casualties 2010: A study into resident risk of children on roads in Great Britain 2004-8*.

Report available to download at: [www.roadssafetyanalysis.org/projects/child-casualties-2010/](http://www.roadssafetyanalysis.org/projects/child-casualties-2010/)

A heartfelt thank you to everyone who contributed to this magazine – we couldn't do it without you. This issue of *Play for Wales*, as well as previous issues, is available to download from our website news section at [www.playwales.org.uk](http://www.playwales.org.uk)



# Playing Fields Challenge

**T**he Queen Elizabeth II Fields Challenge is an exciting grassroots legacy programme launched in June 2010 to mark the Queen's Diamond Jubilee in 2012. It is the first Jubilee project to receive official endorsement and aims to protect 2012 outdoor spaces for play, sport or recreation in communities throughout the United Kingdom.

Fields in Trust Cymru is approaching all Local Authorities in Wales and will also be contacting all Town and Community Councils requesting nominations of outdoor spaces to be permanently dedicated as Queen Elizabeth II Fields.

Rhodri Edwards, Fields in Trust Cymru Manager said, 'The response so far of the Local Authorities has been very encouraging with 11 of the 22 authorities already expressing an interest in



participating in the scheme and we hope the response from the Town and Community Councils will be just as positive'.

**For further information and details of how to get involved please visit [www.qe2fields.com](http://www.qe2fields.com)**

## Campaign for Smokefree playgrounds



Public health charity ASH Wales has launched a campaign for smokefree playgrounds in Wales.

**T**he campaign was launched when Cardiff residents and schoolchildren took part in a litter pick in Roath Park to raise awareness of smoking related litter blighting their playgrounds.

ASH Wales wants children to be able to enjoy their parks and outdoor spaces without being adversely affected by secondhand smoke. According to a recent survey 75 percent of adults support such an initiative.

The charity believes that children have the right to experience a smokefree environment whether at home, in cars, taking part in after school activities or out and about enjoying their leisure time with friends and family. The charity is not asking for new powers of enforcement, just signage to act as a deterrent.

**For further information about the campaign contact [carole@ashwales.co.uk](mailto:carole@ashwales.co.uk)**

## Promoting positive images of children in the media

**O**n the 21<sup>st</sup> anniversary of the United Nations Convention on the Rights of the Child (UNCRC) a media toolkit that provides practical advice to help you support the children and young people you work with to present a fuller, fairer picture of their news, views, activities, and issues across the media.

The toolkit, *Tell it like it is*, was launched at a UNCRC celebratory event for children and young people held at the Senedd in Cardiff Bay on 19 November 2010.

*Tell it like it is* has been developed as part of a Welsh Assembly Government campaign to get more positive stories of children and young people in Wales into the news and tackle the often negative perceptions that are portrayed.

For more information and to download *Tell it like it is* visit: [www.uncrcletsgetitright.co.uk/mediatoolkit.aspx](http://www.uncrcletsgetitright.co.uk/mediatoolkit.aspx)

# SkillsActive launches new UK Play and Playwork Education and Skills Strategy



**S**killsActive (the sector skills council for playwork) has launched a new UK Play and Playwork Education and Skills Strategy. The strategy is founded on Article 31 of the United Nations Convention on the Rights of the Child, recognising play as fundamental to children's quality of life.

The five-year strategy has been developed jointly across the four nations, recognising the diverse needs of Wales, England, Northern Ireland and Scotland, and has been informed by focus groups, workshops and online

consultation, backed up by the latest research.

The strategy aims to maximise agreement amongst the nations by identifying shared goals, common themes and mutual objectives, with a UK focus which is flexible enough for each nation to pursue their own priorities within the overall vision.

Hywel Williams, chair of the UK Playwork Education and Training Council (PETC) says:

'I am delighted to be able to endorse

this important strategy which will guide the development of playwork in the future. The importance of play in the life and development of the child cannot be underestimated, but the importance that the delivery of playwork is provided by professional and qualified playworkers is paramount. This strategy will provide the foundation for the delivery of the skills, knowledge and understanding which underpin this.'

**For more information visit [www.skillsactive.com/playwork/strategy](http://www.skillsactive.com/playwork/strategy)**



## Barriers to Playing – A Play Strategy for Conwy

Martin King-Sheard (who is currently seconded from Play Wales for three days a week as Conwy's Principal Play Officer) writes about the process of developing Conwy's Play Strategy from stakeholder engagement to adoption.

**S**itting in the office of Conwy's Participation Manager in early 2010 I was firmly committed to avoiding a meaningless consultation with children and young people that would only confirm what we already know – children want to be outside playing with their friends.

The aim of the consultation was to identify the barriers to children and young people's play – and how we address those barriers. I strongly feel this will be a major part of how we address sufficiency through the Children and Families (Wales) Measure.

The consultation we developed presented children and young people and their parents and carers with images of a range of play environments from woodland and beaches to residential streets and school playgrounds. Furthermore, we used 'play memories' to remind adults of how they played, and asked the fundamental question – 'What gets in the way of you playing in these ways?'

**The responses were powerful and at times upsetting:**

*'We have been told off for playing in our street so many times by one of the neighbours that the younger kids have learnt not to bother playing out at all ...'*

**(Young Person, age 15)**

*'The cars get in the way of us playing but no one tells them off ...'*

**(Young Person, Colwyn Bay)**

Traffic and grumpy grown-ups are just two examples of the major barriers identified as part of the consultation.

This local evidence has helped hugely with engaging stakeholders from outside our usual sphere too. A consultation event held earlier in the year attracted over 70 professionals, from planning, police and health and safety departments.

The final strategy was adopted by Conwy County Borough Council's Cabinet on 15 October 2010. For a copy of the strategy or the *Barriers to Playing Consultation* report please email Martin: [martinkingsheard@cvsc.org.uk](mailto:martinkingsheard@cvsc.org.uk)

## Play opportunities for disabled children research

Victoria Winkler reports on the Bevan Foundation's (the social justice think tank for Wales) research into play and leisure opportunities for disabled children and young people.



**Twelve children's charities in Wales, including Barnardos, Contact a Family and Learning Disability Wales, worked with the Bevan Foundation to look at play and leisure opportunities for disabled children and young people.**

We found that there is a huge shortage of opportunities. Although some children and young people do lots of different things, a significant proportion do very little because nothing is available close to where they live. Children and young people said they wanted to be able to be with their friends without their parents or carers. The barriers to play and leisure consisted of lack of physical

access, the attitudes of staff and the public at leisure centres and so forth, and lack of support for participation.

However, there are some hugely successful play and leisure activities which involve disabled children and young people, whether they are integrated groups or not. Their success is due to a rights-based approach to play, dedicated staff and volunteers and a modest amount of funding.

We are working with the charities that supported the project to finalise the recommendations, which will be published in January 2011.

**For further information contact the Bevan Foundation on 01495 356702 or visit [www.bevanfoundation.org](http://www.bevanfoundation.org)**

## Playing ball games reported as anti-social behaviour

**F**ollowing a complaint to the police by a Cardiff housing estate resident children are now only permitted to play ball games in the estate's communal areas outside their homes until 9:30pm – even during the long summer evenings.

Christine Booth, a parent living in the Caerau Court Road area of Ely said 'she was shocked to receive a letter from their housing association, Wales and West (WWHA), saying that it was investigating anti-social behavior on the estate'. She added 'All they are doing is playing football, all the parents know where they are. They should be allowed to play outside their own homes.'

Andy Pritchard, WWHA Housing Officer for the area, said 'We have been working closely with this community to try to find a solution to this issue. We hope that issues such as this can be resolved swiftly and amicably by discussing problems directly with the local community'.

**This matter was originally reported in the *South Wales Echo* (21 September 2010, page 15)**



# Common Sense, Common Safety

Lord Young of Grantham's report to the Prime Minister – *Common Sense, Common Safety* – was published on 15 October 2010. It contains important recommendations on health and safety practice.

The report's analysis and resulting recommendations respond positively to many of the concerns Play Wales, its colleagues and its members, have been voicing for some years.

In particular, Play Wales welcomes the attention accorded to:

- Taking a 'common sense' approach to health and safety. Play Wales, with others, has promoted the value of deploying common sense to inform judgement
- Shifting 'from a system of risk assessment to a system of risk-benefit assessment'
- Considering reviewing the Health and Safety at Work etc Act 'to separate out play and leisure from workplace contexts'.

We consider the following excerpts from *Common Sense, Common Safety* to be particularly useful to our readership.

## Extract from section on children's play areas:

A further area of concern is the impact of health and safety on children's play areas. In legal terms, play provision is guided by the Health and Safety at Work etc Act. There is a widely held belief within the play sector that misinterpretations of the Act are leading to the creation of uninspiring play spaces that do not enable children to experience risk. Such play is vital for a child's development and should not be sacrificed to the cause of overzealous and disproportionate risk assessments.

This is a further example of how legislation primarily conceived to be applied in a hazardous environment is being brought into an environment for which it is unsuited with damaging consequences.

I believe that with regard to children's play we should shift from a system of risk assessment to a system of risk-benefit assessment, where potential positive impacts are weighed against potential risk. Furthermore we should consider reviewing the Health and Safety at Work etc Act to separate out play and leisure from workplace contexts.

## Extract from section on educational visits

We should simplify the process that schools and similar organisations undertake before taking children on trips. We should introduce a single consent form, signed by a parent or guardian, which covers all activities a child may undertake during their time at a school, enabling parents to opt out of any specific activities. Consent is already not required for activities which take place during the school day and in order to reduce the amount of bureaucracy around school trips we should underline this message to schools and local authorities.



## Extract from section on local authorities

There is some inconsistency across local authorities, and the rules on health and safety are not always applied with a view to a proper risk management approach. In some instances it is clear that officials are giving poor advice to organisations and individuals, who are in turn prevented from running an event (for example a school fête) when there is no legitimate reason not to on health and safety grounds. However, there is no requirement to put these reasons in writing and the specific grounds for the decision are often not made transparent.

There is also currently no system for appeal or redress when an event is banned or curtailed 'for health and safety reasons'. They are simply required to accept the decision and not go ahead with the event as planned. They could also be discouraged from even planning such an event for fear or expectation that a local authority official will not allow it.

I would like to see the Government put a system in place whereby individuals have the right to ask local authority officials who ban events on health and safety grounds to put their reasons in writing.

## Play Wales says ...

We hope that this review will help people accept that children need and want challenges and adventure. Play Wales has been campaigning for a more common sense approach for years - promoting an approach which supports play providers to introduce risk-benefit assessments: taking into account the benefits to children and young people of challenging play experiences as well as managing the risks. It is this approach that Lord Young recommends be 'developed more widely', along with a review of legislation to 'separate out play and leisure from workplace contexts'.

Play Wales is a member of the Play Safety Forum which advised and influenced *Managing Risk in Play Provision: Implementation Guide* (2008), which builds on the forum's position statement, *Managing Risk in Play Provision* (2002). *Managing Risk in Play Provision* sets out an approach for play providers to introduce risk-benefit assessments.

**Common Sense, Common Safety can be downloaded at:**  
[www.number10.gov.uk/news/topstorynews/2010/10/lord-young-report-55605](http://www.number10.gov.uk/news/topstorynews/2010/10/lord-young-report-55605)



YMUNWCH A'R MUDIAD

sustrans

JOIN THE MOVEMENT

## Quality Streets Campaign

Sustrans is encouraging everyone to take the first step towards turning their roads into quality streets – the key element of which is a 20mph speed limit.

The majority (of 2000 surveyed) are concerned that the street outside their front door is not safe for their children or even a place to meet and chat with others.

Over the last three years Sustrans has worked with local communities to improve their streets with inexpensive, cost effective re-designs aimed at minimising speeding traffic and 'rat-running'. Simple ideas such as slowing down traffic and using greenery to act as natural chicanes have been done with minimum cost but have significant benefits.

In the streets where such changes have taken place residents feel safer – 36 percent say they'd be happy to let their children play outdoors (compared with just nine percent before the changes were made). The changes are also improving quality of life and bringing people together, with 40 percent of residents now socialising more with their neighbours.

Alex Allen, Sustrans' expert in street re-design explains:

*'People think of traffic as something that affects the physical environment - taking up space, causing noise and pollution - but its effect on our social lives may be even more profound. Traffic prevents community interaction and wellbeing. We want local authorities to make the first move towards more quality streets by lowering speed limits to 20mph in urban and residential areas.'*

Visit [www.quality-streets.org.uk](http://www.quality-streets.org.uk) before 28 February 2011 to lobby your local councillor for lower speed limits.

## European Year for Combating Poverty and Social Exclusion

2010  
European Year  
for Combating  
Poverty and  
Social Exclusion



**The European Union has designated 2010 as the European Year for Combating Poverty and Social Exclusion (EY2010). EY2010 aims to raise public awareness of the importance of combating poverty and social exclusion for personal, social and economic development and to give a voice to those who daily experience poverty and social exclusion.**

The Department for Work and Pensions (DWP) is the lead Government department in the UK (as the member state) for the year. Welsh Assembly Government officials and representatives of the other Devolved Administrations are involved in activities in connection with the year.

In 2009 a number of organisations bid for funding to run events as part of the year. In Wales the Bevan Foundation successfully bid for £25,000 to stage a conference (*Building a Fairer Wales*, 23 September 2010) to encourage the exchange of solutions to poverty and to produce short films to document the experiences of people in poverty.

As part of EY2010 a number of events have been held in Cardiff, Swansea and Newport, including the recently held Poverty Summit, on the theme *Where We Live and Learn*, hosted by Save the Children in Wales at Cardiff City Stadium. Young Ambassadors targeted decision-makers from all parts of Wales with

ideas and solutions on how their local communities can be improved.

Prior to speaking at the Summit, Helen Mary Jones, Plaid Cymru AM and Chair of the National Assembly for Wales Children and Young People Committee commented:

*'It is unacceptable that, in 2010, thousands of children in Wales still live in poverty. If we are to effectively address the challenges we face as a nation as we move to end this national disgrace we must listen, properly, to the voices of children and young people who are living with the consequences of poverty. I'm really looking forward to hearing what the children and young people have to say – I know I'll learn a lot.'*

Save the Children in Wales has also been working with children and young people on the *My Back Yard – Inspiring Community Change* project, which aims to address child poverty related issues in their communities. Children from two primary schools in Cardiff have designed thought-provoking posters to keep their local parks clean and safe. A selection of the posters will be displayed in public parks around Cardiff. The posters are also available to download on the Play Wales website.

**For more information about EY2010 visit [www.2010againstopoverty.eu](http://www.2010againstopoverty.eu) and for information about EY2010 in Wales visit <http://wales.gov.uk/topics/socialjustice/ey2010>**



# Interview: Huw Lewis



Llywodraeth Cynulliad Cymru  
Welsh Assembly Government

We recently interviewed Deputy Minister for Children, Huw Lewis, about his own childhood play memories and the difference the Children and Families Measure will make to play opportunities for children in Wales.

## What do you remember most about playing as a child?

I'm sure like a lot of people in my age bracket, I was part of that generation that left the house at daybreak and didn't return except only to be fed really. I was brought up in the South Wales Valleys so I was pretty much in the open air all the time. It is very different to how my children experience play today and I'm sure that's a common experience between people who grew up in the 60s and 70s.

## What's your favourite play memory?

I'm a Valleys boy so our playgrounds were the mountains. Careering down them, climbing up them and running down them as fast as possible. It's that open space that I remember most.

## What do your own children like to do and how do you support that as a parent?

Parents today are all very concerned about constructing activities around our kids and that happens much more than it used to. I suppose what they really like the most is getting that outdoor run around and having that freedom to invent their own play, but as parents these days we desperately worry about the quality of experience the child is having. Perhaps we worry too much about it.

## Why do you think it's different?

I suppose we have all become wary of child safety issues, in particular, roads and traffic. Perhaps we expand these things too much in our own minds but it was the case when I was a boy that we could play football in the street and never see a car and that's certainly not the case for my son.

## How do you think playing helps alleviate the impact of child poverty?

The opportunity to play is something that we are serious about in the Assembly. It's a crucial part of any child's development and what child poverty does to damage children more than any other aspect is that it damages its development. It starts to restrict their life chances by slowing down their normal childhood development and play is an absolutely essential part of that. Child poverty does link up with opportunities to play being restricted.

The environmental injustices of the areas of children in poverty have to live in have a huge impact. If you take road traffic accidents, children in poverty are more likely to be involved in these types of accidents because the options for open space play within the areas they live are usually restricted because of the nature of their community. Anything we can do to promote safe play is an aid to their childhood and their development.

## What effect do you hope the Children and Families Measure will have on opportunities for children playing in Wales?

It's quite exciting because the Measure has a chapter on play so the next step will be to produce regulations, standards and guidance\* which will actually put a duty on local authorities to assess and ensure play opportunities for kids in their areas. There is of course the phrase 'as far as its reasonably practical' we are all aware that there are pre constraints out there that are going to get very tight but for the first time there is going to be a legal requirement for every local authority to think about play and opportunities for it and investments in it – and they are going to have to do that. It underlines the Assembly's commitment to play as being very high on our agenda.

## What will this mean for children?

The breadth of opportunities for play and also the quality of provision. We're not always talking about fixed play facilities, honestly, but sometimes we are. I'm also looking for an improvement in facilities for disabled children in particular. I think there is a real issue there. I am trying my best



'I thank Helen Mary Jones for choosing play as the subject of her short debate. The more that it is kept on the agenda, the better for Wales' children.'

**The Right to Play short debate in Plenary Meeting, 24 November 2010.**

within the budgetary problems we have to make sure we do take steps forward for disabled kids and the play provision that's open to them.

## How do you see play featuring in your plans for the Families First initiative?

Our Families First pioneer areas are developing local plans to give children the best start in life. The very nature of the Families First initiative means that we won't be following a 'one size fits all' model and dictating to local authorities what should be included in their plans. It is for them to decide what families in their area need and I am sure they will all consider the important role play has when they develop their plans. My officials will be discussing how play might become a more integrated aspect of Families First in the future.

\* Public consultation to take place following Welsh Assembly Government election in 2011.



# Safe places to play and hang out



National Assembly for Wales' Children and Young People Committee publishes report on safe places to play and hang out

Cynulliad National  
Cenedlaethol Assembly for  
Cymru Wales

On 23 November, the Children and Young People Committee published its report on the provision of safe places to play and hang out. The report comes at the end of an 11 month inquiry into the barriers to play for children and young people in Wales.

The inquiry came about after more than 2700 children and young people voted for safe places to play and hang out as being one of the top issues that concerned them during the Committee's *it's all about you* project run during the summer months of 2009.

A play event was held at the front of the Senedd in Cardiff Bay to highlight publication of the report. Committee members joined in with various play opportunities alongside the children and young people invited to the event.

The report contains a list of 26 recommendations covering areas such as the strategic priority of play, transport

and road safety, urban planning and the needs of particular groups of children and young people. The Committee has asked the Welsh Assembly Government to set out how it intends to achieve the changes that the report recommends. Both long and short-term changes are recommended by the Committee.

Throughout the inquiry, the Committee was struck by the strong and sometimes conflicting views of the nearly 1200 children and young people it took evidence from. A questionnaire issued by the Committee brought strong responses from some children and young people who felt that they wanted adult supervision when playing. Others said just as strongly that they preferred to have time alone with their friends without an adult around. Some children and young people wanted to have the space and time for free play, whilst others wanted to have organised games and activities that they could join in with.

The Committee also considered issues relating to the engagement of children and young people in the decision making process, playworker training, health and safety guidelines for adventurous play and the role of schools.

The Welsh Assembly Government's response to the report is expected to be published in January 2011, and will be followed by a debate on the issue shortly after.

The report is available at:  
[www.assemblywales.org/bus-home/bus-committees/bus-committees-other-committees/bus-committees-third-cyp-home.htm](http://www.assemblywales.org/bus-home/bus-committees/bus-committees-other-committees/bus-committees-third-cyp-home.htm)

The Welsh Assembly Government's response to the report and the date and transcript of the debate will also be available at the same web address in due course.

## Play Wales says...

**Play Wales welcomes the publication of the Children and Young People Committee's report. It has rightly identified a number of issues that urgently need addressing.**

In our written and oral evidence to the inquiry, Play Wales promoted the idea that playing and hanging out is not just about a destination; it is about the journey through and around the environment and the community. We advocated that there is a need to change our attitude to children's play and the environment throughout our communities to create a play friendly Wales. We called for a more joined up approach to planning and providing for children's play at both national and local level.

Since its inception the Welsh Assembly has demonstrated itself to be in the vanguard of international thinking in respect of children's play. Wales was arguably the first nation to adopt a national play policy in 2002, a statement of the Government's belief in the importance of play and its aspirations for creating a country that would value and support play.

The play policy implementation plan (2006) outlines the actions the Government identified that were needed to support, to turn those aspirations into a reality for children.

The Children and Families (Wales) Measure has included an internationally ground breaking requirement on local authorities to assess and deliver sufficiency of play provision for all children.

... and still children are identifying the lack of space and time to play as one of the key issues that affects their lives. The lack of play opportunities was a recurrent theme in the BBC Wales season (spring 2009) that focused on childhood in Wales, comparing children's experiences today with those of their parents and grandparents.

The Children and Young People's Committee inquiry report identifies a number of key areas that demand a response; we know that government and local government struggle to change the way they work, and there is a cultural reluctance to work cross departmentally. If ever there was an

issue that requires cross-departmental working and a strategic approach, it is children's play. This has to be addressed.

The report identifies the need and benefit of supervised play provision. This echoes the findings of successive surveys undertaken over the past years; nothing has changed. Our concern is that this report comes at a time when the unique playwork qualification (P<sup>3</sup>) developed with Welsh Assembly Government support and European funding is facing closure for want of sufficient funding to ensure its continuation. We are fast approaching a time when there will be insufficient qualified staff to satisfy regulatory requirements let alone address issues of quality delivery of play provision.

As a nation, we have to recognise that we are trying to turn back a significant tide of change that has detrimentally affected children's play. We have to change our attitude, to recognise the day to day importance of play to children. If we change our attitude we can begin to change the environment to when where we do afford children both the time and space to do what they need to do ... play.



# Why make time for play

Support for play providers to advocate for staffed play provision

## Making a case for play provision

When they are asked what is important to them, children tell us that playing and being with their friends is one of the most important aspects of their lives. Yet adults often forget how important playing is, and when it comes to finding enough time, or balancing budgets or making planning decisions, playing is often shuffled down the list of priorities.

In this article we attempt to show why play is so important, why play provision needs financial and political support and why planners and decision makers need to make time for children's play in their work.

Children are co-members of our society. We know that every aspect of their lives is influenced by their urge to play, and yet very little of our built and planned environment affords them the opportunity or the permission to play.

In 2008 Play England, the national organisation for children's play in England, published an up-to-date evidence-based research and literature review on children's play, *Play for a Change*. The authors examined the current understanding of the importance of children's play and how this relates to policy-making and public provision for play.

## Play

Play permeates every aspect of children's lives; this is not a mistake or an aberration – playing makes a considerable contribution to children's health and well-being and the survival of the human race, or we wouldn't have retained this behaviour through our evolution.

Children and young people play spontaneously most of the time and anywhere they find themselves, unless they are mentally or physically extremely stressed (through severe fatigue, hunger, fear, or illness for example) or there are external environmental and/or personal biological factors that impede them from playing.

## The benefits of play to children - surviving and thriving

This list of the benefits of play is not complete – research continues - however, it gives some indication of the value of play and the range of benefits children gain from playing.

*Play can help build resilience – the capacity for children to thrive despite adversity and stress in their lives.*

Playing has an impact on how children's genetic make up is expressed, and on the physical and chemical development of the brain. This in turn positively influences the child's ability to survive and thrive. *Children who have developed a playful innovative response to their environments ... may adapt to these in flexible ways, displaying resilience.*

Physical and mental health are interlinked and both are supported by playing – unlike sport, playing is child-driven and child-friendly, it appeals to all children. *[The enjoyment, challenge and self-direction of playing, as well as the range of motor actions, are more effective than externally directed*



*exercise regimes that may be boring or stressful. Poulsen and Ziviani, 2004 as quoted in Play for a Change]*

Regular active physical play helps prevent disease and relieves depression and anxiety.

Many children who have experienced traumatic events play out the scenes they have witnessed. Playing in such a way has been shown to aid a healing process.

The unpredictable and spontaneous nature of playing supports the development of an ability to respond flexibly to situations – to roll with the punches.

Through playing children develop their own sense of place and belonging – attachment to and knowledge of outdoor places contributes to environmental awareness.

Playing helps the brain to develop effective mechanisms for learning – rather than delivering specific learning outcomes – thus contributing to a lifelong ability to learn.

Play is strongly linked to creativity – it involves lateral thinking, imagination and problem solving.

Children gain a sense of pleasure and reward from playing – humour and laughter help develop social competence.



Playing with other children helps individuals to develop strong peer friendships and networks – which contribute to children's social, mental and health resilience – particularly for those living in poverty.

**'Playing allows for the expression and experience of strong emotions within a safe enough context.'**

**Brian Sutton-Smith**

Children's friendships, gained through playing together, are socially beneficial and valuable catalysts to adults' social relationships within communities.

### **The benefits of play provision to children**

Staffed play provision is a relatively new concept and there is little research into its effectiveness. What we do know is that children's play is beneficial for all the reasons we have just listed and that their well-being and development cannot be understood as separate from their environment.

Quality staffed play provision is an environment in which children can play in a way that is spontaneous, flexible, unpredictable, imaginative and directed by themselves – the very environment contributes to their health and well-being. Playworkers working to the Playwork Principles support all children and young people in the creation of a space in which they can play.

There are external environmental and/or personal biological factors that impede some children from playing. Such children are supported to play in an environment where there are trained playworkers who know how to intervene where necessary to facilitate playing. This extends the advantages of playing to children who might not ordinarily benefit.

Quality staffed play provision gives a neighbourhood a 'melting pot' where children who might not normally meet and socialise can mix in a safe enough context; this provides experience of other people and more opportunities for wide social networks that contribute to children's resilience.

Our society is increasingly risk averse; there are fewer and fewer opportunities to spontaneously express risk-taking behaviour. Within quality staffed play provision there is an understanding that children naturally seek out uncertainty and challenge as part of their play, playworkers are trained to risk assess and intervene only if there is a significant chance that children will come to harm. Play provision gives a 'safe enough' space in which children can be 'in control of being out of control'.

Within quality staffed play provision there is an understanding of all forms and types of play behaviour, this may not be the case elsewhere. For instance rough and tumble play contributes positively to children's resilience and social bonding (particularly for boys) but it tends to be prohibited in many households and school environments.

There is evidence that many parents are now more restrictive of their children's freedom to range and play away from home than in previous generations. Quality staffed play provision within local neighbourhoods can give children and families confidence that they can play out without coming to harm and provide a 'safe enough' choice of places to socialise and play away from the home.

Children's lives are increasingly colonised by adult-led activities – within quality staffed play provision they are encouraged to be free agents – making their own decisions, creating their own place to play, directing their own play. Children value environments where they can be themselves and be spontaneous.

Children are neophiles – this means they constantly seek out new and diverse choices, new channels for exploration and discovery, new opportunities and stimuli in order to be happy and healthy. Staffed play provision can provide the new possibilities that children need to get the most benefit from their time playing – fixed equipment playgrounds however, tend to have limited possibilities for children's play.

*'The adult desire for safety, order and visibility contrasts markedly with a child's desire for disorder, cover and loose materials'.* Sometimes children's play is impeded by adult disapproval and adult values. As part of their play children need to be silly, fall out, rough and tumble, make noise and mess, be rude and cruel and learn the consequences from their peers, and destroy as well as create. Expressing these needs is unacceptable within many environments and situations – they are accepted as part of the range of children's play within quality staffed play provision.

Children are involved in decision-making processes within play provision – from deciding and negotiating how they play with one another, to choosing new workers, this provides an opportunity for participation and personal agency that is often lacking in other areas of their lives.

There are fewer and fewer children playing out in our parks and streets – one of the reasons for this is a lack of confidence in their safety, another is an increasing intolerance towards their play behaviour, but also children are reluctant to go out and play if there is no-one to join up and play with. Children growing up today tend to have fewer opportunities to meet up and play independently – staffed play provision provides such an opportunity.

The playworkers within play provision are trained to support children's play by providing materials and protected space and permission – they do not direct children's play or join in unless invited.

Staffed play provision within a community shows to the people in that community that playing is important – it also has an important advocacy and outreach role. A staffed play setting is not a play 'ghetto' but one of what ought to be a wide range of choices and affordances for play within a child's community. Playworkers are trained to advocate for children's play – to promote the idea that playing is normal and necessary and a behaviour to be welcomed in any place where children travel through or spend time.

The playwork curriculum, as it is supported within quality staffed play provision, includes playing with the elements. Children are encouraged to play with earth, air, water and fire within a safe enough context where there are adults on hand who continually risk assess and support safe practice. For some children this is their only experience of the elements – or the only place in their lives where playing with them is legitimate.

Where children are traumatised by events in their lives the playwork approach supports the playing out and recreation of difficult experiences in a sensitive and non-judgemental way. For instance a child who has witnessed extreme family violence might recreate such events when playing – a



playworker is trained to take into account the circumstances and the play drive of the child and to respond without censure. Such play may not meet the same sensitive approach in other places in the child's life.

Quality staffed play provision can create a hub for a community, in much the same way as schools do during term time or chapels and churches used to, they offer non-threatening opportunities for adults and young people to volunteer and become involved.

Staffed play provision provides job opportunities and workforce development within communities.

Children and families value quality staffed play provision; the relationships they make through it and the contribution it makes to communities. The better and more comprehensive the play provision within a community, the more families are likely to be attracted to live there, because they know their children will be valued and their children's needs will be met.

### Conclusion

Playing is vitally important to children's health and well-being. Children are fellow members of society and yet the places they find themselves spending time are more often than not poor in play possibilities. Staffed play provision is a valuable choice that supports and promotes children's play within their community.

### Further reading

Joost Beunderman, *People Make Play: The impact of staffed play provision on children, families and communities* (Play England, 2010)

Play England (Matrix research), *An economic evaluation of play provision* (2010).

Stuart Lester and Martin Maudsley, *Play, Naturally* (Play England, 2007)

Stuart Lester and Wendy Russell, *Play for a change – Play, Policy and Practice: A review of contemporary perspectives* (Play England, 2008)

# Why investing in play is important

Sustainability is a word often used by decision makers and funders. Here we explore what it means for play services.

## Embedded in the community

Sustaining provision is not all about finance – it is also very much about people. Sustaining play provision is important for children and the communities they live in – to be sustainable we need the support and the involvement of the community who live around it.

Quality play provision is embedded within the local community and thrives on strong relationships with community members - in particular children, young people and their families. Fostering positive relationships within the local community 365 days of the year means there is a ready-made band of potential supporters who understand the value of the provision.

Supporters will share concern if the play service is being reduced or withdrawn. For any staffed play provision to be successful, be it an adventure playground or a peripatetic play project working in a local green space, a sense of community ownership and involvement is vital.

Developing good links and relationships with influential people, such as local councillors, other residents and local businesses, and other providers, such as schools, provides a broad base of people to recruit to support any campaign for sustaining the project.

## Participation

Children and young people have a right to participate and express their views on decisions that impact on their lives – they also have a strong interest in sustaining quality play provision.

Children and young people's voluntary involvement in any campaign is not only strategic (politicians and decision makers are reluctant to face public condemnation for 'hurting' the

most vulnerable members of our society) but it also gives them an opportunity to be involved in a political and social process.

One example of successful action was when the children of St Mellons decided to tape themselves to the shipping container that was central to their local play service and the lorry sent to collect it was unable to take it away.

## Local jobs for local people

One way to foster positive local relationships is by employing local people (either in a paid capacity or as volunteers) who bring with them all manner of benefits, including knowledge and understanding of the local community culture and history. Whilst it is important to have a balanced staff team that has professional qualifications and/or particular expertise, locally born and bred staff can be trained to the required level and can add to the quality of the relationship with their children and their community.

## Money matters

It is important not to be reliant on any single source of funding and to plan ahead.

There may be statutory funding available from the local authority, or non-statutory funding available from charitable trusts – we need to set aside time to research and keep applying for pots of money as part of our everyday work pattern (written into job descriptions and work plans, on the agenda at management board meetings).

## Monitor and record

It often gets left off the to-do list, but we need to take time to regularly monitor, evaluate and record the benefits our play services brings to children and their local communities.

Monitoring and recording will provide evidence for the need to sustain the current service as well as support funding applications. More and more potential funders look for evidence that their investment will make a quantifiable difference to children – if we don't have that evidence we may lose out.



# P<sup>3</sup> Welsh Course

After much anticipation and planning the first ever Welsh medium Playwork: Principles into Practice (P<sup>3</sup>) Award course was held over the summer in Caernarfon, Gwynedd. Dafydd Myrddin Hughes, one of the two Welsh speaking trainers, answers our questions about the courses' importance and impact.

## **Tell us a little about yourself and how you became involved in playwork, specifically how you became a P<sup>3</sup> trainer?**

Three years ago a colleague encouraged me to apply for my current role as the Regional Play Development Officer for North West Wales Play Forum. This role involves developing the infrastructure to support play development in the region. I have many years experience working in community development, sport development and as a playworker. When the opportunity rose to participate in the amazing P<sup>3</sup> Train the Trainer course I embraced it – and have since trained 47 learners.

I'm one of ten brothers and sisters brought up on farm in North West Wales. This is where I spent most of my play time. On reflection I believe that the roots to any of my achievements stem back to my childhood on the farm where every minute of every day was an adventure and an education.

## **What's special about the P<sup>3</sup> course compared to others you've delivered?**

The P<sup>3</sup> course has many special qualities – it's practical, current and realistic in terms of the expectations and information given to learners. The friendly and comfortable environment the course is delivered in is both special and unique. The learners find the P<sup>3</sup> journey very special because of the usefulness of what they learn and the rewards it offers. Having done the course, P<sup>3</sup> is a course which leaves learners feeling so much better and prouder about both themselves and their chosen profession. This is due to the wealth of knowledge, understanding and appreciation they gain during P<sup>3</sup> which covers all elements of the Playwork Principles.

## **Why do you feel it's important that this course is available to deliver through the medium of Welsh?**

In areas of Wales like Gwynedd where around 80 percent of the population's first language is Welsh, it is essential that courses are offered bilingually. This enables us to cast the net to a wider audience of learners who wish to, and need to, participate in the course through the medium of Welsh. It also helps the trainer to engage appropriately with the learners and transfer the passion P<sup>3</sup> trainers have about playwork in a way that the individual learner can make clear sense of and embrace the message. I believe it also enriches the quality of

the course in terms of learner's participation by allowing them to do the course in their chosen language.

## **Have you noticed any difference in the playworkers who participated in the course?**

The playworkers appear to value their profession much more and their managers definitely value the playworkers judgement and listen to their opinions in terms of how to facilitate their play provision. Playworkers talk to each other with much greater knowledge and understanding of how they choose to intervene in how the children are playing.

## **As a playwork trainer what's your biggest challenge?**

I have no challenges regarding the course delivery as it all unfolds quite naturally through the experience I have and the quality of the materials from Play Wales. But, if I was to wear my organiser and assessor's hat many challenges come to mind – mainly involving lack of money and time!

Following the course Ceri Rhiannon Jones, Gwynedd Play Officer, said: *'It was wonderful to see the children and young people enjoying free play following the P<sup>3</sup> course. I believe that the course was a great success and that the playworkers have gained in confidence and gathered new ideas. The playschemes are going from strength to strength and the course has given us a different view on play.'*

## **Learner comments following the Welsh P<sup>3</sup> course:**

*'It's an eye-opener of what play needs to be for the sake of child development, and the true role of the playworker within play provision.'*

*'Fantastic! Plenty of fun!'*

*'Every manager should attend this course since it shows us the other side of play. By having managers to attend the course, providing free play will be easier in the future.'*

*'I feel that I'm more confident regarding how and when to intervene, or not, in play ... I'm more confident with giving the children more freedom.'*

# P<sup>3</sup> update

**Between February 2009 and July 2010 a total of 208 learners have successfully completed our level 2 Playwork: Principles into Practice (P<sup>3</sup>) qualification.**

Of the 208 learners – 175 are qualified to level 2 Award standard; 24 are qualified to level 2 Certificate standard; 9 are fully qualified level 2 playworkers – having completed all three parts of P<sup>3</sup>.



## Wales Union Learning Fund application

**We have applied for funding from the Wales Union Learning Fund (WULF). If successful this project will raise the profile and the skills of the playwork workforce, encouraging lifelong learning, developing and delivering Essential Skills programmes for work and delivering accredited training and qualifications.**

Unite the Union, Play Wales and SkillsActive will work in partnership with other local and national partners to primarily support part-time and poorly paid playworkers, many of them women; training and mentoring them to improve their skills, learning opportunities and future prospects.

The project will help address barriers to learning and ensure more equality of access to learning across the sector and raise the quality of play provision in Wales. Union Learning Representatives will be identified across Wales. If funding is secured from WULF we anticipate the project will start on 1 April 2011.

## In the loop ...

**Playwork Wales has launched a new communications strategy – *In the loop ...* – that will seek to improve communications skills within the sector, to work collaboratively with others to share the dissemination of information within the playwork sector and among the rest of the children's workforce.**

*In the loop ...* is informed by two *Playwork – A Quality Future* consultation events held by Playwork Wales. The strategy sets out Playwork Wales' plan for communicating with key audiences, encouraging participation and collaboration, and identifying and communicating with new audiences.

As part of our plan to ensure better communication within the sector we will use icons to signal the nature of response needed to information we disseminate:

**THE TIMER IS ON**



**SAVE FOR THE FUTURE**



**SPREAD THE WORD**



**CHANGE AHEAD**



Keep an eye out for the icons in our future communications.

***In the loop ... Communications Strategy* is available to download from the Playwork Wales website: [www.playworkwales.org.uk](http://www.playworkwales.org.uk)**

## Playworkers funded through Future Jobs Fund

The Vale of Glamorgan play team and Play Right (play association for Swansea and Neath Port Talbot) have both benefitted from funding through the Future Jobs Fund initiative to employ short term staff. The Future Jobs Fund initiative creates opportunities for young people aged 18 to 24 who have been unemployed for over six months.

### Vale of Glamorgan

Sian Offen and Phillipa Morgan recently spent six months working with the Vale of Glamorgan Council's play development team; joining a team of playworkers to provide play opportunities across the county. As well as developing their playwork skills both undertook a number of training courses, which are valued additions to their CV's, including first aid and sign language.

Joanne Jones, play development officer for the Vale said, 'As an employer it has been a great opportunity to support two individuals who, when they started working with us had very little knowledge of play or the impact play has on the children and young people we work with. I have watched two people develop into confident individuals as well as professional playworkers.'

### Play Right

Four placements at Play Right have been funded through the Future Jobs Fund – assistant playworker (Emma); creative

assistant (Holly); administrative assistant (Nicola); warehouse assistant (Lynne). All four attended training pertinent to their roles and were supported to update their CV's.

Play Right's Director, Patricia Cutler said, 'The benefits to Play Right has been mainly through increasing staff capacity enabling the organisation to continue and expand operational activities. For example, the creative assistant, together with the warehouse assistant, run an outreach service to two rural areas in Neath Integrated Children's Centres (ICCs) – taking the scrapstore to our members twice a month. This service increases our membership base and supports play providers who cannot easily visit the Play Resource Centre for materials. Future Jobs Fund support has enabled Play Right to expand and contributed significantly to the sustainability of the organisation.'

**For further information about how your organisation could benefit through the Future Jobs Fund initiative visit: <http://new.wales.gov.uk/topics/childrenyoungpeople/learning/guarantee/futurejobsfund/?lang=en>**



# Playing into the Future - surviving and thriving



4 - 7 July 2011, Cardiff - Wales

The 50<sup>th</sup> anniversary world conference of the International Play Association

How do we create a future where playing is valued and where every country and neighbourhood upholds every child's right to time, freedom and a safe enough environment for playing in their own way?

The 18<sup>th</sup> conference of the International Play Association offers four days to share evidence, experience and examples of good practice with colleagues from around the world.

## Who should attend?

Everyone who has a professional or personal interest in children and young people's play should attend. More specifically: providers of services to children and young people; providers of environments for children and young people; advocates for children and young people's rights; decision and policy makers in national and local

government and the voluntary sector; lecturers, students, researchers and training and education providers.

## Speakers

**Brian Sutton-Smith PhD**  
**Sudeshna Chatterjee PhD**  
**Marc Bekoff**  
**Bob Hughes**  
**Wendy Russell and Stuart Lester**

We received 265 abstract submissions from 32 countries – from Australia to Iran and from Brasil to Poland. Thank you to everyone who submitted an abstract proposal. All abstracts have been independently reviewed under each

theme by members of the Programme Advisory Group. All those who have submitted will be informed of their acceptance or rejection of their abstract(s) proposal(s) by email and the designated type of presentation format no later than 31 January 2011.

Thank you also to members of the Programme Advisory Group for their continued help and support to review all the abstracts.

**An updated conference programme with be published on the IPA 2011 conference website early in the new year.**

## Book your place

All delegates and contributors need to register for a conference delegate place through the conference website:

[www.ipa2011.org/registration](http://www.ipa2011.org/registration)

All fees include a conference pack and bag, lunch and refreshments, evening social events with food, and trips.

For those who are unable to attend the full four day conference there is the option to register (book) a place for two or three days.

A limited number of reduced price conference places are available to students – only £250 for the four-day attendance. This offer is open to students studying full time in the UK. Proof of student status will need to be provided to secure the booking.

Four day conference attendance	Early Bird Registration by 31/12/10	Registration on and after 01/01/11 to 01/06/11	Registration after 01/06/11
IPA Members	£425	£450	£550
Standard Delegate	£475	£500	£600
Daily rate (minimum 2 days)			
IPA Members	£140 per day	£160 per day	£180 per day
Standard delegate	£150 per day	£175 per day	£200 per day

**Budget accommodation**, within walking distance to the conference venue, is available to contributors and delegates at a Cardiff University hall of residence from only £24 per person per night - [www.ipa2011.org/university\\_halls](http://www.ipa2011.org/university_halls)

Interested in becoming a **sponsor** of IPA 2011? or interested in hiring **exhibition space** in or outside the conference venue?

Contact [kathy@playwales.org.uk](mailto:kathy@playwales.org.uk) or 020 2048 6050

**Make a Noise for Play** is an event for children to celebrate their right to play.

Qualified playworkers from across Wales will come together to create a varied, creative and interesting physical environment where children can feel free to play in their own way and on their own terms.

If you are a play provider and would like to get involved in *Making a Noise for Play* please complete an Expression of Interest form which is available to download at [www.ipa2011.org](http://www.ipa2011.org)

We have invited 1000 children to attend *Make a Noise for Play*. International conference delegates will also be attending as Coopers Field in Cardiff will be transformed into a playable space.

[www.ipa2011.org](http://www.ipa2011.org)



# Join Play Wales



One day Wales will be a place where we recognise and provide for every child's play needs



**P**lay Wales is a charity and the national organisation for children's play that provides advice, support and guidance for all those in Wales who have a concern or responsibility for any environment where children and young people might play.

We uphold children's right to play as set out in Article 31 of the United Nations Convention on the Rights of the Child. Freely chosen play is critically important to the healthy development of all children and young people - whatever their culture, impairment, gender, language, background, behaviour or need.

All children are entitled to quality play provision within their communities and we work strategically to achieve this goal on their behalf.

## What you can do for us

- Help inform our policy positions and influence discussions and work with government and other agencies
- Highlight issues of concern and influence policy with local and national policy makers
- Share mutual support, best practice and information with other members
- Advise us on your experience of the translation of policy into practice. National policy direction must be meaningful and effective for children's play
- Nominate and be nominated to the Play Wales Board of Trustees
- Sit on the Play Wales Information Service Advisory Group
- For 2011, work with us to ensure that the International Play Association world conference being hosted by Play Wales is the best play and playwork conference ever ...

## What we can do for you

In addition to receiving *Play for Wales*, the Play Wales magazine, you will:

- be kept informed of recent policy developments
- receive bi-monthly e-bulletins with events and funding news
- receive previews of articles of interest and briefing sheets
- receive draft responses to national consultations to invite your views and inform your own responses
- save on reduced conference and seminar fees
- receive reduced rates on publications
- have access to free Criminal Records Bureau checks for staff working in regulated provision
- have free and unlimited use of our comprehensive library based in Cardiff
- receive a free poster
- benefit from free recruitment advertising for your play-related vacancies on our website and e-bulletins

# Join and add your voice

**Associate membership for 2011 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.

**All members are asked to endorse:**

- the Playwork Principles, and
- the Welsh Assembly Government Play Policy (both can be found on our website)

You can join us by completing and returning the enclosed membership registration form or go to our website:

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



## Events

### Everybody's Business: Annual Playwork Inclusion Project (PIP) Conference

24 February 2011

London

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

### National Playwork Conference

1 – 2 March 2011

Eastbourne

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

### Philosophy at Play Conference

12 – 13 April 2011

University of Gloucestershire

<http://insight.glos.ac.uk/faculties/as/newsandevents/Pages/default.aspx>

### Play and Health:

### 37<sup>th</sup> TASP (The Association for the Study of Play) Annual International Conference

27 – 30 April 2011

Rochester, New York

<http://tasplay.org/conference.html>



## Information Service

Play Wales' Information Service provides information and guidance on play and play provision. Our Communications Team works hard so all those who have an interest in children's play in Wales are well informed and up to date.

Our website and its regularly updated news section is a key part of the Information Service. We also provide briefings and position statements on play and play spaces; play policy; playwork; as well as advertising events and jobs.

Our play reference library (at our office in Cardiff) is the most comprehensive collection of resources in Wales on children and young people's play and related issues. We hold current and out-of-print material on a wide range of topics – from play theory and child development, to building a tree house.

Visitors and small groups of students are welcome – please email us to arrange a visit and we will be happy to help you. We also have a smaller collection of reference books and resources in the Glyndwr University library in Wrexham, which is accessible to visitors.

**To arrange a visit to our library please email**  
[angharad@playwales.org.uk](mailto:angharad@playwales.org.uk)

## Funding

### BBC Children in Need grants

BBC Children in Need grants are open to organisations working with disadvantaged children and young people who are 18 years old and under. Your organisation and project must be based in the UK and you will need to be a registered charity or other not-for-profit organisation.

You can apply for: Small Grants of £10,000 per year for up to three years or Main Grants over £10,000 per year for up to three years.

#### Next deadlines:

15 January 2011 and 15 April 2011

[www.bbc.co.uk/pudsey/grants/general\\_grants.shtml](http://www.bbc.co.uk/pudsey/grants/general_grants.shtml)