

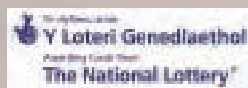
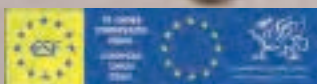
Play for Wales

Play news and briefing from the national organisation for play

Summer 2008



Celebrating 10 Years! Funding for Play



www.playwales.org.uk



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Editorial

This year marks the tenth anniversary of Play Wales/Chwarae Cymru as a charity. In many ways such anniversaries make no difference at all to the work that we do and to our ambitions, but they do give us an opportunity to celebrate successes and to look forward to the future.

Most importantly, this tenth anniversary is a chance to thank all those who have supported us and worked with us to reach the goals we set ourselves on behalf of the children of Wales. So, a resounding THANK YOU to all those who have come along on the journey with us – we know it hasn't always been a smooth ride and we greatly appreciate your commitment and comradeship. Thanks to hard work and tenacity we have had notable successes to celebrate along the way, but the hard work isn't over until every child in Wales has everyday access to quality play opportunities as a matter of entitlement.

We may move closer to this goal with the current 'Taking Action on Child Poverty' consultation. Play Wales will be drafting a response, and we encourage everyone who thinks play is important to support us . . . for more details keep an eye on our website www.playwales.org.uk

This is another of those moments when Wales is taking a significant lead that will slowly but steadily move us closer to a point where this country is a place where we recognise and provide for every child's play needs.

In the late 1990's a handful of people took up the challenge to resuscitate a Play Wales that had nearly died, and to take it in a new direction. A group of staunch trustees who strongly believed in the need to have a national organisation for children's play in Wales breathed new life into Play Wales. The original team counted four of us, who were all employed part-time. In 1998, one of our first priorities was to produce a newsletter – a fore-runner of this one.

That late 1990's experience all seems long ago now and the state of play in

Wales has been transformed to the point where others are using our experience to inform changes within their own countries.

One particular neighbouring government is currently consulting on a national play strategy and has recently announced hundreds of millions of pounds of investment in play. What could we in Wales do with even a small percentage of this pot? Well, before we spent it we should look at the way in which we already spend money on play. Are we making the most of the funding that is already available? Can we honestly say that we are giving children the best play opportunities for the money we already spend? More money is always welcome, but it would be disappointing to think it would be spent on the 'same old same old', without looking at how it could really make a difference to children.

Since the long-term sustainability of play initiatives across the country depends on money, in this issue we have combined a celebration of play in Wales over the last ten years with a look at how we manage the coffers in the next few years.

Awareness of the value of play has undoubtedly risen over the last decade, let's look forward to future successes and real changes for play for all children everywhere in Wales.

Mike Greenaway
Director, Play Wales

Thank you to the children from Eglwys Newydd school in Cardiff who jumped about for our photos – they are all ten years old this year too!

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



Taking Action on Access to Play Child Poverty consultation

The Welsh Assembly Government is consulting on plans to place a duty on all public agencies to make and demonstrate their contribution to ending child poverty, a key commitment in the One Wales agreement.

This groundbreaking strategy is not just aimed at eradicating child poverty in financial terms; it will also focus on reducing poverty of experience - which includes providing for children's play. For the first time a national government is proposing a duty on local authorities 'to ensure adequate access to play for all children and young people'.

We urge play providers to make their voice heard in the consultation. This new duty may ensure that a definition of 'adequate access to play' can go wider than providing play facilities such as fixed equipment play areas or staffed play projects, by including, for example, land use, schools, and street design.

The duty is aimed at embedding work already supported by Cymorth, developing an understanding of children and young people's play, auditing play

provision and creating local strategies. It is proposed that local authorities will be required to take reasonable steps within available resources to remedy local deficits in play provision.

Jane Hutt, Minister for Children, Education, Lifelong Learning and Skills, said:

'Tackling child poverty requires a commitment from all organisations involved to provide quality services and to ensure that all children and young people get a chance to fully participate in community life. These proposals would create a legislative framework unique within the UK.'

Deadline for responses: 30 September 2008

The consultation document can be downloaded at:

<http://new.wales.gov.uk/consultations/currentconsultation/>

Single Plans for Wales

Currently the twenty two local authorities in Wales are consulting on their Children and Young People's Plan - a change from parallel, service-based planning separately for children and young people, to an approach that focuses on their needs and rights together in a single plan. The scope of the Plan extends across services for all children and young people from the ante-natal stage to the age of 19 years, together with care leavers up to 21 (or above if continuing education or training).

The Children and Young People's Plan (CYPP)

There is an expectation that each CYPP must address the Welsh Assembly Government's seven core aims for children, in line with the National Service Framework for Children and Young People in Wales. The fourth core aim suggests that agencies and individuals will work to

ensure that all children and young people 'have access to play, leisure, sporting and cultural activities.'

The CYPP will act as the driver for operational decision-making, future service design and the pattern of services. The Children and Young People's Partnership in each area is responsible for developing and agreeing this Plan as the key strategic statement setting out how the well-being of all children and young people living in the area will be improved. Adoption of the Plans and formal approval by local authority will take place by 31 July 2008. The Plans will then be published on local authority websites and come into force by September 2008.

Play Wales' Development Team is working through the 22 Single Plans currently available for consultation across Wales. It is encouraging to see that play, play development and playwork is featuring highly within the majority of documents.



Play strategy for England

Wales took the lead in launching the first national play strategy in the UK - now England is set to follow suit. Fair Play, a consultation on the play strategy, has been greeted as the most significant play policy document that England has ever seen. Play England's Ken Ryan, gives a brief overview.



Fair Play

In 2007 The Children's Plan showed that England's government was committed to developing a national play strategy along with new government funding of £225m over three years.

Fair Play was launched in April this year – it contains wide-ranging proposals for transforming play provision in England.

Fair Play includes a commitment to strengthen the play workforce, with funding to enable 4,000 playworkers to gain a level 3 qualification and moves to promote greater integration of playwork within the wider children's workforce.

Significantly, Fair Play acknowledges that play doesn't

just take place in playgrounds, so government wants local decision makers to be aware of the needs of children when they plan public spaces, putting an end to the 'no ball games' culture that so often sees children and young people as a nuisance. Other negative perceptions of children playing outdoors will also be targeted with a campaign raising awareness of the positive contributions children make to communities

This is just a snapshot of some of the new proposals, which are still at the consultation stage, so there is still time for those concerned about play in England to have their say.

The full consultation document and information about how to respond can be found online at: www.dcsf.gov.uk

The New Commissioner and Play

Speaking at our Spirit of Adventure Play conference in May the new Children's Commissioner for Wales, Keith Towler, pledged that he would take a lead on play in Wales over the next seven years. The Commissioner said:

'This is a significant year for my office because we get the opportunity to report to the UN Committee on the Rights of the Child on the positive and negative aspects of Wales' performance on children's rights – an opportunity which only comes around every five years.

'The four UK children's commissioners decided, for the first time, to write a joint report for the Committee on how the UK government and its devolved administrations are fulfilling their children's rights obligations. Outlined in the report are fifteen areas of common concern, including children's right to play.

'I will be heading to Geneva in June with my fellow commissioners to discuss with the Committee the findings of our report. During the visit I will be leading on five topics and will be discussing some of our recommendations, including our suggestions on how to address the barriers to children's right to play.'

For more information about the Children's Commissioner's work please visit www.childcom.org.uk

Headteacher conviction overturned

A headteacher who was convicted of breaching health and safety rules following the death of a pupil has had the ruling overturned on appeal.

James Porter, from Bangor, was convicted on the basis that he exposed the boy to a risk of injury by failing to prevent unsupervised access to the school's stairs. At the hearing three appeal judges ruled the conviction 'unsafe'.

One Judge stated, 'You cannot keep every child in a playground in eyeshot and earshot all the time, whatever the ratio of supervision.'

At the hearing Patrick Harrington QC, the headteacher's barrister, said: 'Children cannot be contained to the point that all risks can be removed from their everyday lives and, whilst of course we must cherish them and they must be looked after, they must be looked after in the real world.'



Playday organisers seminar

Play Wales hosted one of four national Playday organiser seminars at the Royal Welsh Showground in Builth Wells in April. The day provided those involved in play with useful advice and information on all aspects of organising a successful Playday event.



Delegates had the opportunity to debate issues surrounding this year's Playday theme of risk and play by taking part in open question and answer sessions, a series of workshops and a practical exercise outside.

Overall the day was a great success with very positive feedback, many felt it gave them 'a good pack to work with' and provided them with an opportunity 'to swap ideas and tips with others about supporting children to encounter or create risk in the play environment'.



Playday will be taking place on 6 August this year. This national campaign (now in its twenty first year) gives an opportunity to raise awareness of play related issues and sees thousands of children and young people getting out to play at locally organised events.

Anyone can organise a Playday event or take part in the celebrations. If you would like to organise an event or find out how Playday is being celebrated in your local area and want to join in the fun please visit www.playday.org.uk or e-mail playday@ncb.org.uk. Play Wales has Playday organiser's packs to send out – please contact us at our national office.

*Thank you to those who participated in the Playday Play Providers Focus Group on 2 May and completed the Play Providers Survey.

* Play Wales will be showing the film 'Pushing Eddie in the Nettles with Connor' in the WCVA Sbardun Tent at the National Eisteddfod on Playday 11:00 -12:00 and 14:00 – 15:00. Please feel free to come along and help celebrate the vibrancy and variety of children's play. For directions please visit www.eisteddfod.org.uk.

Where are you? Ble Wyt ti?

If you are an employer of playworkers or a playworker, Playwork Wales needs to know where you are and what you do.

We have appointed Melyn Consulting to undertake the first comprehensive survey of playworkers in Wales. The aim is to gather information about the nature of the playwork workforce. This will enable Playwork Wales to plan for future developments and to support playworkers more effectively.

If you need to know more, please see the information sheet inserted into this newsletter. If the insert is missing please contact Moz on 029 2048 6050 or email: moz@playwales.org.uk

The survey can be completed online at www.way-bwf.com

New poverty research

Save the Children and the Bevan Foundation have published new research on child poverty in Wales. The research, *Children in severe poverty: an agenda for action*, found that 13 percent of children in Wales live in severe poverty.

An executive summary of the research's key findings and the full report can be downloaded from the Bevan Foundation website: www.bevanfoundation.org



CSSIW seasonal schemes update

Ministers have agreed that until 1 April 2010 the Care and Social Services Inspectorate Wales (CSSIW) will not view a failure to reach the qualification requirements for the person in charge within the current National Minimum Standards as a bar to registration or a trigger for enforcement action, in the cases of either out of school childcare or open access play schemes whose registration is limited to a single school holiday period.

(from a Welsh Assembly Government document, 28 March 2008)

New education opportunities

A new Welsh honours degree in play and playwork studies has just been validated and is seeking students to start in the next academic year.

Play Wales and North East Wales Institute (NEWI) have worked together to develop a course that offers a higher education pathway specifically for playworkers. The BA (Hons) Play and Playwork Studies course is full-time (over three years) or part-time (over six years). Students will have the opportunity to engage in an extended project (that will contribute to the development and learning of playwork practice) to explore the way in which children and young people's holistic development is influenced through play.

Find out more at www.newi.ac.uk

Another recent course validation is a distance learning post-graduate certificate in play and playwork at the University of Gloucester.

It is aimed at those working in the playwork sector who are, or aspire to be, an advanced practitioner, or who work at senior levels in development, strategy, management or training. The year-long course starts in January 2009.

To find out more contact the Playwork Course leader on 01242 715132 or shsc@glos.ac.uk

A valiant knight hangs up his spurs



When Play Wales was constituted as a charity and gained funding from the Welsh Office ten years ago, Tony Chilton was appointed as our Development Officer for North Wales. As a fledgling organisation it was an immeasurable benefit to have a key member of the team who brought with him such a wealth of experience, skill and knowledge about play provision, policy, politics and playwork – as well as indomitable strength and energy.

Tony has always been a passionate champion of children and their right to play. He has always worked tirelessly both in his paid and spare time to achieve the best for children. His advocacy for grass roots community-based and community owned play provision has influenced policy making in Wales as well as leaving local communities with play areas and play projects they can be proud of. Tony's role in the development of Welsh adventure playgrounds (and the Spirit of Adventure Play conference) has contributed massively to their success - a legacy that will be enjoyed by the children of Wales for many years to come.

Tony retired from his post with Play Wales a couple of years ago, but continued to work in a voluntary capacity as Chair of North Wales Play Association. We have recently heard that he has decided to retire from this role too.

Now this valiant knight has decided to hang up his spurs and to spend more time with his lovely lady, I am sure all of us who have worked with him, or who have been touched by his work, would like to offer best wishes for a happy retirement.

Gill Evans, Play Wales Information Officer [who together with Tony, Kathy Muse and Mike Greenaway was one of the team of four part-timers who constituted the Play Wales team in 1998].

No Ball Games

No Ball Games! is a seminar and conference organising company owned and operated by Marc Armitage and Rachel Murray which specialises in bringing together professionals from different work sectors and different countries, who work with children and young people, providing an opportunity to share and learn from each other.



www.noballgames.eu



FUNDING

top tips for fundraising

The Venture, one of Wales' oldest adventure playgrounds is about to celebrate its 30th birthday.

How has it managed to sustain funding for three decades? Below are ten tips (drawn from Fraser Brown's book *The Venture: a case study of an adventure playground*) that have helped to ensure a range of funding support to meet the project's needs.

1. There is no such word as no. No is just the beginning of the road to yes. No means your project does not fit into the criteria of your potential funder just at the moment. So never go away – keep negotiating and returning with slightly different bids, having clearly taken account of the reservations of the decision makers.
2. When faced with doubters confront them with the reality of the project. How do the children benefit from the play project? How would the children suffer if funds were not granted?
3. Don't be afraid to use emotive arguments. Be aware of the emotional vulnerability of adults; they had a childhood too and probably feel it ended too soon, so they are naturally sympathetic to the need for children to play.
4. Bring funding decision makers to the project and let them meet the children. After all children are the best sales people of all. The Venture has often allowed children to show potential funders, journalists and government ministers around the site. This has always helped sell the play project because the child's sense of ownership and involvement has come through.
5. Don't rely on a single source of funding. The benefits of children's play are complex and varied, which means that play provision is not easily pigeonholed. Projects should expect to achieve funding from a number of different sources.
6. Make sure your sources of finance overlap in duration. This will convey continuity to the outside world and most importantly to the children.
7. Identify people who have influence in the decision making process, then arrange meetings and develop lobbying notes on these people. The Venture has found that securing the involvement of people with influence often conveys a statement of strength and solidarity about their project.
8. Make the fundraising appear tangible and compelling. People are presented with lots of appeals and offers. Does yours stand out? Does it compel an immediate response?
9. Become a social chameleon. It is important to show respect to the potential funder and be sociable and personable to everyone who has anything to do with the decision, as everyone's perspective on you will be relevant.
10. Get into the mind of the potential funder. Learning how grants are given is a good way to find out what elicits a response from grant givers. It's important to get a feel for each body so that you get the application right the first time.



The Venture: a case study of an adventure playground by Fraser Brown in conversation with Malcolm King and Ben Tawil is published by Play Wales. It examines the long-term success of the Venture – how a community project can be sustained through generations of users.



The funding scene for Wales

Sustainable funding is vital to ensure quality play provision across Wales. There is a variety of funding streams that meet different needs, all of which can be used creatively to fund different aspects of children's play provision. Here we look at some of them and provide pointers to places where funding advice and information can be found.

Cymorth Funding

The Welsh Assembly Government tells us their side of the funding story ... In April 2000 the Welsh Assembly announced that it intended providing £1million for the purpose of improving open access play facilities for children in deprived communities in Wales. What was then the Play Grant, is now part of Cymorth funding and it is allocated regionally by Children and Young People's Partnerships.

| YEAR | ALLOCATION |
|------------|-------------|
| 1999-2000 | 0.00 |
| 2000-2001 | £1million |
| 2001-2002 | £1million |
| 2002-2003* | £2.8million |

* Includes an additional allocation of £500,000

In April 2003 together with other grants, Play was amalgamated into a single scheme, Cymorth – the Children and Youth Support Fund. Since Cymorth commenced approximately £26million has been allocated for play.

In December 2006 an additional £1million was announced to support additional play facilities for disabled children. All Children and Young People's Partnerships responded positively to this additional allocation to their Cymorth grant in 2007-2008. Funding for play for disabled children is continuing over the three years of the new budget.

| YEAR | ALLOCATION |
|-------------|-------------|
| 2003-2004* | |
| 2004-2005 | £5.3million |
| 2005-2006 | £4.9million |
| 2006-2007 | £5.3million |
| 2007-2008 # | £6.3million |

* Figures were recorded differently when Cymorth commenced but it is estimated around £4million was allocated in the first year.

This also includes the additional £1million to support play facilities for disabled children.

Partnerships have embraced the additional funding for disabled play in 2007-08. This funding for disabled children's play has been used to take forward a key action within the National Service Framework: that disabled children and young people have equal access to play and leisure services, with appropriate support if necessary.

From September Children and Young People's Partnerships will be working to their single plan (see the article in our news section for more information) – this may mean that Cymorth funding is used differently to meet new priorities for play.

National Standards for Fundraising

The UK Workforce Hub and The Institute of Fundraising have collaborated to revise and improve the fundraising National Occupational Standards. The standards are for fundraisers, those who fundraise as part of their work and those that manage fundraising, whether it is in a voluntary or paid capacity.

For further information and to view the National Occupational Standards for Fundraising visit www.ukworkforcehub.org.uk/DisplayPage.asp?pageid=12043

Funding – where to find help

The Sustainable Funding Cymru website provides information on funding options, case studies, training and sources of further help. They also provide guidance and advice on selecting a grant funder; what funders want; completing proposals and applications; and delivering a grant funded project. The website has downloadable lists of trusts that distribute grants to voluntary organisations in Wales and a factsheet with guidance on improving grant applications.

Sustainable Funding Cymru also delivers a range of training opportunities to provide voluntary and community organisations with the tools and resources required to achieve financial sustainability. The courses are intended for those responsible for planning and fundraising in frontline voluntary and community organisations – from employees and volunteers to trustees and directors.

www.sustainablefundingcymru.org.uk

Funder Finder is a small UK charity that produces software and other resources for grant seekers. They specialise in providing information and advice about charitable trusts and foundations in the UK.

www.funderfinder.org.uk

The Wales Council for Voluntary Action (WCVA) manages a range of grant schemes that support local voluntary organisations, communities, groups and volunteers throughout Wales. The WCVA also gives voluntary organisations access to sources of funding managed by the voluntary sector, therefore strengthening their independence from other sectors.

www.wcva.org.uk

County Voluntary Councils hold information on local charitable trusts, and there are a number of other websites that have a searchable database of funding opportunities. Here are a few examples:

Charity Commission Register:
www.charity-commission.gov.uk

Guide Star UK: www.guidestar.org.uk

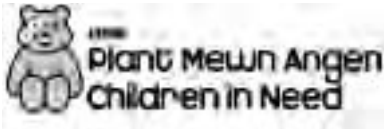
Association of Charitable Foundations: www.acf.org.uk

Charities Aid Foundation: www.cafonline.org.uk

Don't forget Play Wales' bi-monthly members' e-bulletin, which includes news on potential funding opportunities for play providers in Wales.



Interview with Marc Phillips, Director of BBC Children in Need in Wales



Angharad Wyn Jones joined Marc in the BBC canteen in Llandaf for a chat about play and funding.

Where was your favourite place to play when you were a child?

My main memories of playing are on the coal tips in Mountain Ash and using sheets of cardboard as sledges to slide down the tips, and camping out in the woods. Some people viewed it as a dangerous place to play. We played in informal places on our own doorstep. The company was more important than where we played; I would play wherever friends congregated.

Why is Children in Need one of the best financiers of children's play?

It's essential I emphasize that Children in Need is a charity that focuses on disadvantaged children, be that economically, physically, psychologically or medically, and that it isn't a charity which finances play generally. Children in Need has always invested in child's play since it's an effective way to develop a disadvantaged child and to help them deal with the problems they face on a daily basis.

Is it difficult to say 'no' to people?

Of course! This year we have a budget of £2.8 million in Wales - we've received applications totalling £15 million, so saying 'no' has to happen. The result of this is always giving priority to the projects which are most likely to be effective in the way they challenge deprivation. We are looking for something with a special quality, and not something that is necessarily new.

How do you see the funding climate in Wales over the next few years?

Optimistic. We are looking forward with interest to see what is done with the funds delivered through the BIG Lottery's Child's Play programme. It's a vital injection of funds into the sector. But, there are worries associated with this, especially if local authorities use it as a further excuse not to invest in play provision.

But, due to the accessible nature of the Government

in Wales it's possible to discuss with ministers and civil servants on a strategic level. There's an opportunity to present arguments which could have a positive impact. Some aspects of the Assembly's work cut across the usual patterns of ministerial departments. A new Children and Young People's Committee was created a few months ago - which gives us an opportunity to engage in a new and totally open discussion. It would be interesting to see Play Wales having a discussion with them about play, in addition to any existing ongoing discussions with ministers.

Why do you think that children's play has to rely so heavily on external and charitable funding?

The reality is that every aspect of life relies on charities. It's a healthy thing that local people come together in communities in order to provide play opportunities. It gives ownership to the local community and pride in the quality of provision. But local communities shouldn't rely on charitable funding. Core provision is the responsibility of the Government or local government, with charities contributing towards the additional elements in order to improve quality. But, initial and permanent funding should come from the Government.

Where is your favourite place to play now?

Now I'm a grandfather of two grand-daughters and one grandson. Playing with my grandchildren tends to happen in more formal settings like the swimming pool and playgrounds in public parks. Life isn't as free as it was when I slid down the coal tips. We also go to the Brecon Beacons - the kids get more enjoyment out of that than from playing in more formal settings.

Find out more about BBC Children in Need at www.bbc.co.uk/pudsey/



Representatives of the Child's Play projects join members the BIG Lottery Fund staff in celebrating the new play infrastructure throughout Wales

BIG Lottery Fund – looking to the future

Intelligent Funding is one of the current buzzwords in the funding world, but what does it actually mean? Simon Blackburn, deputy director (Policy and External Affairs) at the Big Lottery Fund in Wales explains how BIG is putting intelligence into practice.

Big Lottery Fund is the largest of the Lottery distributors, awarding over half of the money derived from National Lottery sales. We have awarded over £600 million to deserving projects across Wales and currently invest around a million pounds a week.

But we want to be more than just a funder, we want to invest in good ideas, we want to influence local and national policy, we want to learn and share our learning and most importantly we want to make a long-term impact.

This is what Intelligent Funding is all about. So what are we doing about it?

Last year we reviewed our funding programmes and this will inform future development, but just as important, we will share the learning with other funding organisations - many of the issues identified are generic and it is important they are not considered in isolation.

We realise also we are not experts in every field and one of the underpinning principles of intelligent funding is working in partnership with others who can help us deliver our outcomes. A prime example is the Child's Play programme, where we are working alongside Play Wales to deliver a £13 million investment aiming to improve the play infrastructure within Wales. The contextual knowledge provided by Play Wales, linked with our grant making expertise, and broad policy information, helped us develop a strategic programme that was targeted at the areas most in need of support. While it is still early days, indications inform us that the programme will make a significant impact on the play sector.

In a similar vein we have contracted an organisation called Tribal to support applicants to our People and Places programme. Those applying for funds are able to access expert advice in

preparing their bids and are signposted to possible partners. Hall Aitken are working with us on our Way of Life programme. This specialist input means we can target our money more effectively and ensure it makes a real long-term difference.

A huge issue for Lottery funded projects is sustainability; we support groups to consider the long-term viability of their projects. We have invested over half a million pounds in a project, delivered by the Wales Council for Voluntary Action (WCVA), to evaluate the support groups need to become more sustainable.

The information we have collated gives us an opportunity to contribute to, and influence the social agenda. An example of this is the More than a Number campaign we recently co-ordinated to raise awareness of mental health issues in Wales. Designed to complement our Mental Health Matters programme the campaign involved the production of resources to dispel myths surrounding mental health issues, the commissioning of research to consider barriers facing those wishing to access mental health services in rural areas and it became the focus of our 2007 summer events.

Finally we want everyone to feel they can be a part of what we do and contribute their own ideas to our future processes. Public involvement is high on our agenda, from voting for your favourite Lottery project on ITV Wales to visiting our stand at the summer events, or picking up one of our magazines as you buy a lottery ticket, to becoming a member of one of our committees – we hope there's a way for everyone to become involved.

Contact BIG on 01686 611700 or e-mail enquiries.wales@biglotteryfund.org.uk or visit www.biglotteryfund.org.uk



The BIG Way of Life programme

The BIG Lottery Fund's Healthy Families initiative is helping to promote healthy and active lifestyles among children under 12 years old by creating a joined up approach to children's play, healthy eating and physical activity.

The £20 million Healthy Families initiative is split into two strands – the Child's Play programme (£13 million) and the Way of Life programme (£7 million). Play Wales is contracted to support the delivery of the Child's Play programme and Hall Aitken is contracted to help support Way of Life applicants.

Hall Aitken has developed three project models for applications. These models are: Healthy Friends; Healthy Places and Healthy Home Tutors. Here, we offer support for ways that the Way of Life models can develop links with children's play where appropriate:

Healthy Places: many areas in Wales have already identified the need to reclaim space in local communities for children to play. Play officers and play associations are involved in identifying locations that are suitable for this purpose. This model could complement some of those local projects.

Many local authority areas organise Playday events to celebrate National Playday held every August. These events often bring together a range of organisations and initiatives and often provide space for children to play rather than take part in structured activity (physical or otherwise).

Play opportunities are facilitated by local play development workers and play associations. Playworkers would provide an environment, space, materials and loose parts for children to explore.

Healthy Home Tutors: we recommend that play officers and play associations are involved in Healthy Home Tutor induction to enable them to provide information for parents regarding issues impacting on children at play, for example 'dirt is good' and 'accidents happen'.

There is a mechanism for regular communication between the Healthy Home Tutor scheme and local play development projects in order that Healthy Home tutors can provide parents with up to date information regarding community based play provision.

Healthy Home Tutors work with parents to support them to gain confidence to support their children to access local projects and spaces for play.

Fourteen projects across the country are benefiting from the £6,378,393 awarded under the initiative, which aims to develop new and innovative ways of promoting healthy eating, activity and play among children through projects that involve the whole family.

A list of the successful projects that have been awarded Way of Life funding can be downloaded in the 'we funded' section of the BIG website – www.biglotteryfund.org.uk/wales

Child's Play infrastructure projects contacts



In the Winter 2007 issue of *Play for Wales* we reported that the BIG Lottery Fund had announced the successful applicants to the first round of the Child's Play programme. Since then new members of staff have been appointed to manage the infrastructure projects in most areas.

Cardiff and the Vale of Glamorgan – Re-create

Contact: Chris Southern – chris@re-create.co.uk

Carmarthenshire and Pembrokeshire – Carmarthenshire Association of Voluntary Services

Contact: Pete King – pking@cavs.org.uk

Ceredigion – Ray Ceredigion Play Forum

Contact: Gill Byrne – gill.byrne@btconnect.com

Rhondda Cynon Taff and Bridgend – Branching Out

Contact: Ben Greenaway –

ben@rctplayassociation.org.uk

Swansea, Neath and Port Talbot – Playright

Contact: Helen Elton – helen@playright.org.uk

Merthyr Tydfil, Blaenau Gwent and Caerphilly – Tri-County

Contact: Paula Harris – Enquiries@tricityplay.co.uk

Ynys Môn, Gwynedd and Conwy – North West Wales Play Forum

Contact: Amanda Williams –

amanda.l.williams@conwy.gov.uk

Torfaen, Newport and Monmouthshire – Three Counties

Contact: Jackie Smith –

jackie@torfaenvoluntaryalliance.org.uk

Flintshire, Denbighshire and Wrexham – North East Wales Play Forum

Contact: Janet Roberts –

jane1.A.roberts@flintshire.gov.uk



Is 'healthy eating' healthy in a play setting?

Play Wales has published a new briefing, to help play providers make sense of the healthy eating agenda. We asked Lisa Williams, Caerphilly Creative Play project to review the briefing.

The aim of this paper is to provide playworkers, play providers and others interested with a model of how to include food in the play setting in a manner that supports the Playwork Principles and the National Assembly for Wales Play Policy.

We live in a society today where there are many agenda's placed on children and young people, many with good intentions and with the health and well being of children and young people at their centre.

As playworkers who advocate for play for play sake and the value of play without the influence and adulteration of outside agendas it is increasingly difficult to be both aware and respectful of these agendas without impacting directly onto the play of children we are working with. Society is ever changing and ever influencing and it is important that playworkers are aware of the outside influences which can impact of children's play and how best to approach and deal with these influences in an appropriate manner.

The health agenda is a high priority within our society at present with worry about obesity, physical activity and nutrition, we as playworkers should be aware of such agendas but also not get too wrapped up in the agenda and lose sight of the playwork principles we strive for.

The *Play, Playwork and Food* information leaflet sets out a number of areas incorporating food, play and health and approaches a number of informative and interesting aspects for playworkers to consider. The information is good guidance but also needs to be put into the context and relevance of individual provisions and services.

It is important to view the child as an individual with needs and how implications such as health and nutrition can have an impact on a child's play. As said in the review 'the healthy eating agenda is very important but is an adult agenda and it has no place in a play setting'.

Over the past 2 years Creative Play within Caerphilly has been introducing food as a play resource to child settings across the Borough. It is a fabulous resource and sensory experience for children and young people of all ages. It is freely chosen, self directed and intrinsically motivated by children inline with the very principles we as playworkers follow. It's a resource which is very often not given the play recognition it should especially considering it has the ability to stimulate the five senses of smell, touch, taste, smell and sight.



Young people playing with food at St Cenydd youth centre



All the senses are stimulated



Adults and children getting involved

As playworkers we do not discount food materials due to fat content, calories or sugars but instead use varied materials which will be versatile, flexible, stimulating and of the best possible play value. Play and the value of play and the potential of resources is always at the heart of what we do for the children with great awareness of the children we work with and respect of culture, allergies and needs of individuals.



Events

9–11 July 2008

Toy and Culture – International Toy Research Association World Congress

Call for papers www.toyresearch.org

15–16 July 2008

Play Fair

Stoneleigh Park, Coventry

www.playfairuk.com

18–20 July 2008

Wild & Away – The 3rd National Environmental Play Conference

Green & Away Village, Worcestershire

Call for papers www.playworkpartnerships.co.uk

5–7 September 2008

The Beauty of Play – play conference under canvas

Staffordshire

Call for papers www.ludemos.co.uk/members11.htm

13–17 October 2008

11th International Toy Library Conference

Paris

Call for papers

www.alf-ludotheques.org/reseau/congres-en.php

3–5 November 2008

Child in the City 4th European Conference

Rotterdam

Call for papers www.europoint.eu/events/?childinthecity

New team members

Welcome to two new team members who joined Play Wales in March. Eleanor Maunder, our new information assistant joins us after working at the Welsh Assembly for the past three years. She has previously been a communications officer for the Children First Team and has worked for the charity Vale Plus in her spare time.

Eleanor says: 'I am happy that I am now in the voluntary sector full-time, as working for Play Wales will allow me to carry out work which is socially meaningful once again. I'm looking forward to working with the Information Team and helping them to produce this quarterly magazine.'

Aled Morris was appointed as the new administrative assistant for Playwork Wales. Before joining Play Wales he worked with the Local Government Data Unit, with the Care Council for Wales and with Cartrefi Cymru.

Aled says: 'Since starting work at Play Wales I have found everyone very welcoming, the atmosphere relaxed yet busy, and a sense of open-mindedness I've not experienced in an office based role before. I'm looking forward to developing my skills here and taking on more responsibilities as my working knowledge expands.'



Happy birthday Venture

Every year the Venture adventure playground in Wrexham has a birthday party, but Friday 1 August 2008 marks a major milestone as it celebrates its thirtieth year! With a theme of 'then and now' the staff, children and young people will be going all out to make sure that a good time is had by all.

As the Manager, Malcolm King, has been a pivotal part of the Venture for so many years, there are plans for him to take the role of a time-traveller during the celebrations. Quite how he'll be launched no one is sure, but no doubt this party will be bigger and better than ever!

The Venture would like to invite all past and present staff, children and young people to join them on the day. Please contact Darren Roberts on 01978 340703 to make sure you're there.



10 years of Workforce Development

The last decade has seen considerable efforts made in the development of a well-trained and recognised professional playwork workforce in Wales.

- 1998** At a national level Play Wales took part in meetings with SPRITO, the national training organisation for playwork
- 1999** SPRITO established a playwork unit to lead the development of playwork education and training in the UK [SPRITO later became a sector skills council, SkillsActive]
- 2001** Clybiau Plant Cymru was established to support the development of childcare clubs – they offer playwork training
- The First Claim ... was published, followed by The First Claim – desirable processes*
- 2002** Play Wales secured funding from Welsh Assembly Government to employ a development officer for education and training in playwork to take a strategic approach to playwork workforce development at a national level
- Play Wales hosted a review and consultation of the playwork workforce that resulted in the Playwork Principles
- 2004** The Playwork Principles were endorsed by SkillsActive
- 2005** European Structural Fund monies were secured by the CWLWM Partnership – childcare and playwork organisations in Wales – and work began on a range of resources, including a new playwork qualification (Playwork: Principles into Practice)
- 2006** The WAG Play Policy Implementation Plan was launched – with stated actions that would support playwork as a profession and the training needs of playworkers
- Quality Training Quality Play* was launched – the first UK strategy for playwork education, training and qualifications
- 2007** Playday saw the announcement of funding for a Welsh National Centre for Education and Training in Playwork, a manager was appointed and work started. The new Training Centre is called Playwork Wales
- The Playwork Education and Training Council for Wales became a constituted body

- 2008** A playwork degree course at North East Wales Institute has just been validated ...
- Playwork: Principles into Practice is on the verge of becoming a recognised qualification ...
- Playwork Wales commissions the first survey of the playwork workforce in Wales ...
- Works starts on Playwork: Principles into Practice at Level 3 ...

Ten hopes/calls for the next ten years

- Recognition of playwork as a profession
- Recommended pay scales and terms and conditions for playworkers
- Further opportunities for higher education study in playwork in South Wales
- A masters level playwork degree course in Wales
- Better recognition of playwork qualifications by employer and inspectors
- A well-supported infrastructure of playwork trainers and assessors to meet workforce needs
- Playwork qualifications suitable for 14 – 19 year olds
- Increased investment in training
- Quality opportunities for continuous professional development – including new modules for adventure playground playwork, management, business skills and inclusive play
- A support network for employers responsible for workforce development



Funding playwork training

Finding funding for playwork training isn't always easy and yet it is vital that playworkers receive up to date, quality training – so that children have the best play opportunities.

Some playwork employers in Wales have used Cymorth or Flying Start funding to pay for Playwork: Principles into Practice (P³) courses.

The local Children and Young People's Partnerships distribute Cymorth funding for play, while local Flying Start Co-ordinators can be approached regarding funding for playwork training.

The Welsh Assembly Government Flying Start Guidance for preparatory work in financial year 2006-07 states:

'The funding available through Flying Start provides the opportunity for a co-ordinated investment addressing the workforce requirements of Flying Start, the Foundation Phase, and the childcare and play strategies more generally.'

'The Assembly Government sees this

investment as encompassing childminding; group settings; Foundation Phase in both maintained and non-maintained settings; and playwork. Though playwork is generally for the benefit of school aged children, there is an increasing scope for interchange of staff between, for example, childcare workers and classroom assistants. An investment in playwork can therefore help build the overall workforce in question within a context that staff must be appropriately qualified and experienced for each setting where they work.

'Support for training using this funding should be primarily devoted to meeting the costs of the qualifications on the ACCAC National Qualifications Framework for Early Years Education, Childcare and Playwork at levels 2 and 3.'

We have confirmation from the Welsh Assembly Government that this still applies – playwork training can be funded by Flying Start.

RAY Ceredigion is planning to use Flying Start funding for P³ training in the near future. Gill Byrne, Executive Officer, said:

'We are currently waiting for the go-ahead to use this money. I am a member of the Ceredigion Children's Partnership training sub-group and am therefore hoping the application process for this funding is easy.'

Playwork Wales is keen to support playwork training providers who wish to access this funding stream for playwork training needs. Please contact Jane on 029 2048 6050 or email jane@playwales.org.uk

Training Trainers

In the last issue of *Play for Wales* we reported that Playwork Wales would be running a City and Guilds course (Level 3 Introduction to Delivering Learning: 7302) to train playworkers to become qualified trainers. The learners recently completed the course – here are some of their comments:

'The level of support was excellent. I thought the three trainers complemented one another. In general I thought [the course] was very good and the trainers were excellent.'



'I've enjoyed seeing my personal development grow throughout the course. My knowledge has improved immensely. I feel confident in delivering P³.'

'I've enjoyed learning about teaching styles and methods, and more about playwork! I've enjoyed the tutors, who have been great fun and inspiring, and meeting some cracking people.'

The course will run again later in the year. If you are interested in being trained as a playwork trainer please contact mel@playwales.org.uk

Accreditation

Following six years of planning and hard work the Playwork: Principles into Practice (P³) courses are currently going through the Qualification Curriculum Authority accreditation process. By the end of June we will have confirmation that the course, which is currently in the process of being endorsed by SkillsActive, is on the qualification framework. The Scottish Qualification Authority will be the awarding body for the P³ qualification.

Keep up with any new developments in the news section or the training section of Play Wales' website.

Mud & Sparks

We are delighted to announce that Mud & Sparks® has been registered as a trademark.

A group of playworkers, Play Wales staff and playwork trainers met over a coffee in a play centre in Hirwaun several years ago and devised a name for new training on facilitating play with the elements. There have been several Mud & Sparks® events since 2005 and the concept is now being developed as an opportunity for continuous professional development.

Mud & Sparks® training gives playworkers the opportunity to experience playing with earth, air, fire and water. Participants are encouraged to consider how to develop similar opportunities within their play setting.



Play in Wales –

On national Playday 1996 at an event in Victoria Park, Cardiff, a group of Play Wales trustees lobbied Wyn Griffiths



Noa, Owen, Rhiannon
and Tom – 10 year's
old this year

Play Wales had existed for some years but was struggling to survive. Play had been scrubbed from the political agenda. There had been widespread cuts and closures of play provision during the 1980s and 1990s ... Wyn Griffiths' response was the start of a new story for play.

1998 Play Wales became Play Wales/Chwarae Cymru and was registered as a charity. The Welsh Office established limited funding - it was enough to employ four part time workers – one of them, Tony Chilton, was tasked with establishing a new North Wales office.

There were only three local play officers in Wales – in Flintshire, Swansea and Cardiff - and two adventure playgrounds – in Wrexham and Rhyl.

1999 The new National Assembly for Wales was established. The First Minister, Alun Michael, spoke at Play Wales/ Chwarae Cymru's first conference.

Powys published the first play strategy in Wales.

2000 Play Wales secured funding to employ Bob Hughes to manage the process of developing a quality assurance framework for playwork – with the help of experienced playworkers and playwork trainers from throughout Wales.

The Welsh Assembly Government established a £1m Play Grant for staffed open access play provision. *The State of Play*, a report on how the Play Grant had been spent by local authorities called for a national play policy and strategy.

2001 Wales was the first UK country to appoint a Children's Commissioner, Peter Clarke. Peter endorsed the quality assurance process that had been developed during 2000 – launched by the Children's Minister, Jane Hutt, as *The First Claim ...* For the first time there was a playwork quality assurance framework that focused solely on meeting children's play needs. It was followed in 2002 by *The First Claim – desirable processes*.

The first Spirit of Adventure Play conference took place in Abergele.

2002 Wales was the first country in the world to adopt a national play policy.

The Play Safety Forum published *Managing Risk in Play Provision*.

2003 Play Wales secured funding to employ two further development officers – one to support play development and the other to support workforce development. A network of local authority and voluntary sector play officers was established. The Welsh Assembly Government published *The Learning Country: Foundation Phase 3-7 years* a plan for play-based learning for young children.

There was a debate on play and play provision in the House of Commons. Frank Dobson MP led a UK review of play provision.

The new integrated centre initiative funded each local authority area to establish a staffed open access play facility – based on the adventure playground approach.



10 years

MP for greater political support for a play organisation that could advocate for children's right to play in Wales.

2004 Play Wales led a UK review and consultation on the Assumptions and Values for Playwork – this resulted in the Playwork Principles, a group of statements that say what play is and what playworkers do to support it.

Foundation Phase pilots began in 41 schools.

There was a consultation on how BIG lottery project funding should be spent in Wales – play providers responded en masse – to positive effect. Another consultation was launched, on the recommendations of the Welsh Assembly Government Play Policy Implementation Group.

2005 BIG Lottery announced £13m funding to build a play infrastructure in Wales (regional play associations) and to develop play projects as part of a strategic approach.

The CWLWM partnership was formed. Play Wales, as a partner, began work on a new playwork qualification based on the Playwork Principles and *The First Claim ...*

2006 The Welsh Assembly Government Play Policy Implementation Plan was launched.

Play Wales was contracted to support the BIG Lottery Child's Play programme and was able to employ more development officers and support staff to extend its work.

Tony Chilton, a passionate advocate for children's play in the UK, based in North Wales, retired from working with Play Wales.

2007 Playday saw the announcement of funding from the Welsh Assembly Government for a National Centre for Education and Training in Wales to be based in Play Wales.

BIG Lottery allocated funding to play infrastructure projects – which means for the first time there will be a regional play association in each area of Wales.

Welsh Assembly Government provide extra funding for disabled children to access play opportunities.

2008 As part of the Play Policy Implementation Plan work begins to develop a set of standards for play provision in Wales, and to set a public benchmark on risk and benefits in play ...

The new playwork training developed by Play Wales as part of the CWLWM partnership is on the verge of becoming a recognised qualification ...

Work has started organising an international play conference in Wales in 2011 ...

In terms of children's play what has changed over the past 10 years...

Dominique Jones, Senior Partnership Manager, Powys Children and Young People's Partnership, says:

'In 1998 the social culture around children's play was becoming ever more restrained, particularly in relation to outdoor play. This I think was partly due to some very high profile child related tragedies that happened in the mid 1990s, but also a growth in the economic infrastructure of the country – free market forces, women working, longer working hours for both men and women.

Since the Children Act 2004 there has been a shift in thinking – the needs of children are now paramount, and the policy makers are now realising that there is clear evidence to show that access to play opportunities can improve a range of positive outcomes for children and young people.

The principles of play still hold true, – and actually given the opportunity children will still play as they always have – some things transcend time and simply can not be changed'.

Brenda Davis, Childcare Strategy Manager, Cardiff County Council says:

'What has changed the most over these past decade is the political understanding of children's play and its importance in child development in Wales; in particular, the move towards a consensus across the playwork profession, Early Years education and health. A great leap from feeling that play is the poorer cousin.

'What still needs to be worked on however, is that play should be a common core skill set within any new generic qualifications for anyone working with children. It would be particularly helpful if the new suite of qualifications to be developed for the new national Qualifications Framework was truly UK focused and transferable across the four home countries'.

Malcolm King, OBE, Manager of the Venture Adventure Playground in Wrexham, says:

'The Welsh Assembly Government has led the world in its support for play. Adventure playgrounds are, at last, springing up anew. But we must find an effective way to combat the media and lawyer-led obsessive/compulsive attitude to risk which damages children and their right to play.'