South Staffordshire

‘Where children and families can freely enjoy and achieve through play’

Play Strategy

2007 - 2010

South Staffordshire Local Strategic Partnership
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Foreword

All children and young people have a right and need to play. Through play, they develop emotionally, physically and intellectually. Play enables children and young people to explore the world around them, develop inter-personal relationships and acquire many essential life skills that cannot be taught formally.

During play, children are fantastically creative, both in the roles they adopt and with the objects from which they create their fun and games. All children in South Staffordshire deserve the right to be given the opportunities to flourish and take full and active roles in the decision-making processes that effect their lives and communities.

South Staffordshire’s Play Strategy demonstrates a strong commitment to improving opportunities for all its children and young people, and recognises the importance of play in enabling children, young people, families and communities to thrive and prosper. It demonstrates the partner’s commitment to children’s play, and establishes links with a range of local and national priorities, policies and agendas.

The Play Strategy has been developed in a true spirit of partnership through the Local Strategic Partnership. It harnesses the views and aspirations of children and determines priorities for investment in play opportunities that are both challenging and rewarding to children’s experiences.

The strategy is an essential tool in attracting resources, raising the profile of play and ensuring effective and creative partnership working to deliver the best play opportunities for children, young people, families and communities.

I would like to thank all those involved, whose contributions have directed the development of this strategy, and will determine future investment in children’s play within the district of South Staffordshire.

This is our commitment to the children and young people of South Staffordshire.

Debbie Elliott

Chief Executive, South Staffordshire Housing Association

Chair of South Staffordshire Local Strategic Partnership
Introduction

South Staffordshire Play Partnership recognises the importance of providing stimulating play opportunities for children and is committed to enhancing the quality and quantity of current and future play provision across the district.

This strategy sets out the partnership’s vision for play, anchored in a strong value base that promotes children’s rights and freedom to play balanced alongside their (social) responsibilities towards the wider community. It highlights the benefits of play and the need to develop innovative and inclusive play opportunities for local children to play in safe environments.

Together with parents and carers; the voluntary and private sector and community groups, the Play Partnership shares the responsibility for facilitating play opportunities for all children across the district.

In meeting children’s play needs and aspirations, we will work strategically with partners and key stakeholders and take into consideration a combination of factors, coordinating play opportunities delivered by different agencies, monitoring quality standards and relevant legislative requirements, promoting equality, involving children and community in play developments, capitalising on available resources and promoting the long term sustainability of play provision.
A Vision for Play in South Staffordshire

South Staffordshire Partnership vision statement states that:

‘South Staffordshire – Where children and families can freely enjoy and achieve through play’

Aspirations for Children and Young People in South Staffordshire

South Staffordshire Local Strategic Partnership will support it’s vision for play by signifying its commitment to the following aspirations.

In South Staffordshire it is strongly believed that to have a strong, safe and enjoyable community children and young people:

- Are physically healthy with a positive emotional wellbeing
- Feel safe and secure in their local environment and have pride in their local community to which they belong
- Are confident that they can freely enjoy local leisure and cultural facilities
- Have the opportunities to do well in their education
- Are able to affect decisions about their lives and make positive contributions to local services
- Can have or be positive role models for each other to make a positive contribution to the development of their community
- Can access training, support, education and work experience to allow them to pursue a safe, fulfilling and enjoyable life
- Are able to develop positive relationships and feel confident to deal with life changes and challenges.
Scope of Play Strategy:

The strategy provides a framework for the partnership through: measuring the quality of children’s play, grant aid, capitalise on funding opportunities, planning strategies and controls and supporting children’s rights and entitlements to play.

The Strategy will scope around the age range of the South Staffordshire Children and Young Peoples District Board (0 – 19 years) to ensure all partner agencies can sign up and commit to the operational priorities of Play within the district of South Staffordshire.

The strategy will provide a position for play within the current work developing around children and young people’s services and secure play’s position at the table when planning for future provision.

The initial scope will be around addressing the gaps within the provision of play and making a strong case for the development of play across the district.

The Three frees

Whilst raising the profile of all type of play for South Staffordshire, the strategy will focus on the widely recognized 3 frees:

- Free of charge
- Free to choose activity
- Free to come and go

These are simple statements, and on the whole that is how they should be; however further clarification of the underlying principles are useful. Therefore:-

Free of Charge can also include places or activities where a charge is made as long as the organisation can show that it offers free places for those unable to pay, or that it is a not – for – profit organisation where such monies received are reinvested in the organisation for the benefit of children and play provision.

Free to come and go can mean that the appropriate consent arrangements should exist between the provision and parents / carers to enable the child to make the choice to leave the provision if they wish, with the parents / carers being informed to collect the child or make other prior arrangements for the child to leave freely.

Free to choose what they do whilst there can mean that children and young people are meaningfully involved in the ongoing evaluation of the play opportunity, enabling them to share their ideas and influence what they do, how they do it, and how this can be changed and improved.
The action plan attached to this strategy, will identify particular groups to focus more targeted work around and with each action there will be dedicated support from partners who have expertise and experience with each particular age group and area of interest.

**Open Space Audit / Green Spaces Strategy**

South Staffordshire Council is currently carrying out an audit and needs assessment of open spaces incorporating a play pitch strategy, and focus consultation around play provision, with particular reference to fixed play areas and built facilities within the District of South Staffordshire. This will culminate in the production of an Open Space Strategy, highlighting the needs and priorities for future provision.

Extensive and substantial investment and preparation time and effort has been made into the Open Space Audit and it agreed that concurrent consultation around Play in particular would possibly provide consultation fatigue with residents and partners.

It has therefore been agreed that the elements of the Open Space Audit around play provision will be incorporated in to the consultants brief for the open space strategy utilizing the typology for play guidance given in ‘Planning for Play’.

The results of this audit and needs assessment will formulate local standards for open space, playing pitches and play and will inform future actions of the play strategy.

Unfortunately, the audit results are not due until late 2007 and are therefore not incorporated in this version of the Play Strategy.

It is recognized that timescales are not perfect, but there is great commitment from partners to ensure that results of the Open Space Audit will inform and drive forward the work of the local play partnership.

Throughout the development of the strategy, the Play Partnership have sought data and evidence from a number of partnership documents that have been recently developed to ensure that there is a strategic assessment of direction for the strategy and a focus for the initial actions of the Play Partnership.

Following the findings of the open space audit it may be necessary to further develop the scope of individual age groups to focus targeted development work around play within the district.
Objectives of Play in South Staffordshire

In accordance with the 7 key objectives of best play (Best Play 2000),

Good play provision:

- Extends the choice and control that children have over their play, the freedom the enjoyment and the satisfaction they gain from it;

- Recognises the child’s need to test the boundaries and responds positively to that need;

- Manages the balance between the need to offer risk and the need to keep children safe from harm;

- Maximises the range of play opportunities

- Fosters independence and healthy self-esteem;

- Fosters the child’s respect for others and offers opportunities for social interaction;

- Fosters the child’s well-being, healthy growth and development, knowledge and understanding, creativity and capacity to learn.

These objectives are key to the South Staffordshire Play partnership and it is the aspiration of the Partnership that these objectives are adopted and are core to the planning and future agreement of play projects within the district.
What do we mean by play?

Getting Serious about Play: A review of Childrens Play, states that:

From an early age, play is important to a child’s development and learning. It is not just physical but can involve cognitive, imaginative, creative emotional and social aspects. It is the way in which most children express their impulses to explore, experiment and understand.

Most importantly the paper agrees that Children of all ages play.

Teenagers may not associate the time, space and freedom that they require as ‘play’ however for the purposes of this strategy and in line with ‘Getting Serious about Play’, Play in South Staffordshire has been defined as:

‘What children and young people do when they follow their own ideas and interests in their own way and for their own reasons’

What is play provision?

Play in its broadest sense is anything in which a child can freely explore, and enjoy making their own choices and setting their own standards and goals. Play is at the heart of all children’s happiness and is essential to the development of healthy happy lives.

Play provision, a term that will be used regularly throughout this strategy can be defined as a space, facilities / equipment or a set of activities which are provided with the intention for children and young people to ‘play’

Successful play provision will allow children and young people to ‘play’ freely, in a safe and secure environment, where supervision, adult support or guidance is accessible for those who need it.

The right of ALL children

The United Nations convention on the rights of the Child (article 31) states:

‘The right of all children to rest and leisure, to engage in play and recreational activities appropriate to the age of the child and to participate freely in cultural life and the arts.’

Play can take many physical forms and research suggests that play arises from the child’s need to express themselves, explore and learn.

As the definition suggests, play is chosen by the child and whilst it is important for professionals to ensure the opportunities and environment for play are safe and provide structure when and where necessary, it is just as important to ensure children and young people can maintain their spontaneity.

Adults and leaders involved in play provision have a responsibility to enable the development of the child through play rather than to direct.
The National Case for Play and the implications for South Staffordshire

Why play is important in South Staffordshire?

In South Staffordshire the commitment to the coordination, improvement and accessibility of services for children and young people is evident through the Development of the South Staffordshire Children and Young People’s Board, a thematic group of the Local Strategic Partnership. The District Board, reports to the Local Strategic Partnership in South Staffordshire, and to the Staffordshire Children’s Trust Board. The District Board drives forward the coordination and improvement of all services for Children and young people, having a clear delivery plan.

The board has identified three overarching areas of focus:

- Road Traffic Accidents involving young people aged 16 – 25 years
- Consultation & Participation of young people
- Hotspot area working - specifically around healthy lifestyles, staying safe and attainment

In addition, South Staffordshire Children & Young People’s District Board has identified 16 key priorities and has made reference to how these will directly, or indirectly support the Children and Young People’s block of the Local Area Agreement. These are clearly identified in Appendix 1.

Play is emphasised in both the Children and Young People’s Board delivery plan, and the local LAA showing a commitment to outcomes for children and young people from all partners signed up to the board.

The South Staffordshire Children and Young people’s board have emphasised the importance and their long-term commitment to the development of play in the establishment of the Play Partnership. The development of the Play Partnership as a sub group of the Children and Young People’s Board commits further to the specific development of Play, in which this strategy demonstrates the need, and the focus areas for future planning and development.
The Benefits of Play

South Staffordshire’s Play Partnership recognises that play provision can make a significant impact on:

- Increasing children’s self-confidence and social interaction.
- Contributing to community cohesion through reducing segregation of children and communities.
- Improving physical health and emotional well being

South Staffordshire’s Play Partnership will seek investments in children’s play because of the following benefits:

- Play, along with the basic needs of nutrition, health, shelter and education, is vital to develop the well being of children.
- Play helps children develop socially, physically, intellectually, creatively, emotionally and spiritually.
- Play promotes children’s learning and independence.
- Play helps children understand the people and places in their lives, learn about their environment and develop a sense of community.
- Play allows children to find out about themselves, their abilities and interests.
- Play is therapeutic. It helps children to deal with difficult or painful circumstances, such as emotional stress and medical treatment.
- Play gives children the chance to let off steam and have fun.

Furthermore Play enables children to:

- make choices
- test boundaries & explore risk
- experience new, comfortable and enjoyable things
- develop independence
- learn about their own capabilities
- understand the world
- learn respect
- grow up fit and healthy
- develop self-esteem and mental well-being
- be creative
- develop problem solving skills
Risk Management

There is growing concern about how safety is being addressed in children’s play provision (Planning for Play). Fear of litigation is leading many play providers to focus on minimising the risk of injury at the expense of other more fundamental objectives.

The National Play Safety Forum have provided a position statement for the managing of risk in play provision which reads as follows:

‘Children need and want to take risks when they play. Play provision aims to respond to these needs and wishes by offering children stimulating, challenging environments for exploring and developing their abilities. In doing this, play provision aims to manage the level of risk so that children are not exposed to unacceptable risks of death or serious injury’

It is important that all play providers are supported through the management of risk around play.

The district council have recently published a Community Tool Kit to support local community groups, and parish councils, in all matters around development of opportunities, through to the development of new organisations, terms of reference, constitutions, funding applications and importantly, the management of risk at activity sessions.

Whilst the risk management section has been seen as a valuable tool for general community development groups, it is recognised by the partnership that there could be a play specific section developed as a resource for play providers within the district providing advice, guidance and networking leaders to training around risk management.
Every Child Matters

Delivery of the five outcomes for Children - Every Child Matters

Play is fundamental to the development of ALL children. Play contributes to each of the five outcomes of Every Child Matters.

- **Be healthy (physical and emotional wellbeing)**

Physical activity through play enables children and young people to develop their core motor skills, providing them with a strong foundation for the refinement of skills in later life. Play enables physical activity in all age groups, and abilities and provides a non-competitive alternative or partner to sport. As a foundation, physical play can introduce children and young people to an active lifestyle. In addition physical play can enable those who are not engaged with competitive sport to participate in regular physical activity to establish and continue an active healthy lifestyle.

Play can provide a safe, inclusive stage for the development of positive emotional wellbeing. Confidence, self esteem, communication and problem solving can all be developed through play.

**Be Healthy in South Staffordshire**

In South Staffordshire positive healthy lifestyles are promoted through all cultural and leisure opportunities across the partnership, including school, local authority, private providers and voluntary services, a good example of which being the priority towards the development of Healthy Schools Initiative and the Bay Leaf projects both incorporating the engagement of young children through play. There are now 17 schools accredited with Healthy Schools status, in which schools have to identify and evidence they are providing ample play opportunities for children to choose, try and develop through. A large proportion of schools are already signed up to the Bayleaf Project ahead of schedule and led by the Community and Voluntary Action in South Staffordshire are encouraging intergenerational work around gardening, growing of fruit and vegetables, sensory gardens for children’s play as well as linking the work to key areas of the National Curriculum.

- **Stay safe**

Safe and effective high quality play provision can provide children and young people with the opportunities to explore and develop in a safe and child friendly environment. The changing nature of today’s world brings many barriers to children’s play, it is vital that parents are able to trust that their children’s well being and safety are paramount to enable them to allow their child the freedom to experiment with play and learn.
The safety of the child whilst playing is determined by the physical structure and environment they are using and the infrastructure of provision, i.e. supervision, programme of provision.

**Stay Safe in South Staffordshire**

Stay Safe campaigns have been planned as part of the Children and Young People’s Delivery Plan, delivered around the district focusing on bullying and domestic violence. These campaigns will be using playful initiatives, performances, and activity sessions to engage the children and young people. Play is providing a vehicle for the delivery of very serious and hard hitting messages that can be absorbed by children whilst they play.

- **Enjoy and achieve**

Enjoyment and achievement is fundamental to play. Play provides the child with the freedom that is essential to enjoyment in life. Play can promote the child’s sense of achievement. Goals in play are defined by the child themselves in their own ways and in their own time. They choose their own levels of achievement and can enjoy pursuing and reaching their goals.

Problem solving, communication and confidence to express emotions and feelings are all consequences of a quality play environment. The child can be as creative and imaginative as they wish when playing, allowing them to develop skills in language and literacy that will provide a strong foundation for later learning.

Play provides children and young people with the opportunity to explore and push boundaries, learning from the experiences they gather along the way. Children can learn and grow through their play. For this reason play provides an excellent opportunity to develop children and young people as individuals and consequently members of their community.

**Enjoy and Achieve in South Staffordshire**

In South Staffordshire, reducing the gap between the achievement levels in education within the localities and super output areas of the district has been prioritised to ensure that areas do not get missed due to the overall achievement of the district being above average. Play has a large case for involvement as it can provide the foundation to achievement in later life.

- **Positive contribution**

Children and young people’s involvement in the development of their own play is fundamental. Children learn from the way that other people and their environment reacts to the way they play.
Unsupervised play can allow children and young people to make their own decisions and choices whilst supervised play can involve the children in decisions about the resources and facilities that are available to them.

Involvement of children and young people in consultation, audits and discussions around play provision is vital to ensure provision meets the needs of the whole community. By including the whole community, both children and young people, and the adults and older people within that community learn to respect and incorporate others' views which can lead to long term success and community engagement.

For the older children and young people, good play provision can provide those who choose to use it challenge and excitement, preventing boredom and the likelihood for the choices around behaviour that others may perceive as anti social.

**Positive contribution in South Staffordshire**

In South Staffordshire, the engagement of young people throughout the whole planning process for Children and Young people’s services has been prioritised. Early work has encompassed the development of the shadow board ensuring that the children and young people have a voice and are truly involved and engaged in all planning and decision-making. The development of a District newsletter profiling the work of the shadow board has recently been published and future developments are planned to ensure the shadow board are engaging with the wider community of children and young people, including the commissioning of a website with chat rooms and news forums, and event management of consultation events for children and young people.

**Economic Wellbeing**

Play equips children and young people with creative and social skills that they will use to develop into strong, confident and intelligent young adults. Rounded skills like these are a vital part of today’s economy.

The economic benefits of play do not have to wait until the child grows to surface however a high quality safe and effective play provision can enable a parent / carer to feel confident that their child is safe and happy whilst they work, train or develop themselves, allowing them to provide for their children.

Play provision can also provide a focal point for parents and carers to socialise and meet with other adults within their community.

**Economic Wellbeing in South Staffordshire**

South Staffordshire LSP has recently commissioned a project led by Connexions to deliver targeted resources to those young people who fall into the NEET category (Not in Education, Employment or Training).
The project is building upon a limited capacity for Connexions support in the District, by providing specific support staff for the area. All partner’s have been consulted and the project is currently planning and confirming sessions, venues and times for a PA to deliver in local accessible venues for the young people.

The provision of vocational training and links with local colleges etc for the provision of local education past year 11 has many opportunities for the development of trained and experienced play workers, development officers and support staff within the sector of play.

**Youth matters**

Proposals from ‘Youth Matters’ places a duty on Children’s Trust to secure positive activities for young people that provide exciting and enriching activities that young people might wish to engage in their free time. Youth Matters also places importance on the need for less structured activity that will still contribute to meaningful and varied lifestyles but offer a safe place to socialise with friends.

In South Staffordshire, young people are championed by the recently established shadow Board, including young people from the District Youth Councils who take the responsibility of voicing the informed opinion of young people from across the district, as well as the responsibility for promoting the work of the locality board and it’s partner agencies to all children and young people across the district through a number of avenues.

The Staffordshire Youth Service supports the District Youth Councils and the structures for widespread communication will be developed through the shadow board. Early work of the shadow board has included the development and distribution of a newsletter profiling the work of the board and it is anticipated that future work of the shadow board will be commissioned through the District Locality Board.

At a county level, the Children’s Commissioner works closely with a number of representative groups of children and young people, to ensure that the proposals in Youth Matters are addressed.

All partners within South Staffordshire Locality Board have committed to achieving the ‘Hear by Rights’ Standards by March 2009.
Transport and Road Networks in South Staffordshire

Whether it is the issue of transport to and from Play opportunities, the issue of a new transport network being built through the middle of an established play space, or the restriction of Children and Young People’s movement due to high traffic speed limits or badly planned neighbourhood road designs, Play has a vital part to play in the development of local transport strategies.

In South Staffordshire the development of the Local Development Framework has incorporated wide consultation, including champions for sport and play from the Leisure and Cultural Services. Transport is a key cross cutting theme of the Local Strategic Partnership.

In a rural area such as South Staffordshire, small isolated populations, dispersed settlements, limited transport networks and safety issues on rural roads have led to children and young people feeling isolated which will have a large affect on Play in the district.

Through the consultation process of the Local Development Framework, both the open space strategy and the play strategy will inform the policy statements around sustainable communities. The links between the play strategy and the Local development framework are provided through the Officer Steering group of the Local Strategic Partnership.

South Staffordshire has the highest percentage across Staffordshire of accidents involving children and young people, with 30% of all road traffic accidents involving young people aged between 16 & 25 years.

Following the guidance from London Play (April 2007) and incorporating the principles of Safer Routes to Play, clear links will be made through the Local Strategic Partnership with the local transport Plan for Staffordshire and the implementation plan for South Staffordshire to drive forward the work around making South Staffordshire road networks safer for children and young people.

It is recognised that South Staffordshire currently has a strong scheme for walking buses that are regularly used between schools and specifically supported by the District Council’s SUSSED holiday scheme. The play partnership is keen to encourage further development of the Walking Bus scheme further support play opportunities within local communities.
Barriers to play

The essence of play can be described as freedom, exploration, and challenge, whilst the world in which we live today provides many barriers to play.

Restrictions to independent activity, freedom to enjoy open space and lack of provision of fixed play facilities for regular and enjoyable exercise all provide barriers to play.

Fears for the safety of children from traffic, bullying, unsupervised and ill-maintained play facilities can also provide parents and carers with reason to restrict their children’s independent play.

When consulting members of the public through the South Staffordshire Viewpoint, South Staffordshire Council found that consultees felt that the provision of facilities and opportunities for Children’s activities was not adequate and had not improved.

This was despite huge investment in Children and Young people’s provision, achievement of quality standards for provision and successful partnership projects around the provision of children and young people’s services. However, the perception of consultees has to be considered.

During the same consultation, South Staffordshire Community Safety Partnership found that the perception of crime in individual areas within the district was far higher that actual crime statistics held by the partnership. Again perception may have influenced decision-making.

The rural nature of South Staffordshire, can have the potential for many areas feeling isolated and deprived of play opportunities as travelling and organising their free time due to travel and accessibility restraints can provide a barrier to the play opportunity meeting the ‘3 frees of play’.
South Staffordshire – (Local context)

South Staffordshire is a rural District covering an area of 101,000 acres on the north-western edge of the west midlands conurbation. Despite having a population of 105,432 there are no towns in the District. Rather there is a collection of diverse settlements ranging from small hamlets to large villages with over 13,000 residents. The lack of a single dominant settlement is one of the defining features of the district of South Staffordshire.

South Staffordshire is considered a fairly affluent area and house prices are above average, however there are pockets of deprivation and it is important that these are recognised.

Activities offered by parish councils vary from parish to parish ranging from basic play areas through to multi purpose sites aimed at the teenage market. A focused effort over recent years by the District Council and partners including Parish Council’s has been established to increase the range and level of activities offered to children and young people.

The rural nature of the district leads to many challenges for the development of sustainable activities due to limited transport links, accessibility and standards of facilities, and venues across the district. This can lead to children and young people feeling isolated and unsupported, with limited opportunities to explore and learn through which can have a major impact on their aspirations for their future life.

Having an aging population the council’s priorities could easily be diverted to older adults, however children and young people has remained a priority which has been evident in the development of South Staffordshire Children and Young People’s District Board; a true partnership, driving the priorities for children and young people forward and making significant investment in the services for all children and young people.

The % population of under 18’s highlights those areas with significantly larger populations of under 18’s; i.e. Perton, Cheslyn Hay, Great Wyrley and Huntington.
South Staffordshire Play Partnership

Being an area governed by a two-tier District authority, no one organisation has sole responsibility for the functions within Play provision.

The County Council have responsibility for early years, education and Youth Services, the District Council for Leisure, Culture, Open Spaces and Planning, the Parish Councils for the majority of play facilities, the voluntary sector for community services, clubs and play associations and external partners such as the housing associations, Police, and Primary Care Trust to name but a few also have responsibilities / interests in the provision and development of play opportunities.

For this reason it is vital that the Play Partnership be part of a strong Local Strategic Partnership, committed to working together on shared values and aspirations.

Great importance has been placed on Play in South Staffordshire.

The Play Partnership is a reporting group to the Children and Young People’s District Board, ensuring a strategic voice for play in all major strategic decisions for children and young people’s services in the District.

Stakeholders in the play partnership include:

- District member (chairman)
- LSP Steering group representation (ensuring Play cuts across the Community Strategy)
- Staffordshire County Council Childrens Services (Early Years)
- District Council Service manager representation (ensuring communication with key services across the District Council i.e. planning and Strategic services)
- District Council Leisure and Cultural Services
- South Staffordshire Children and Young Peoples Partnership Manager
- Staffordshire Youth Service (District manager)
- South Staffordshire Primary Care Trust
- South Staffordshire Community Safety Partnership
- South Staffordshire Head Teacher forum representation
- Voluntary sector play provider
- Parish Council representation

Having strategic officers from across the district meeting with specific reference to the development of Play, the partnership has a common purpose; a strong voice and a champion role for play in the District.

By having the clear reporting mechanisms through to the Local Strategic Partnership and the Childrens Trust, priorities and actions for play are integrated within the local decision making processes and can ensure effective use of resources funding and local skills. The Play Partnership is a sub group of
the Children and Young Peoples District Board which means the agencies within the partnership fall under the terms of reference of the board.

The opportunity to promote play and the opportunity of other agencies and sectors using play to deliver their key messages can now be considered.

It is recognised that the Play Partnership is in its infancy and that further development of stakeholders, and promotion of the partnership is required.

Working closely with the Children’s Commissioner for Staffordshire, the Children and Young People’s Board are currently establishing champions for Children and Young People. The board recognises that it is important for all aspects of services and provision for children and young people to be promoted and having a children’s and young peoples champion will ensure that their views and opinions are always considered and incorporated into all planning, consultation and discussions.

Champions for Play can be found at many different levels and recent developments have led to the coordination of local forums / action groups for children and young people being created, with the aspiration of having very localised champions, of which play will factor, ensuring the voice of rural villages and settlements.
The Bigger Picture

It is agreed that Play is a fundamental part of the development of All children to have healthy, safe, enjoyable, successful and prosperous lives.

Play has a strong secured seat at the table in South Staffordshire being a vital part of the structure for not only Children and Young people but the wider community as well.

The Local Strategic Partnership’s community strategy has been developed through the work of five key theme groups, and it is the Lifelong Learning theme group in which the development process of the Play strategy has been reported and discussed via the Children and Young People’s Board and most importantly the Play Partnership.

Alongside the strategic development, the operational delivery of services for Children and Young people is currently undergoing extensive recoordination, under the heading of Community and Learning Partnerships. These local Partnerships, shaped around the cluster structures of existing school catchments areas, are being developed to address the extended schools agenda and to ensure that the strategic planning of community services are communicated effectively, resources are maximised and funding streams are pooled to the benefit of the local communities.

Currently an extensive mapping exercise is being conducted of all services for children and young people, and this has been referred to throughout the auditing process. A delivery plan for the Children and Young People’s board was agreed in April 2007 and local business plans for each of the community and Learning partnerships will be agreed by the management Advisory groups in each area on an annual basis. Current Phase one of the C&LP establishment has four C&LP’s, Womburne, Kinver, Cheslyn Hay and Great Wyrley, with Penkridge and Codsall partnerships being established by April 2009.

Regular monitoring and performance management is conducted through structured meetings and review papers. Throughout the establishment of the Staffordshire Local Area Agreement and the local delivery plan for South Staffordshire, Performance around Play development will be reported through the Children and Young people’s Block. It is therefore the responsibility of the Children and Young People’s Board to drive actions forward and address any issues raised throughout reviews and monitoring of play provision.

The diagram on the following page illustrates the linkages from local operational delivery through to the Local Strategic Partnership and the Staffordshire Childrens Trust Board.
Links to Play

It is important to highlight the key links and good practise that is currently provided / and planned within the partner agencies around Play.

Those agencies highlighted below have specific benefits from the development of play within the District; can support the development of play through their own strategies and working practises or can help profile play amongst their individual priorities.

South Staffordshire District Council

Play directly supports the two out of the five council’s aims:

- Aim 2 - To be a healthy and safe district in which to live work and visit
- Aim 4 – To be a district, which encourages and promotes lifelong learning opportunities

The development of the strategy will also indirectly support 2 further aims:

- Aim 3 – To be a prosperous district with thriving communities
- Aim 5 - To be a well-managed council and community leader

Through the development of the Local Development Framework, the council have committed to the development of a supplementary planning document for developer contributions. This will ensure that the District Council explores all opportunities for open space and play space through individual section 106 agreements.

The housing strategy for South Staffordshire will ensure that the provision of adequate play facilities and opportunities are accessible and inclusive for the needs of all new residents.

Within it’s Community Services, Leisure Services will play a large part in the development of play opportunities, will be able to support local community groups to develop new and improved play facilities, and opportunities.

The district council’s Environmental services will provide the structure and inform the future planning of play supported by the open space strategy and the local development framework. Specific work with children and young people through the support of Forest schools will provide further developments for the play partnership in the future.
Parish Councils

Collectively, the Parish Councils could be seen as the largest provider of fixed play across the district of South Staffordshire. Support through training development, qualification frameworks, partnership provision of supervised play, and the development of opportunities through the community and learning partnerships, through extended schools, and children’s centre’s core offers, the parish council’s will be able to confidently provide their communities with the play provision they require.

The consultation mechanisms promoted and used throughout the strategy will benefit the parish councils in determining their local residents expectations and assessing their needs.

Staffordshire County Council

Staffordshire Local Area Agreement specifically targets that all local authorities have developed a play strategy supported by a three year comprehensive action plan identifying future plans and expected outcomes for play locally.

The county council have recently published a countywide strategy and have provided extensive support to each district during the development of their strategies.

The county council have committed support to the recently established county play forum, which has prioritised the development of the workforce and a qualification framework for play workers across Staffordshire.

South Staffordshire Community for Voluntary Action

Many organisations within the voluntary sector are providers of play. Support for volunteers in the form of training, and risk management will prove extremely useful to the voluntary groups within South Staffordshire, and with the support of the CVA, and other voluntary support agencies, the play strategy can ensure the voice of the voluntary sector is heard and addressed.

This list is not exhaustive and will be developed and improved upon as the partnership grows and strengthens. By making these clear links, the strategy can enable play to be embedded in future strategic work of each of the partners ensuring its place in the individual planning processes.
Locality Working in South Staffordshire

Due to the rural nature of the District of South Staffordshire, full participation of all communities proves very difficult. With limited transport networks and 27 parishes with their individualities, spread across over 100 acres, following good practice of central public meetings isn’t always easy to establish. This can lead to members of communities, and smaller voluntary providers to feel isolated and disengaged from their local community and powerless to make changes or have their voice heard.

Partners within the Local Strategic Partnership each have their own priorities and their own working practices, many of which will involve local project groups, consultation forums, actions groups and planning groups. Whilst these groups have a purpose for each individual agency who coordinate them, it has become common place that members of one community have to attend three or more meetings to gain a full picture of community work happening within their community by all agencies involved.

During the development of the Local Area Agreement in Staffordshire, the piloting of Locality Working in South Staffordshire has been prioritised as a ‘flagship’ programme.

The aim of the locality working approach is to ensure that all stakeholders within the localities of the rural district feel involved and able to participate fully within planning and developing communities.

Over the last 8 months, the Local Strategic Partnership has been working to identify 5 locality areas by which work and communication can be coordinated and managed effectively. Key partner agencies have looked at their own local working maps and agreed five locality areas, which best fit all agencies.

It has been agreed recently that future consultation results, district wide planning and strategy development will be focused around the five localities.

The following diagram illustrates the five localities that have been agreed.
Audit of Provision – Our local Provision examined

Fixed Play provision

Fixed play provision is currently the responsibility of Parish Councils, with the exception of two play areas, one at Baggeridge Country Park and one in Penkridge. The ownership of the land does however vary from district council to parish council dependant upon the history of sites. This has consequences on the development of the land and the permissions under the ownership. Many of the parish council’s do however commission the District Council’s Architects and Landscape services to maintain the areas.

Fixed play provision is currently being audited through the open space audit and will be incorporated into the working action plan of the play strategy to inform future planning standards and community investment.

Community and Learning Partnership

Extensive mapping of children and young people’s services and opportunities provided by all partners in local cluster areas, mapped against the extended school, children’s centres core offers and community development principles. The data collected at very local levels were then collated and provided the foundation for the Business plans of the management advisory groups in each C&LP area. These have now been certified by the Children’s trust and are being delivered locally, commissioning over £250,000 in South Staffordshire in 2006 / 2007 alone with an estimated £400,000 available to develop local services in 2007 / 2008.

Training and development

Across the Local Strategic Partnership, there is limited provision of training and development of staff around play. Each provider, the childminding network, private play providers, parish councils etc provide their own training and source support from a number of different agencies.

The County Council Early Years provide a comprehensive training programme for play workers but it seems that the profile of this support requires improvement and the Play Partnership should be able to support this as a priority for coordination.
The County Council have committed support to the County Play Development Forum, which has agreed to tackle training coordination, as it’s first priority.

**District Council Play Provision**

South Staffordshire District Council does not have any specific targets around the delivery of Play opportunities. They do however provide physical activity, and multi skills packages through their Get Set Schools programme, and their SUSSED Holiday Activity Programmes to children and young people aged 5 – 13 years. Through the development of this strategy and the responsibilities towards meeting the targets within Staffordshire’s LAA, the local authority are bound to have a Play strategy in place by March 2008 supported by robust monitoring and performance management.

**Early Years Provision**

During the mapping exercises carried out by Staffordshire County Early Years throughout the development of their Play strategy there were a number of issues raised around play provision within the District. The largest of these being the coordination and the structure of play training provision across the district.

The following table sets out the registered Early Years providers within the District. (ref: ChIS Database, PD, EYC, 02/07/2007 ML)
<table>
<thead>
<tr>
<th>Ward</th>
<th>Childminder</th>
<th>Creche</th>
<th>Day Nursery</th>
<th>Holiday Scheme</th>
<th>Independent School</th>
<th>Neighbourhood Nursery</th>
<th>Out of School</th>
<th>Pre-school Playgroup</th>
<th>Wraparound</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bilbrook</td>
<td>10</td>
<td>1</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>1</td>
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<tr>
<td>Brewood and Coven</td>
<td>10</td>
<td>3</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Cheslyn Hay North and Saredon</td>
<td>5</td>
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<tr>
<td>Cheslyn Hay South</td>
<td>7</td>
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<td>1</td>
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<tr>
<td>Cheslyn Hay Ward</td>
<td>5</td>
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<td></td>
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<tr>
<td>Codsall North</td>
<td>5</td>
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<td></td>
<td>1</td>
<td>1</td>
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<tr>
<td>Codsall South</td>
<td>6</td>
<td>1</td>
<td></td>
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<tr>
<td>Essington</td>
<td>3</td>
<td>1</td>
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<td></td>
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<td></td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Featherstone and Shareshill</td>
<td>5</td>
<td>2</td>
<td></td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>Great Wyrley Landywood</td>
<td>7</td>
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<td></td>
<td></td>
<td>1</td>
<td></td>
<td>1</td>
<td>1</td>
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<tr>
<td>Great Wyrley Town</td>
<td>5</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Himley and Swindon</td>
<td>1</td>
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<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Huntington and Hatherton</td>
<td>8</td>
<td>1</td>
<td></td>
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<td></td>
<td>2</td>
<td>1</td>
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<tr>
<td>Kinver</td>
<td>7</td>
<td>1</td>
<td>2</td>
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<td></td>
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<td>1</td>
<td>3</td>
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<tr>
<td>Pattingham and Patshull</td>
<td>1</td>
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<td></td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Penkridge North East and Acton Trussell</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td></td>
<td></td>
<td>2</td>
<td>3</td>
<td></td>
<td></td>
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<tr>
<td>Penkridge South East</td>
<td>2</td>
<td>1</td>
<td></td>
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<td></td>
<td>1</td>
<td></td>
<td></td>
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<tr>
<td>Penkridge West</td>
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<tr>
<td>Perton Dippons</td>
<td>8</td>
<td>2</td>
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<td></td>
<td>1</td>
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<tr>
<td>Perton East</td>
<td>4</td>
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<tr>
<td>Perton Lakeside</td>
<td>8</td>
<td></td>
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<td></td>
<td></td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
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<tr>
<td>Trysull and Seisdon</td>
<td>2</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Wheaton Aston Bishopsworth and Lapley</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td></td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wombourne North and Lower Penn</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td>2</td>
<td></td>
<td></td>
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<tr>
<td>Wombourne South East</td>
<td>5</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wombourne South West</td>
<td>5</td>
<td></td>
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</tr>
</tbody>
</table>
Geographical Recommendations

Whilst in a perfect world, with infinite resources and capacity to support development, all areas of South Staffordshire would have improved Play provision immediately. However it is recognised by the Play Partnership that if the whole District is to benefit it needs to be strategically planned on a long term timescale.

There are, however, areas with multiple needs that will require immediate support to initiate further development within the communities. Play may be able to support the improvement of wider community priorities in those areas of priority.

In the absence of the Open space audit data which will identify needs around built and fixed play provision, it is recognised that the priorities of South Staffordshire need to be identified using current consultation, planning and strategic mapping exercises.

Following consultation, analysis of audit data and in line with other key priorities around Children and Young people within the District the following areas have been highlighted as geographical priority areas for the development of play in South Staffordshire.

- High Percentage of population of Children and Young people under 19 years:
  - Perton
  - Huntington
  - Cheslyn Hay
  - Great Wyrley

- Hot Spot Areas for Community Safety re: young people
  - Great Wyrley
  - Cheslyn Hay
  - Wombourne
  - Perton
  - Penkridge
  - Codsall
  - Featherstone

- Health deprivation areas
  - Huntington and Hatherton
  - Great Wyrley Town
  - Featherstone and Shareshill
  - Wombourne South West
  - Bilbrook
  - Perton Lakeside
Consultation and Involvement

Through it’s partners, it is recognised by the Play Partnership that there has already been vast amounts of consultation with children and young people, with parents and carers and with the wider communities across the District around provision of services for Children and Young People. It is vital that this consultation is incorporated into the priorities of the Play Strategy and not duplicated through this process.

There are several tried and tested methods of consultation and of involving children and young people throughout the strategy process.

The following methods have been utilised in South Staffordshire, some have been specifically for the play strategy, and others have had the play strategy needs incorporated into larger consultation schemes:

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Questionnaires &amp; Surveys</td>
<td>Consultation – Children and parents (Tree Consultation)</td>
<td>Open consultation at leisure centres, outreach venues, and libraries during holiday periods.</td>
</tr>
<tr>
<td>Democracy week</td>
<td></td>
<td>Viewpoints of young people on their open space and play provision, including their use of current provision, preferred times and choice of companions etc</td>
</tr>
<tr>
<td>South Staffordshire View Point</td>
<td></td>
<td>District council’s citizen panel questions around open space and play provision. Panel consists of 1000 representative sample of district.</td>
</tr>
<tr>
<td>Focus Groups</td>
<td>Youth Service</td>
<td>Specific area focus groups through youth service provision including specific consultation around projects in conjunction with parish council’s and local actions groups in Perton and Great Wyrley.</td>
</tr>
<tr>
<td>Type</td>
<td>Description</td>
<td>Detail</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>--------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>HYPE</td>
<td>Collation from data collected in HYPE sessions both club nights and festival settings. Including one to one interaction with young people assessing aspirations.</td>
<td></td>
</tr>
<tr>
<td>County Strategy – Community Providers</td>
<td>Focus groups of local play providers conducted through the development of the County Council’s Play Strategy.</td>
<td></td>
</tr>
<tr>
<td><strong>District Wide Audit</strong></td>
<td>Open Space Consultation</td>
<td>In depth, comprehensive assessment of provision, for open space including play.</td>
</tr>
<tr>
<td>Community and Learning Partnership Mapping exercises</td>
<td>Extensive mapping of children and young people’s services and opportunities provided by all partners in local cluster areas mapped against the extended school, children’s centres core offers and community development principles.</td>
<td></td>
</tr>
<tr>
<td><strong>Conference &amp; workshops</strong></td>
<td>Children’s Conference – Agency Consultation</td>
<td>A workshop was held in July 2006 Children’s conference to highlight the development of the Play Partnership and to engage new members. Successful promotion of play programme and enlisting of members.</td>
</tr>
<tr>
<td>Community Strategy Development</td>
<td>Development of communication structures and theme priorities has enabled Play Partnership to form part of the local strategic partnership planning committed to by all local partners.</td>
<td>Incorporated into the strategy document.</td>
</tr>
<tr>
<td>Type</td>
<td>Description</td>
<td>Detail</td>
</tr>
<tr>
<td>--------------------</td>
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</tr>
<tr>
<td><strong>Family event</strong></td>
<td>Big Summer Event</td>
<td>Evaluations data and consultation with children at the event around their enjoyment of activities and their choice of play opportunities. Raising awareness of play partnership with parents and guardians at event.</td>
</tr>
<tr>
<td><strong>Specific Activity Sessions</strong></td>
<td>Children’s Fund Activities – Targeted programmes</td>
<td>Evaluation of session provision, choice of activity, assessment of opportunities, needs and aspirations of users for future planning.</td>
</tr>
<tr>
<td></td>
<td>SUSSED Holiday programme</td>
<td>Evaluation data will be incorporated into specific future planning of these activities and is a regular part of project planning on a continuous basis.</td>
</tr>
<tr>
<td></td>
<td>Get Set Programme</td>
<td></td>
</tr>
</tbody>
</table>

**A summary of Consultation finding’s can be found in appendix 3**

**National Play Day 2007**

In order to engage the local community with National Play Day 2007 it was decided that 1st August 2007 would be advertised throughout the SUSSED programme, raising awareness of Play, and sign posting readers and participants to accessible information on Play development in South Staffordshire. 20,000 copies of the sussed brochure were distributed. (Appendix 4 shows a copy of advert)

Every participant was given a free gift, whilst play leaders explained the special day and talked to children about how they play safely, encouraging comments to be written on the tree consultation posters around in each facility / venue.

The Community Safety Partnership also ran an article in the Staffordshire Review, a newspaper that is hand delivered to every residence in the district, discussing ways of tackling local issues and misconceptions of youth and street play.

National Play day was promoted as an opportunity for intergenerational games and activities in local streets, and the readers were signposted to the national campaign literature and offered support for any street parties within the district.
Gap Analysis

Following the audit of data collected and the consultation findings, the partnership have highlighted gaps in provision. The audit and the consultations have informed us on where we prioritise our resources and investment for the next three years.

Quality Fixed Play provision

Whilst an extensive audit of the fixed play and open space within South Staffordshire is currently being undertaken, it is widely recognised that local parishes are under constant request for improved fixed play provision. Throughout the strategy, the importance of locality working within the district and targeting the work around hot spot areas identified by partners has been illustrated as a successful way of delivering a rolling programme of support for the communities within South Staffordshire.

It is recognised by the Play Partnership that those areas identified as priority, with an immediate need for play fixed play provision, require support and should be addressed.

Supervision of rural facilities

From parent’s consultation, partner feedback and initial audit data it has been highlighted that there is limited supervision of rural play facilities. Whilst it is not appropriate for all fixed play provision and open space to be supervised, it is recognised that there may well be opportunities for targeted work to take place, providing a ‘ranger’ type support, to provide safety, security and encouragement around the use of open space and local play facilities.

Play rangers are becoming increasingly popular and can provide safe and effective play opportunities without overly structuring sessions. Play rangers can facilitate play; ensure safe and child friendly environments in open spaces that could otherwise provide threat and risk to unsupervised children. Play Rangers can support the security issues of parents, without interfering with the freedom of choice that is so important to a child whilst playing, as well as providing a regular feedback to providers around the needs, expectations of the community and the quality of local play venues and facilities.

Workforce support and development standards

The audit of training and support offered to the local pay workforce highlighted that this is very patchy and uncoordinated at present. This is not to say that the provision is not high quality but to highlight the lack of knowledge and awareness of the training opportunities and career development that can be provided for the play workforce in the district.
It is the intension of the County Play forum to develop a structure for training and development of the play workforce, led by the County Council and supported by District Councils to ensure local needs are addressed.

**Quality Accreditation of play provision**

Within the district of South Staffordshire, there are a number of quality accreditations around the delivery of activities for children and young people, with particular reference to community clubs, the District Council’s Community Development Quest accreditations and the Ofsted registrations through schools and childminders.

However, it is recognised that the quality of play specific provision must be high priority among partners and community providers.

The Children and Young People’s Board have already signed up to the ‘Hear by Rights’ standards and are now encouraging all individual partners to support their agencies to incorporate the standards fully within the normal practise.

Other Frameworks, for example the KIDs framework for inclusion, will prove very beneficial across the partnership and has therefore been prioritised as an action from this strategy.
Policy Statements for Play in South Staffordshire

Through the South Staffordshire Children and Young Peoples District Board, and more specifically the Play Partnership, partners have committed to work in partnership and share resources to:

1. Ensure the promotion of healthy, enjoyable and active lives for all children and young people through improving opportunities for play and informal recreation and promoting the use of local community facilities.

2. Enhance the design and use of public space by improving planning systems and engaging children and young people in project development.

3. Promote equality by ensuring all community play and informal recreation facilities are accessible, available, affordable and safe for all children and young people in South Staffordshire.

4. Promote, enhance and strive for a truly partnership approach towards the development of a highly qualified and experienced workforce for play within South Staffordshire.

5. Participation of children and young people in decision-making

Through the above, the strategy will ensure high quality, sustainable play provision and opportunities across the district that will allow children and young people to learn, enjoy, experiment, build positive social relationships, and make positive lifestyle choices.

By achieving these qualities throughout their childhood, Children and young people of South Staffordshire will have improved opportunities to achieve economic stability in adulthood.

Workforce development

Whilst there is clear evidence to show that there are many differing play opportunities across the district, varying in size and across the sectors, it is commonly recognised that the coordination of provision is vital for the improvement and development of a quality workforce to improve play opportunities for children and young people within South Staffordshire.

During the collation of data and audit of provision, there has been no clear network of training or single quality assurance highlighted, meaning that the quality of play provision can differ greatly dependent upon the provider and the area the provision takes place in.

During the development of play strategies through the National Play Initiative and supported by Play England, a county wide play development group has been established and has prioritised the coordination of workforce development
and quality training opportunities for all play providers as the main focus for the group.

It is the intention that the play forum will develop a local framework of qualifications for play providers.

The group will meet on a quarterly basis and has had commitment from the county council towards the administration and coordination of the group.

Each authority representative has committed to ensuring that the group is referenced to the District / Borough locality boards for Children and Young people, and through South Staffordshire representation (Cultural Services Manager), a reporting mechanism to the established and recognised Staffordshire Leisure and Cultural Officers forum. This again ensures that the development of a high quality child friendly and effective workforce for play provision across the county of Staffordshire.
Key Strategic Priorities

Following our detailed analysis and consultations, the play partnership has identified the following key strategic priorities, which inform our actions over the next 3 years.

These priorities embed our commitment to delivering children’s play within the governments every child matters framework.

1. **Being Healthy** - Promoting children’s health through play

2. **Stay Safe** – Balancing risk and safety through children’s play

3. **Enjoy and Achieve** – Allowing children to enjoy achieving through play

4. **Positive Contribution** – Enabling children to have a voice through play

5. **Economic Wellbeing** – Providing quality play and a quality play work force
Sustainability

How can we ensure long-term sustainability for Play in South Staffordshire?

This strategy is a stepping-stone to ensuring high quality, safe, child friendly play provision within South Staffordshire. The strategy has a detailed action plan attached, programming the commitments of play partners across the district for the next 3 years.

By signing up to the strategy, all partners within the Local Strategic Partnership have committed to ensuring that play is high on their agenda when planning and securing funding for the future.

The strong LSP structure and current commitment to working in partnership provides South Staffordshire with an excellent foundation for the future.

Exit Planning

Exit planning for projects and time framed action plans is vital but extremely difficult. With competing priorities within each individual partner, and within the partnership itself, it is important to be able to demonstrate the impact that projects have had on the local community, the legacy that they have left and to highlight the future aspects of a project that have potential to be expanded, continued or developed.

For this reason, great importance will be placed on the monitoring and reporting of the action plan progress and the project developments to ensure that each partner has a strong foundation of data and evidence of impact to enable them to position play development in the long term future plans of their organisation.

Each partner has been tasked to bring attention to the need for additional funding towards play throughout the next 2 – 3 years, with particular reference being made to the sustainability of the revenue projects in the Play initiative application to ensure they are supported and hopefully mainstreamed by the end of the current funding stream.
**Monitoring, Reviewing and Evaluation Arrangements**

The responsibility for monitoring, review and evaluation of the Play Strategy will lie with the Play Partnership who will report to the Children and Young People’s District Board on a 6 monthly basis.

In turn the Local Strategic Partnership are responsible for the performance management of the local performance indicators within the Local Area Agreement, in which the commitment to Play strategies is included.

Arrangement will be made for reporting progress on an annual basis to the LSP Executive. An extensive review is proposed in three years (2010) on the achievements of the strategy.

The system and methodology and criteria for monitoring and review and evaluation arrangements will be developed in the first year.

**The Methodology will include:**
- Identifying progress against the priorities outlined in the implementation plan.
- Seek the views and involve children, young people and their families
- Assessments against relevant national, regional and local targets.
- Arrangements for collating and coordinating information

**The Criteria will include:**
Specific criteria for monitoring and evaluating the targets will be developed together with:
- The relevant performance indicators
- The quality of children’s play experiences against the CPC 7 play objective
- Value for money and sustainability.
- The amount of sponsorship/additional funding secured.
- Contributions to strategic aims nationally, regionally and locally.
- The numbers and diversity of users involved.
Development of Projects for Play Initiative Programme

In order to achieve a portfolio of projects driven by local need and expectations, South Staffordshire Play Partnership developed local organisations projects, provided an open application process to ensure fairness of application and prioritised projects against criteria from the Play Strategy.

Details of which are held in Appendix 5

Support for ALL projects:

It is recognised by the Play Partnership that all projects that were not prioritised through to Stage 2 of the Play initiative portfolio are supported further as they are all providers of play within the District.

Immediate support has been offered through the development of Funding workshops, supported by Big Lottery, and further long-term support is planned through the Play Partnership by introducing project leads into local Community and Learning Partnerships to ensure the projects are supported and incorporated into the strategic planning for Children and Young People’s provision.
South Staffordshire Play Strategy Performance Indicator Matrix

The following matrix will be used to ensure each of South Staffordshire Play Partnership priority actions can be measured against performance indicators relating to Every Child Matters, The Children’s Play Council’s Seven Play Objectives and Play England draft Performance Indicators. These will also be cross-referenced in the Action Plan.

<table>
<thead>
<tr>
<th>Strategic Priorities working towards ECM Outcomes</th>
<th>Community Strategy Priorities (relevant to play)</th>
<th>Best Play Objectives</th>
<th>Performance Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ECM 1 Being Healthy</strong></td>
<td><strong>Housing (CS – H)</strong> Affordable housing, homelessness, decent housing, enabling people to stay in their own homes</td>
<td><strong>BPP 1</strong> - Good play provision;</td>
<td><strong>PE 1</strong> - Quality of facilities and spaces;</td>
</tr>
<tr>
<td><strong>Priority 1: Promoting children’s health through play</strong></td>
<td><strong>Young People (CS – YP)</strong> Facilities for young people, participation, reducing the gap, road safety</td>
<td><strong>BPP 2</strong> - Promotes child’s wellbeing, healthy growth and development, knowledge and understanding, creativity and ability to learn.</td>
<td><strong>PE 2</strong> - Satisfaction;</td>
</tr>
<tr>
<td><strong>ECM 2 Staying Safe</strong></td>
<td><strong>Crime and Community Safety (CS – CCS)</strong> Fear of crime, Anti-social behaviour, Alcohol and drugs, Road Safety, Domestic Violence</td>
<td><strong>BPP 3</strong> - Manages the balance between the need to offer risk and need to keep children from harm</td>
<td><strong>PE 3</strong> - Access to a variety of facilities and spaces;</td>
</tr>
<tr>
<td><strong>Priority 2: Balancing risk and safety through children’s play</strong></td>
<td><strong>Economic Vibrancy (CS – Ec)</strong> Transport, tourism, support for local businesses, and increasing opportunities for employment</td>
<td><strong>BPP 4</strong> - Recognises that children need to test boundaries and respond positively to that need</td>
<td><strong>PE 4</strong> - Participation</td>
</tr>
<tr>
<td><strong>ECM 3 Enjoying and Achieving</strong></td>
<td><strong>Health &amp; Well being (CS – HW)</strong> Affordable housing, homelessness, decent housing, enabling people to stay in their own homes</td>
<td><strong>BPP 5</strong> - Increases the choice and control children have over their play;</td>
<td></td>
</tr>
<tr>
<td><strong>Priority 3: Allowing children to enjoy achieving through play</strong></td>
<td><strong>Environment (CS – Env)</strong> Waste, recycling, rural issues, protecting and enhancing out environment, reducing ‘enviro – crime’</td>
<td><strong>BPP 6</strong> - Maximises the range of play activities;</td>
<td></td>
</tr>
<tr>
<td><strong>ECM 4 Making a Positive Contribution</strong></td>
<td></td>
<td><strong>BPP 7</strong> - Encourages children and young people to be independent and have healthy self esteem</td>
<td></td>
</tr>
<tr>
<td><strong>Priority 4: Enabling children to have a voice through play</strong></td>
<td></td>
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<tr>
<td><strong>ECM 5 Achieve Economic Wellbeing</strong></td>
<td></td>
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</tr>
<tr>
<td><strong>Priority 5: Providing quality play and a quality play work force</strong></td>
<td></td>
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</tr>
</tbody>
</table>
South Staffordshire Play Partnership Action Plan

This is an outline plan for 2007 – 2010 it is a working document to guide the actions of the South Staffordshire Play Partnership. It needs to take on board future consultation and dialogue with local people and it needs to reflect new developments, resources and partnership opportunities, including those available through regional and national links. Each action will need to develop detailed plans including key milestone to achieve the targets below. A key to abbreviations is shown at the end.

1. **Being healthy**  Promoting children’s health through play
2. **Stay Safe**  Balancing risk and safety through children’s play
3. **Enjoy and Achieve**  Allowing children to enjoy achieving through play
4. **Positive contribution**  Enabling children to have a voice through play
5. **Economic wellbeing**  Providing quality play and a quality play work force
<table>
<thead>
<tr>
<th>Action</th>
<th>How will this be achieved?</th>
<th>Lead Partner</th>
<th>Timescales</th>
<th>Resources</th>
<th>Matrix Links</th>
<th>Review Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Priority 1 Being healthy - Promoting children’s health through play</strong></td>
<td></td>
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</tr>
<tr>
<td>1.1</td>
<td>Promoting Play throughout all partner agencies</td>
<td>Ensuring play is a key objective of all partner organisation strategies and continue to have reporting mechanism through the C&amp;YP Board</td>
<td>PP</td>
<td>August 2007</td>
<td>In kind time and commitment to Play partnership meetings</td>
<td>ECM 1 ECM 3 CS – YP BPP 5</td>
</tr>
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<td></td>
<td></td>
<td></td>
<td>SSDC</td>
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<tr>
<td>1.2</td>
<td>Play Rangers</td>
<td>Widespread development of Play Ranger scheme across the district, encouraging and promoting the use of open space and parish play facilities.</td>
<td>SSDC</td>
<td>December 2007</td>
<td>BIG Lottery Play Initiative Funding</td>
<td>ECM 1 ECM 2 BPP 3 PE 3</td>
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<td></td>
<td></td>
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<td>SSC</td>
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<tr>
<td>1.3</td>
<td>Play in SUSSED</td>
<td>Provision of soft play sessions for 0 – 5 years in District Council’s SUSSED and SUSSSED out and about schemes.</td>
<td>SSDC</td>
<td>July 2008</td>
<td>SSDDC SUSSED Budget Parish Contributions</td>
<td>CS – YP BPP 2 PE 3</td>
</tr>
<tr>
<td>Action</td>
<td>How will this be achieved?</td>
<td>Lead Partner</td>
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<tr>
<td>1.4</td>
<td>Improved fixed play provision across the district</td>
<td>SSC PC</td>
<td>July 2007</td>
<td>BIG lottery Play Initiative funding</td>
<td>PE 1 PE 2 PE 3 PE 4 BPP 1 BPP 7</td>
<td>Quarterly Monitoring and reporting</td>
</tr>
<tr>
<td></td>
<td>Strategic planning and support to parish councils on the improvement programme of fixed play provision</td>
<td></td>
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</tr>
<tr>
<td>1.5</td>
<td>Play for Special needs</td>
<td>SSC SSDC WINGS</td>
<td>September 2008 (Training programme agreed)</td>
<td>In kind contributions from partners</td>
<td>CS - YP</td>
<td>March 2009</td>
</tr>
<tr>
<td></td>
<td>Trained and experienced provision of specialist play, for special individual needs.</td>
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<tr>
<td>Action</td>
<td>How will this be achieved?</td>
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<tr>
<td>2.1 Risk Assessments</td>
<td>Encouragement and education of all parish councils &amp; voluntary providers of play provision to ensure regular consistent risk assessments and maintenance plans of all play facilities and sessions are carried out</td>
<td>SSDC SSC PC’s</td>
<td>January 2008 (Parish liaison meeting – workshop)</td>
<td>Current resources including the use of Community Tool Kit</td>
<td>BPP 3 PE 1 CS – YP</td>
<td>December 2008</td>
</tr>
<tr>
<td>2.2 Crime audit of play facilities</td>
<td>Assessment of criminal damage / vandalism of local play facilities, supported by an action plan to tackle issues. Further investigate ‘barriers to participation’ of local play facilities with regards to anti-social behaviour / fear of crime and prepare an action plan based upon the findings</td>
<td>CSP</td>
<td>September 2008</td>
<td>CSP budgets</td>
<td>BPP 5 PE 3 PE 4 CS – CCS</td>
<td>September 2009</td>
</tr>
<tr>
<td>Action</td>
<td>How will this be achieved?</td>
<td>Lead Partner</td>
<td>Timescales</td>
<td>Resources</td>
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<tr>
<td>2.3 Good Practice Guidance</td>
<td>All voluntary orgs and local councils able to access support and guidance on Risk Management through the Community Tool Kit.</td>
<td>SSDC</td>
<td>March 2008</td>
<td>£500 Community Tool Kit Budget SSDC</td>
<td>CS – YP BPP 1 BPP 3 BPP 5 PE 1 PE 3 PE 4</td>
<td>April 2009 (Annual review of tool kit)</td>
</tr>
<tr>
<td>2.4 Intergenerational Work</td>
<td>Schemes around conflict resolution for intergenerational work to combat antisocial behaviour and fear of crime ie old and young working together through residents associations to create an understanding from both sides i.e. Play Day Street Party planning etc</td>
<td>CSP SSDC YS L</td>
<td>Project Plan March 2008 Project commencement June 2008</td>
<td>In kind project planning CSP funding</td>
<td>CS- YP Cs CCS BPP 3 BPP 4 BPP 5 PE 4 PE 5</td>
<td>Evaluation and development October 2008</td>
</tr>
<tr>
<td>2.5 Walking bus development</td>
<td>Improved use of the walking bus scheme to allow access to Play opportunities within the District</td>
<td>RSG SSDC</td>
<td>July 2008 (Summer SUSSED)</td>
<td>£500 Incentives scheme</td>
<td>BPP 1 BPP 6 BPP 7 CS – CCS PE 4 PE 5</td>
<td>October 2009</td>
</tr>
<tr>
<td>Action</td>
<td>How will this be achieved?</td>
<td>Lead Partner</td>
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<tr>
<td>2.6 KIDS framework adoption</td>
<td>All agencies signed up and adopted KIDS framework to ensure promotion of inclusion across all play partnership agencies.</td>
<td>C&amp;YP Board</td>
<td>November 2007</td>
<td>NIL</td>
<td>BPP 1 CS – YP CS – CCS BPP 5 PE 1</td>
<td>Annual review through C&amp;YP board partnership commitments</td>
</tr>
</tbody>
</table>
### Priority 3 Enjoy and Achieve – Allowing children to enjoy achieving through play

<table>
<thead>
<tr>
<th>Action</th>
<th>How will this be achieved?</th>
<th>Lead Partner</th>
<th>Timescales</th>
<th>Resources</th>
<th>Matrix Links</th>
<th>Review Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1</td>
<td>Play Priority review</td>
<td>SSDC PP</td>
<td>November 2007</td>
<td>Officer time and partnership meetings</td>
<td>BPP 1 BPP 6 CS – Env PE 1 PE 2 PE 3 PE 4</td>
<td>Annual review</td>
</tr>
<tr>
<td></td>
<td>Up to date and reviewed priorities, following the inclusion of Open space consultation findings and conclusions for South Staffordshire</td>
<td>SSDC &amp; PP to meet and included Open space audit findings and make any necessary amendments</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.2</td>
<td>Securing use of School Facilities</td>
<td>SSC SSDC PP</td>
<td>April 2008</td>
<td>Funding secured through C&amp;LP annual delivery plan</td>
<td>CS – YP CS – CCS BPP 1 BPP 2 BPP 6 PE 1 PE 2 PE 3</td>
<td>April 2009</td>
</tr>
<tr>
<td></td>
<td>Effective use of school facilities during out of school hours and holidays through extended school agenda and Community and Learning Partnerships</td>
<td></td>
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</tr>
<tr>
<td>3.3</td>
<td>Young peoples brand</td>
<td>YS SSDC C&amp;LP</td>
<td>October 2008</td>
<td>£5,500 allocated by SSDC towards partnership to support Shadow Board lead on projects</td>
<td>CS – YP CS – CCS BPP 2 BPP 4 BPP 5 BPP 7 PE 2 PE 4</td>
<td>March 2010</td>
</tr>
<tr>
<td></td>
<td>An established brand for young people’s play in South Staffordshire that engages young people effectively providing them with a sense of ownership and involvement in the decisions around their ‘Play’.</td>
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<tr>
<td>Action</td>
<td>How will this be achieved?</td>
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<tr>
<td>3.4</td>
<td>Play Summit</td>
<td>Bi Annual ‘Play Summit’ for children and young people looking to make links with National Play Day 2009</td>
<td>PP</td>
<td>June 2008</td>
<td>£1,000 To be secured through play partnership</td>
<td>BPP 5 BPP 7 PE 2 PE 4 CS - YP</td>
</tr>
<tr>
<td>Action</td>
<td>How will this be achieved?</td>
<td>Lead Partner</td>
<td>Timescales</td>
<td>Resources</td>
<td>Matrix Links</td>
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<tr>
<td>4.1</td>
<td>Play agenda for Childrens shadow board</td>
<td>An established communication network from Childrens board, through the Children and Young People’s Shadow Board, providing a voice for Play in the District</td>
<td>YS C&amp;YPB</td>
<td>October 2008</td>
<td>£5,500 allocated by SSDC towards partnership to support Shadow Board lead on projects</td>
<td>BPP 1 BPP 2 BPP 5 BPP 7 PE 4</td>
</tr>
<tr>
<td>4.2</td>
<td>Hear By Rights</td>
<td>All agencies of the Children and Young people’s board to have further developed their commitment to Hear by Rights Standards throughout their workforce.</td>
<td>C&amp;YPB PP</td>
<td>September 2008</td>
<td>Partner commitment of staffing and in house resources</td>
<td>BPP 5 PE 4 CS – YP CS - CCS</td>
</tr>
<tr>
<td>Action</td>
<td>How will this be achieved?</td>
<td>Lead Partner</td>
<td>Timescales</td>
<td>Resources</td>
<td>Matrix Links</td>
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<tr>
<td>5.1</td>
<td>Inspired community workforce</td>
<td>SCC C X ions</td>
<td>September 2008</td>
<td>Resources to be planned and secured through partnership</td>
<td>CS – Ec BPP 1 PE 1 PE 3</td>
<td>July 2009</td>
</tr>
<tr>
<td>5.2</td>
<td>External funding resources</td>
<td>SSDC PC PP</td>
<td>September 2008</td>
<td>BIG Lottery Play Initiative Local Businesses Partnership Contributions</td>
<td>CS –YP CS – Ec BPP 6 BPP 2 PE 1 PE 3 PE 2 PE 4</td>
<td>Quarterly PP reporting through C&amp;YP board</td>
</tr>
</tbody>
</table>

**Agency Key:**

- SSDC: South Staffordshire District Council
- SSC: Staffordshire County Council (early Years)
- PCT: Primary Care Trust
- YS: Staffordshire Youth Service
- HA: Housing Associations
- L: Libraries
- C&LP: Community and Learning Partnerships
- PP: Play Partnership
- C&YPB: Children and Young Peoples District Board
- CVA: Community for Voluntary Action
- WINGS: WINGS Special needs
- RSG: Road Safety Task Group
- LSP: Local Strategic Partnership
- CSP: Community Safety Partnership
- C X ions: Connexions
South Staffordshire

Play Strategy

Appendices

South Staffordshire Local Strategic Partnership
Appendix 1

Summary document to LAA Delivery Plan South Staffordshire - Children & Young People’s Block

South Staffordshire Children & Young People’s District Board has identified three overarching areas of focus:
- Road Traffic Accidents
- Consultation & Participation of young people
- Hotspot areas - specifically around healthy lifestyles, staying safe and attainment

In addition, South Staffordshire Children & Young People’s District Board has identified the following areas for priority:

<table>
<thead>
<tr>
<th>LAA Links</th>
<th>Reasons for prioritising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy Schools Status</td>
<td>CYP1.1</td>
</tr>
<tr>
<td>Sexually Healthy Young People</td>
<td>CYP1.2</td>
</tr>
<tr>
<td>Reduced Infant Mortality Rates</td>
<td>HCOP1.1</td>
</tr>
<tr>
<td>Reduced levels of obesity in children &amp; young people</td>
<td>CYP1.3</td>
</tr>
<tr>
<td>Reduction in alcohol &amp; substance consumption amongst children &amp; young people</td>
<td>CYP1.4 &amp; CYP1.5</td>
</tr>
<tr>
<td>Accessible Child &amp; Adolescent Mental Health Services</td>
<td>CYP1.7</td>
</tr>
<tr>
<td>Reduction in Road Traffic Accidents involving children &amp; young people</td>
<td>CYP2.1</td>
</tr>
<tr>
<td>Youth Inclusion Programme</td>
<td>SSC1.2</td>
</tr>
<tr>
<td>Keep children &amp; young people safe in South Staffordshire</td>
<td>SSC2.1</td>
</tr>
<tr>
<td>An increase in the number of children achieving expected levels of attainment in hotspot areas only.</td>
<td>CYP3.1</td>
</tr>
<tr>
<td>Proportion of children &amp; young people with good access to high quality leisure, cultural and sport experiences</td>
<td>CYP3.2</td>
</tr>
<tr>
<td>Increased number of young people involved in consultation and participation</td>
<td>CYP4.1</td>
</tr>
<tr>
<td>Increased number of young people involved in voluntary and community action</td>
<td>CYP4.2</td>
</tr>
<tr>
<td>Intergenerational work</td>
<td></td>
</tr>
<tr>
<td>Reducing the number of young people falling into NEET category</td>
<td>CYP5.3</td>
</tr>
<tr>
<td>Increasing accessibility of vocational skills courses for 16-19</td>
<td></td>
</tr>
</tbody>
</table>
The following suboutcomes in the Children & Young People’s block have been identified as County targets that South Staffordshire will support:

<table>
<thead>
<tr>
<th>Sub-outcome</th>
<th>Reason for supporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>CYP1.6</td>
<td>Improved health indicators for children in care</td>
</tr>
<tr>
<td>CYP1.8</td>
<td>The percentage annual increase in the number of schools with an approved school travel plan required to achieve 100% coverage by March 2010</td>
</tr>
<tr>
<td>CYP1.9</td>
<td>Children &amp; young people will have social and language skills, emotional skills, independence skills and problem solving skills</td>
</tr>
<tr>
<td>CYP2.2</td>
<td>Improved levels of stability for looked after children</td>
</tr>
<tr>
<td>CYP2.3</td>
<td>Reduced levels of re-registration on the Child Protection Register</td>
</tr>
<tr>
<td>CYP3.4</td>
<td>Community &amp; Learning Partnership development</td>
</tr>
<tr>
<td>CYP5.2</td>
<td>Improved staying on rates post 16 &amp; post 17</td>
</tr>
<tr>
<td>CYP5.4</td>
<td>Increase the number of young people participating in education post 16 and achieving level 2 and level 3</td>
</tr>
<tr>
<td>CYP5.5</td>
<td>Improved take up of Higher Education in targeted groups / areas of the County</td>
</tr>
<tr>
<td>CYP5.6</td>
<td>Improved transition for Learning Disabilities and/or Difficulties young people</td>
</tr>
</tbody>
</table>
## Appendix 3

Consultation Summary and examples

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Summary of findings</th>
</tr>
</thead>
</table>
| Questionnaires & Surveys | Consultation – Children and parents (Tree Consultation – See examples below) | 322 Children respondents  
43 adult respondents  
**Parents**  
Do you live within walking distance of:  
92% Parish Play Area  
86% Sports Pitch  
51% Leisure Centre  
15% Skate Park  
Do your children make good use of your local facilities?  
76% no  
24% yes  
If no – Why not?  
26% poor equipment quality  
46% Safety and Security of area  
28% Safety of equipment  
**Children**  
Where do you play?  
80% Play Area  
40% on my street  
62% friends house  
24% playing pitch  
98% Home  
92% School  
3% other  
Who do you play with?  
98% Friends  
78% Family  
26% Parent Guardian  
When do you play?  
93% School Breaktimes  
64% After school  
97% School Holidays  
92% weekends  
**NB Multiple answers were accepted** |
Democracy week

600 young people aged 12 – 15 years over 8 separate sessions within Democracy week

Main focus of consultation was democracy however there was an Open Space consultation carried out, on which comments regarding play / leisure space were requested.

Headline comments from young people around play provision:

- Limited facilities for teenagers
- ‘sometimes we just want to sit but it looks like we are hanging around’
- We don’t know what to do when we get to the MUGA
- Limited availability to sports equipment
- School pitches are locked up at night

South Staffordshire View Point

Priority Challenge 2006
When requesting panel’s view on their priorities for the council, Maintaining and improving access to services and facilities was in the top 5 priorities.

Green Spaces 2005
67% of respondents had used South Staffordshire open space including play areas, visiting at least once a week.

20% reported that quality of provision needs improvement
18% requested more play facilities

When non users were asked for reasons of non use:
32% reported safety and security of facilities and open spaces
<table>
<thead>
<tr>
<th>Focus Groups</th>
<th>Youth Service</th>
<th>Specific focus groups have been held regarding project development with young people in Perton and Great Wyrley Areas to ensure young people’s voice is paramount in project development.</th>
</tr>
</thead>
<tbody>
<tr>
<td>HYPE</td>
<td>Graffiti Boards used at HYPE club night event requested young people to write there aspirations and needs for their local area.</td>
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<tr>
<td></td>
<td>Multi Use games Area were added to the graffiti board 4 times, as well as ‘space for us to chat and skate’</td>
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<td></td>
<td>This highlights the need for young people specific play areas with freedom of choice of activity rather than fixed traditional play equipment.</td>
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<tr>
<td>County Strategy – Community Providers (taken from County Play Strategy)</td>
<td>❑ Rural nature of South Staffordshire poses problems to planning play provision.</td>
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<td></td>
<td>❑ Stakeholders believed insufficient geographically appropriate play areas leading to children being victims of crime and undervalued by society.</td>
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<td></td>
<td>❑ More joined up working necessary</td>
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<td>❑ Need to work on transition from junior provision to youth services.</td>
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<td>❑ Need for unified approach to holistic services for children</td>
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<td>❑ Clear progression in training required</td>
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<td></td>
<td>❑ Improvements in inclusive play</td>
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<td></td>
<td>❑ External funding support required, including coordination of funding requirements</td>
<td></td>
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<tr>
<td></td>
<td>❑ Refurbishment of play facilities across the district</td>
<td></td>
</tr>
</tbody>
</table>
| District Wide Audit | Open Space Consultation | In depth, comprehensive assessment of provision, for open space, includes play.  
Awaiting results of playing pitch and open space audits. |
|---------------------|-------------------------|--------------------------------------------------------------------------------|
| Family Event        | Big Summer Event        | Participants (5 – 13 years) were asked to post voting tokens in boxes for specific questions regarding the event and their play and leisure time.  
328 respondents  
Where do you choose to play?  
4% play @ after school clubs with friends  
36% Play @ home  
26% play at local parish play area / park  
34% play @ leisure centre |
| Specific Activity Sessions | Children’s Fund Activities – Targeted programmes | ‘Tops and Pants’ pilot evaluation of SUSSED ‘out and about’ sessions at Perton and Featherstone:  
Headlining comments made by children on the ‘pants’ are:  
- Park needs improving  
- Big Kids have to share little kids park not fair!  
- More playing fields and space to play |
EXAMPLES:
Young Children and Parents Consultation method

Tree Poster to collect all completed leaves from children and Parents
Dear Parent / Guardian

South Staffordshire Play Partnership is trying to improve local play opportunities and to do this we need to find out how you feel about your local play provision. By filling in the answers to the questions on the other side of this leaf and sticking it to the tree, you are helping us help your children. The information gathered will help inform the local play strategy. Your child wants to tell us about where we can help them by asking for a green leaf!

Please answer the questions in the following context:

Play is:
What children and young people do when they follow their own ideas and interests in their own way and for their own reasons.

Play provision is:
A space, facilities / equipment or set of activities which are provided with the intention for children and young people to play where children and young people can ‘play freely, in a safe and secure environment, where supervision, adult support or guidance is accessible to those who need it.

Thank you!
South Staffordshire Play Partnership

Parents forms
South Staffordshire Play Strategy Appendices
Dear Friend

South Staffordshire Play Partnership is trying to improve your opportunity to play. To do this we need you to tell us a little bit about how, where and when you ‘PLAY’ at the moment so that we can find out where we can help. By ticking the boxes on the other side of this leaf and sticking it to the tree, you are helping us help you.

If your parents / guardians also want to tell us about where we can help they can by asking for a brown leaf.

Thank you!

Childrens forms

South Staffordshire Play Strategy Appendices
**Young people's Consultation method**

What is **Tops** about your Area?

What is **pants** about your area?
Appendix 4
Copy of advert in Summer SUSSED brochure

National Play Day
‘Our Streets too!’

Wednesday 1st August 2007

Wednesday 1st August 2007 is National Play Day where children are being encouraged to get out and play in their local community.

This year’s Play Day highlights the need for children’s play to be a priority in street design and use, as well as car drivers and other users.

More information on the National Play Day can be found in the next edition of the South Staffordshire Council Newspaper: -
The South Staffordshire Review.

To celebrate this day of fun South Staffordshire Council will give all children who attend a SUSSED activity on National Play Day a free gift to encourage them to PLAY!!

There will also be information on South Staffordshire Council’s Play Strategy in all leisure centres, so you can see how ‘play’ will be developed where you live.
Appendix 5
Development of Projects for Play Initiative Programme

For local people to feel ownership on a strategy, project or development programme it is important that the outcome addresses their needs and expectations.

Initial interest forms were devised in order to gather the thoughts, aspirations and requirements from local groups, parish councils and children and young people’s organisations in order to support them to deliver high quality play opportunities for the local communities.

Organisations were asked to give a brief description of their project, explaining the demographics of the target group, the reasons for the project, basic costing of the project, how the project could fulfil the objectives and priorities of play and why the organisation felt that they were the best organisation to deliver the project.

A sub group of the Play Partnership was brought together to discuss the projects and to prioritise them in line with the local priorities for play, before the projects were brought together to further develop their applications within the South Staffordshire Portfolio bid.

Play in it’s widest sense includes all provision from free, unstructured play to structured, supervised play, however for the purpose of the Play initiative portfolio, the projects will focus on the 3 Frees of play;

  Free of charge       Free to come and go       Free to choose activity

Scoring/ Prioritising of projects:

Q1) does it meet the 3 frees?

Q2) does it meet a minimum of 4 out of the 7 objectives of play?

Q3) Is it in a key recommendation area?

  (High population of C&YP, Health Inequalities & Community Safety hotspot)

    3 points for all 3, 2 points for 2 out of 3 and 1 point for only 1.

Q5) If match funding is required is this already in place or pending decision before September 2007?

Q6) Is this project sustainable after initial funding?
Support for ALL projects:

It is recognised by the Play Partnership that all projects that were not prioritised through to Stage 2 of the Play initiative portfolio are supported further as they are all providers of play within the District.

Immediate support has been offered through the development of Funding workshops, supported by Big Lottery, and further long-term support is planned through the Play Partnership by introducing project leads into local Community and Learning Partnerships to ensure the projects are supported and incorporated into the strategic planning for Children and Young People’s provision.