

Ealing Play Strategy 2010 – 2013



CHILDREN & ADULTS SERVICES



Contents

	Page
1 Foreword	4
2 The definition of play	4
3 Statement of Intent	4
4 Children and young people population projections for Ealing	5
4.1 Key characteristics of children & young people's population	5
5 What has changed since 2006?	8
5.1 National Developments	8
5.2 Local Developments and the First Play Strategy	10
6 The need to develop Ealing's Play Strategy	11
6.1 Alignment to National Play Strategy	11
6.2 The benefits of Play to the development of children and young people	11
6.3 Children's opportunities to play are still under threat	12
6.4 Results from the TellUs Survey: The views of children & young people	14
7 Ealing's Play Policy	15
7.1 Values & Principles	15
7.2 The Play Policy and Every Child Matters	15
8 Design Principles for Play Spaces	17
8.1 Design principles	17
8.2 Maps of current and proposed play spaces in Ealing	18
9 Emerging Issues and Proposed Interventions	20
9.1 Identified areas which need addressing and proposed interventions leading to the strategic goals	20
10 Play Objectives and Strategic goals for 2010-2013	21
10.1 More places to play	21
10.2 Supporting play throughout childhood	21
10.3 Playing safely	21
10.4 Child-friendly communities	21
10.5 Embedding play in local priorities	21
11 Delivery Plan 2010-2013	22

1. Foreword

Ealing Play Strategy 2010-2013 will support national and local targets related to the development and growth of children and young people, by ensuring access to opportunities to play in child-centred, stimulating environments.

Ealing Council endorses Article 31 of the United Nations Convention on the Rights of the Child, which requires states to:

'Recognise the right of the child to rest and leisure, to engage in play and recreational activities appropriate to the age of the child'.

It also supports **the UK Governments' ambition for children:**

'to make this the best country in the world for children to grow up. Children, young people and their parents all recognise that play is a vital ingredient of a happy and healthy childhood, supporting children's physical, emotional, social and educational development'.¹

The aims of **Ealing's Children and Young People's Plan** is to:

'Create a great place for every child and young person to grow up'

Ealing's has adopted a **Vision for Play** where:

"Every child in Ealing is able to access and shape a variety of high quality, fun and challenging play opportunities close to where they live"

¹ The Play Strategy (2008) DCSF Publication

2. Definition of Play

The National Play Strategy defines Play way:

"Children and young people following their own ideas and interests, in their own way and for their own reasons, having fun while respecting themselves and others."

3. Statement of Intent

The first Ealing Play Strategy was adopted by the Council in December 2005 and launched in January 2006. This document follows on, considers and develops that strategy and will extend until 2013.

Ealing is committed to promoting good quality play opportunities for all children in the Borough. The Play Policy, adopted in July 2005, continues to commit the Borough to provide, and work in partnership with others to provide, a range of play services to the highest standards, offering children the opportunity to explore their world, to aid their social and educational self-development and encourage integration into the wider society.

Importance of Integrated Service delivery

The borough recognises and values the contribution of all agencies, statutory and non-statutory, in providing quality play services to families. The private, voluntary and independent (PVI) sector continue to make an invaluable contribution to this strategy both through the Play in Ealing Strategy Group and direct service provision.

The strategy builds on and supports the excellence within Ealing's private, voluntary and independent sector. The future effectiveness of this strategy relies on multi agency working and integrated service delivery to make Ealing a great place to grow up.

Ealing's new Play Strategy outlines how the Play Policy can be implemented to support the Governments' new National Play Policy and also provides a practical Development Plan for the improvement of play services in Ealing during 2010-13 and the necessary framework to meet the new National Indicator for Play (NI99).

4. Children and young people population projections for Ealing

The table below shows the year on year growth of the numbers of 0-19 year olds in the borough, across the age groups.

Ealing Child Population predictions²

	0-5 yrs	6-11 yrs	12-19 yrs	Total 0-19 yrs
2010				
Male	13594	11513	14539	77715
Female	13001	10922	14146	
Total	26595	22435	28685	
2011				
Male	13536	11756	14464	77903
Female	12944	11124	14079	
Total	26480	22880	28543	
2012				
Male	13486	11957	14375	77970
Female	12895	11337	13920	
Total	26381	23294	28295	
2013				
Male	13545	12165	14410	78520
Female	12952	11567	13881	
Total	26497	23732	28291	

4.1 Key characteristics of children & young people's population

Ealing is a unique and highly diverse borough with a young and growing population.

Growing population

Ealing's population for June 2008 was estimated to be 309,000. This is an increase of 3,700 on the mid-2007 population estimate, and represents a growth of 1.2% . This compares to an average growth of 0.7% across Outer London, and 0.8% across London as a whole. Ealing's population increased more than the London average.

Age structure³

Ealing has a young population. In Ealing 23.4% of the population is composed of young people aged 0-15. In London the proportion is just 19.3%; in England the proportion is 18.8%.

Increase in births

There has been a large increase in Ealing births: in the 2007/08 period, the Office for National Statistics (ONS) recorded 5,600 births, an increase of 7.6% compared to the previous year. There has been a 4.2% rise in births across London.

Diversity

Ealing is the fourth most diverse borough in England⁴

Increase of international migration

The ONS estimates that Ealing gained a net 3,800 residents from outside the UK in 2007/08. This indicates that more international migrants are coming into the borough than are leaving it.

Increase in Child Poverty in Ealing

Ealing has the highest number of children in poverty⁵ in West London, and the fifth highest in London. The most recent data from 2007 shows there to be 16,600 children in poverty in Ealing (20% of the 0-15 age population)

² GLA 2006 Round Ward Population Projections

³ ONS Mid-2008 population estimates 27 August 2009

⁴ GLA Focus on London 2008. Chapter 2 Diversity; Table 2.13 pp36

⁵ Using the workless households measure

The proportion of Ealing children that live in low-income families has risen substantially since the 2004. Whilst 28% of Ealing areas were in the 20% most deprived nationally in 2004 37% of Ealing areas are now ranked amongst the 20% most deprived nationally.⁶

- It has the second highest number of lone parents claiming income support in West London, the 13th highest in London.
- It also has one of the highest numbers of Incapacity Benefit (IB) claimants with dependent children in London.
- 56% of Ealing primary school pupils need English for Speakers of Other Languages (ESOL) assistance against a 49% average across West London.
- The wards of Dormers Wells, Northolt Mandeville and Northolt West End are within the 10% most deprived in the country in terms of income deprivation affecting children, barriers to housing and services, crime and quality of living environment. In Northolt Mandeville ward 75% of children are income-deprived, with a similar number in South Acton ward.⁷
- Child Poverty is a Local Area Agreement priority for Ealing.

Ealing Child Population (0-18 years) by Ward 2010

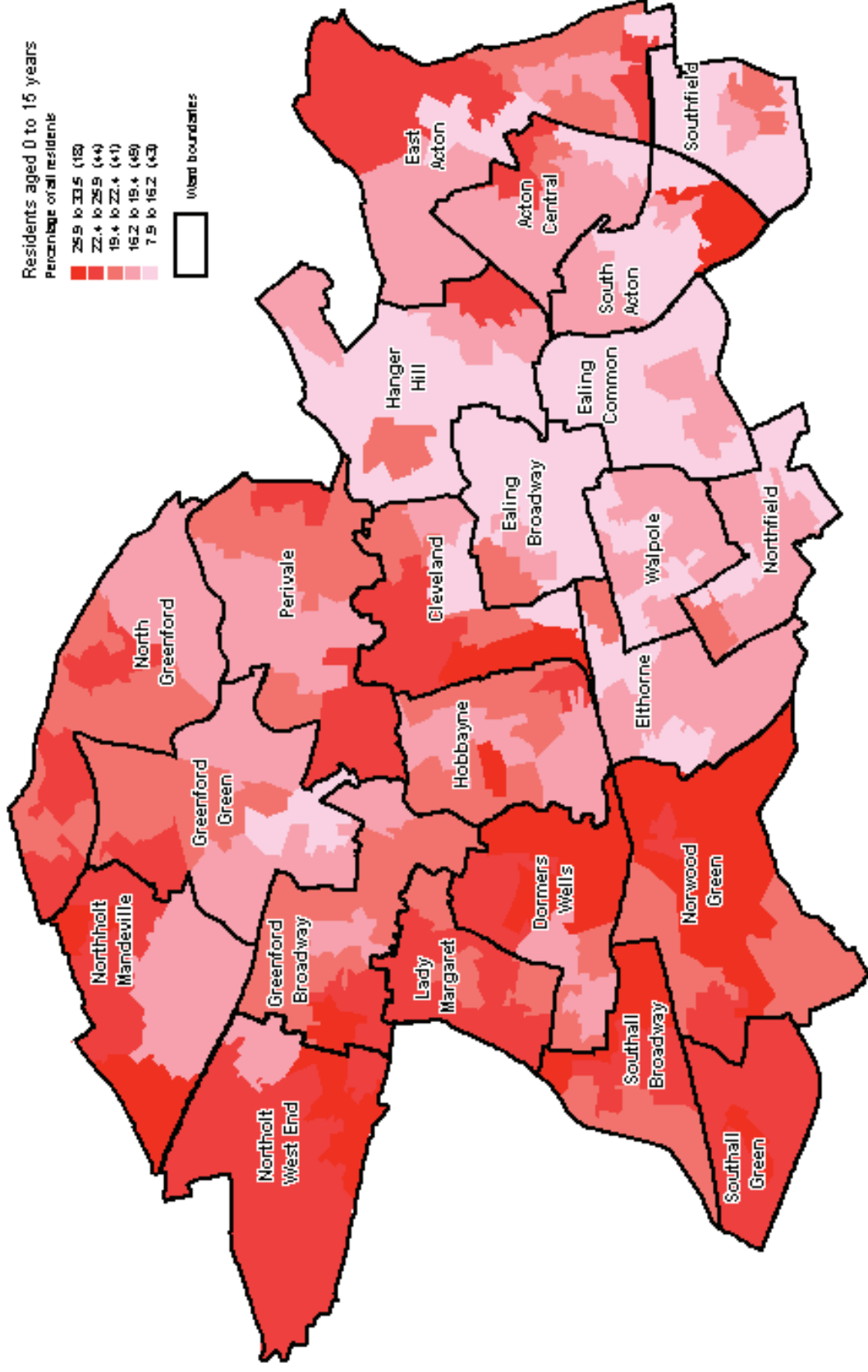
Southall Broadway	4021
East Acton	3941
Greenford Broadway	3826
Northolt West End	3798
Southall Green	3798
Norwood Green	3717
Dormers Wells	3626
Cleveland	3465
Northolt Mandeville	3455
South Acton	3198
Acton Central	3162
North Greenford	3158
Perivale	3136
Lady Margaret	3109
Hobbayne	3073
Elthorne	3037
Greenford Green	2866
Walpole	2858
Southfield	2810
Hanger Hill	2763
Northfield	2755
Ealing Broadway	2357
Ealing Common	2325

⁶ Communities & Local Government (CLG), Indices of Deprivation, 2007 and 2004

⁷ indices of Deprivation for Ealing borough (June 2008) Research & Consultation team, Ealing Council

Ealing Child Population by Ward

This map indicates the differing concentrations of children 0-15 years in each Ealing Ward. It shows that the highest levels of levels of child population, with the exception of South and North Acton, are in wards in the west of the Borough. This population information is one of the tools used in identifying the potential location of services and sufficiency of capacity of play services to meets the needs of local children and their families.



5. What has changed since 2006?

5.1 National Developments

Children's Plan (2007)

The Government produced a Children's Plan⁸ in 2007, which placed greater emphasis on the word 'Enjoy' within the five outcomes of Every Child Matters. The plan has five principles:

- The government does not bring up children – parents do – so governments need to do more to support parents and families;
- all children have the potential to succeed and should go as far as their talents can take them;
- children and young people need to enjoy their childhood as well as grow up prepared for adult life;
- services need to be shaped by and be responsive to children, young people and families, not designed around professional boundaries
- it is always better to act to prevent failure than tackle a crisis later.

The National Play Strategy (2008)

The Children's Plan was followed by the launch of the first National Play Strategy, which sets out a vision and a plan for delivery under five headings:

- More places to play
- Supporting play throughout childhood
- Playing safely
- Child-friendly communities
- Embedding play in local priorities.

These headings provide the framework for Ealings' local strategic aims for 2010-2013. The national strategy is supported by two helpful guidance documents on design and risk.

National Indicator for Play (NI 199)

From April 2009 the National Indicator Set included indicator NI199, to identify what local children think about the parks and play areas in their locality. This will be measured through the TellUs survey of school-aged children and will be reported by Ofsted for every top tier local authority as part of the annual Comprehensive Area Assessment (CAA) process.

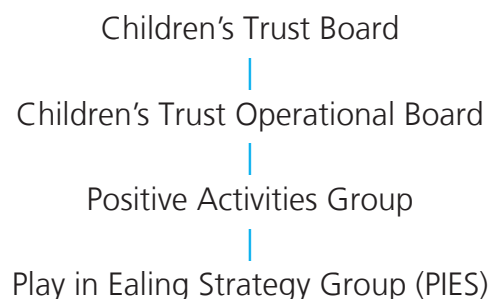
Children Act 2004

The Ealing Children's Trust Board and Children's Trust Operational Board are partnerships of local agencies working together to improve the well being of children and young people, underpinned by the Children Act 2004 duty to cooperate for this purpose.

The essential features of the partnership arrangements are:

- a child-centered, outcome-led vision for all children and young people, clearly informed by their views and those of their families
- inter-agency governance, with robust arrangements for inter-agency cooperation
- integrated strategy: joint planning and commissioning, pooled budgets
- integrated processes: effective joint working sustained by a shared language and shared processes
- and integrated front-line delivery organised around the child, young person or family rather than professional boundaries or existing agencies.

The contribution and outcomes of this new Play Strategy will be linked to the Change for Children Board through the reporting structure outlined below:



National Pathfinders and Playbuilders

In support of the Play Strategy, the Government has created funding streams called *Pathfinder* and *Playbuilder*.¹¹ The local authorities selected as playbuilders and play pathfinders are delivering the government's £235m investment in play and transforming local areas into innovative and adventurous play spaces. In 2008, Ealing was selected to participate as one of the Playbuilders and has secured funding to improve or build new 22 play areas. This funding was the subject of Cabinet reports in April and October 2009

Childcare Act 2006

The Childcare Act 2006 places a legal duty on local authorities to improve outcomes for all young children and allows for statutory targets for children's outcomes at age 5. In addition, Ofsted has introduced a new framework alongside the Early Years Foundation Stage (EYFS) from September 2008.

This change has proved challenging for playworkers working with younger children, as the ethos of Playwork is to facilitate play opportunities that are chosen freely by the child. While the EYFS is a play-based framework, from a playwork perspective there are a number of areas of that are open to interpretation.¹² Both Ofsted and play providers in Ealing, supported by the borough's Outs of School Childcare Development team, have been working on these issues and have had some success in increasing understanding and quality within play services. Ofsted have produced a fact sheet about their role in regulating play-based provision.¹³

Aiming High for Disabled Children

A government programme, which aims to ensure that disabled children and young people will have the same opportunities to develop and fulfill their potential as all others. In particular, it supports universal children's services to be more genuinely inclusive of disabled children, including those with complex needs. Significant additional resources have been made available nationally and Ealing is currently developing its Short Break Services. Statutory and voluntary services are playing a key role in both advising the development and provision of services for children with disabilities in the Borough.

Ealing Child Poverty Strategy

The Borough is currently formulating a Child Poverty Strategy. The play strategy will support the wider Child Poverty initiatives, particularly poverty through increasing opportunities for leisure and social activity, childcare, helping eradicate discrimination and bullying and listening to children.

Change4Life¹⁴

Is a campaign to reduce obesity by encouraging everybody to 'Eat well, Move more, Live longer'. It is primarily a marketing campaign with a sub brand, Play4Life, promoting the health benefits

of play. The Healthy Weight Healthy Lives guidance additionally requires all Primary Care Trusts (PCT) to have a plan for tackling obesity in under 11's.

Building Schools for the Future 2008¹⁵

Building Schools for the Future (BSF) is a national investment plan for schools - and Ealing is participating. Between 2010 and 2015, more than £300 million will be spent to ensure the borough's secondary and special schools are transformed and this programme also includes an emphasis on school grounds and inside/outside environments.

Ealing's BSF programme has been designed with the aim to make schools hubs of the community, providing resources that all local residents can use and enjoy.

These 'extended schools' services include:

- adult learning opportunities, such as literacy, numeracy and ICT skills
- community-based activities
- access to sport and leisure facilities
- homework and study support

⁸ The Children's Plan. Building Brighter Futures (2007), DCSF + DCMS www.dcsf.gov.uk/childrensplan

⁹ The Play Strategy (2008), DCSF + DCMS www.dcsf.gov.uk/play

¹⁰ Design for Play, Shackell, Butler, Doyle and Ball, Play England, DCSF + DCMS www.playengland.org.uk/Page.asp?originx_2757hp_70994779705616h30y_2008630728a

Managing Risk in Play Provision, Ball, Gill and Spiegel, Play England, DCSF + DCMS www.playengland.org.uk/Page.asp?originx_4178si_56947549249695b31j_20079193740c

¹¹ Play England Playbuilders and Pathfinders (launch 2008) www.playengland.org.uk/Page.asp?originx_7244yw_113003545686d44t_20089115748j

¹² Skills Active Sector Skills Council (Playwork) Aug 2009

¹³ [www.ofsted.gov.uk/Ofsted-home/Forms-and-guidance/Browse-all-by/Other/General/Factsheet-childcare-Regulating-play-based-provision/\(language\)/eng-GB](http://www.ofsted.gov.uk/Ofsted-home/Forms-and-guidance/Browse-all-by/Other/General/Factsheet-childcare-Regulating-play-based-provision/(language)/eng-GB)

¹⁴ www.nhs.uk/change4life/Pages/Default.aspx

¹⁵ www.ealing.gov.uk/services/education/bsf

Aiming high for young people

This was launched in July 2007 and introduced new reforms and funding commitments intended to secure an offer for all young people (13-19years), particularly the most disadvantaged, that includes:

- a wide range of attractive, structured, positive activities available throughout the week at times that suit young people;
- co-located multi-agency services delivered from within places that young people want to go to and on an outreach basis;
- opportunities for young people to build relationships with others from different backgrounds, as well as with adults;
- mobile resources to reach out to areas without dedicated youth facilities;
- access to activities, opportunities and services through extended schools.

The Education and Inspections Act 2006

- Introduced a new duty on Local Authorities (LA) to secure adequate facilities for recreation and social and physical training for children under the age of 13 and secure access to sufficient educational and recreational leisure time activities for the improvement of the well-being of young people aged between 13 and 20 (25 if the young person has a learning disability), including activities which are for the improvement of their personal and social development. The legislation requires LAs to establish young people's views about
 - current positive leisure time activities and facilities;
 - the need for further provision; and
 - the accessibility of provision.

LAs must then take these views into account.

- information on positive activities and related facilities in the area must be publicised and kept up to date.
- In connection with the provision of facilities for children under 13 LAs are to consider the expediency of cooperating with any voluntary agencies whose objectives are similar and may make arrangements with other providers in connection with facilities for those over 13.

5.2 Local Play Service Developments and the First Strategy

There have been a significant number of local developments in services.

The most significant achievements have been in the successful external applications for funding. The National Lottery and Play England informed us, that the strength of Ealing's Play strategy played a major part in the success of the applications. We have successfully applied for £2.5 million to develop 25 play sites in partnership with Parks.

The Play Strategy has also proved to be very useful for other local strategies, and has been cited in several applications to support the need for different play services, such as the Estates mobile play provision in the school holidays, and Ealing's Aiming High for Disabled Children.

Ealing has introduced a commissioning process to support out of school and holiday provision access guidance and funding. Organisations can seek funding for new provision, to assist in short term sustainability issues and to purchase equipment that will improve the quality of their service.

Some aspects of the strategy have not been as successful, despite our best efforts and joint working within Ealing and across authorities. The Play Association has not yet been developed, although this will be advanced within the new strategy and although the Out of School Toy Library has been successful and is well used, the full Resource Centre has not yet been achieved.

We have had some success with the Play promotion element, particularly with the Playday events. In 2009 over 2000 people attended the Northolt Park event.

We are seeking to build on this success and integrate our promotion of play and challenge within childcare workforce and parental engagement programmes.

6. The need to develop Ealing's Play Strategy

6.1 Alignment to National Strategy

The progress achieved through the first strategy needs to continue to develop in the new strategy for Ealing to meet its own objectives, to make the Borough the best place for children to grow up in. It supports the understanding and outlines the actions necessary to respond to the increasing demands of children, young people and their families, and also fulfill the borough's statutory requirements Ealing will attempt to fulfill the Government's Vision for Play as outlined in the National Play Strategy:

- In every residential area there are a variety of supervised and unsupervised places for play, free of charge;
- Local neighbourhoods are, and feel like, safe, interesting places to play;
- Routes to children's play space are safe and accessible for all children and young people;
- Parks and open spaces are attractive and welcoming to children and young people, and are well maintained and well used;
- Children and young people have a clear stake in public space and their play is accepted by their neighbours;
- Children and young people play in a way that respects other people and property;
- Children and young people and their families take an active role in the development of local play spaces;
- Play spaces are attractive, welcoming, engaging and accessible for all local children and young people, including disabled children, and children from minority groups in the community.

6.2 The benefits of Play to the development of children and young people

Play is fun!

Play is an enjoyable experience – it encourages further exploration, novelty and creativity. Research highlights that the play experience allows individuals to think in a broad flexible manner and generates psychological resources by promoting resilience, endurance and optimism.

Play develops learning skills

Play allows children to learn about learning and consolidate previous learning through curiosity, invention and persistence. Within play, children are free from the normal pressure and tension that are associated with needing to learn. Play also develops the creative process and growth of problem solving skills, which will ultimately help children to achieve.

Play helps children to develop a sense of wellbeing

Play is believed to provide the opportunity to develop a sense of wellbeing by allowing children to experience who they are or might be. Through play children can question, learn to speak for themselves, and form their identities.

Play helps children develop emotional responses

Research suggests children express the primary emotions (anger, surprise, disgust, happiness and sadness) through play. Within play, children also learn to control these primary emotions as the rules of play ensure they learn social emotions which prevent overreactions to situations.

Play improves children's interpersonal skill

Activity with friends provides children with enjoyment, accomplishment and belonging. It supports the development of interpersonal skills, such as empathy, trust and the ability to express ideas. Play, particularly pretend play, is linked to creativity as it involves a range of divergent skills and thinking. In play children explore social, material and imaginary worlds and their relationships.

Play can help prevent obesity

Research has found that doing 15 minutes a day of moderate exercise (enough to get a child a little out of breath) lowers children's chances of being obese by almost 50 per cent. Play is one of the best ways for children to become active and increasing the amount of time children spend playing contributes to reducing obesity.

Play can increase resilience to mental health problems

Research highlights that play is essential to allow children the opportunities to practice making friends and consolidating their friendship and to deal with conflict. These basic skills help increase their resilience to mental health problems. Children with attention deficit disorder have been shown to experience improvements in their symptoms if they play in natural areas. Contact with nature can also reduce the psychological problems caused by stress.

Play can help to increase community cohesion

Children playing outdoors and establishing relationships with other children in their community can positively affect community cohesion. The more social networks children have in a neighbourhood the greater parents' perceptions of safety in that area. Parents also establish their own social networks through their children more than any other means.

Natural environments help increase children's sense of independence

Play in natural spaces is more likely to be perceived by children as free from adult agendas and thus open to more opportunities for choice allowing children to recognise their independence and practice their decision making.

6.3 Children's opportunities to play are still under threat

The Good Childhood Inquiry¹⁶ sets out a series of current conditions that are negatively affecting the lives of children today.

6.3.1 The emergence of a risk averse society

In 1971 eight out of ten children aged seven or eight years went to school on their own. By 1990 this figure had dropped to less than one in ten. Again, in 1971 the average seven-year-old was making trips to their friends or the shops on their own. By 1990 that freedom was being withheld until the age of ten, meaning that in just 19 years children had 'lost' up to three years of freedom of movement.

Tim Gill, former director of the UK Children's Play Council and author of *No Fear: Growing Up in a Risk Averse Society*¹⁷ states;

"Over the past 30 years, activities that previous generations of children have enjoyed without a second thought have been re-labeled as troubling or dangerous, and the adults who permit them branded as irresponsible," he goes on to say that:

"Childhood is being undermined by adults' increasing aversion to risk and by the intrusion of that fear into every aspect of their lives. The knock-on effect is extremely serious."

Adults, said Gill, no longer ask themselves whether children can cope before stepping in and taking control.

6.3.2 Work and educational pressures on parents and children reduce play opportunities

The ICM survey commissioned by Play England in 2009 found that more than half of parents (52%) feel that work, or other unavoidable commitments, limit their time to support their children to play. The research also found that children are facing pressures on their time, with homework and extra-curricular activities impacting heavily on children's free time. A third of children (34%) and a quarter of 7-8 year olds (25%) report that homework often stops them playing and nearly half of adults (47%), think children should go to fewer extra-curricular activities.

Children told researchers that being denied time to play makes them feel bored, unhappy and miss their friends.

Therefore the consequences both for children's immediate quality of life and for their long-term health and development are serious. While the decline in play opportunities affects children generally, the impact is disproportionately greater on disabled children and those living with other forms of social or economic disadvantage, for whom access to free, safe and enjoyable play spaces is especially important.¹⁸

6.3.3 Traffic

Figures released by Play England in 2007 show that regularly playing outdoors near home is much less common for today's children than for previous generations.

A survey commissioned by Play England for Playday shows that 71 per cent of adults played outside in the street or area close to their homes every day when they were children, compared to only 21 per cent of children today. Both children and adults considered traffic to be the main factor that stops children and young people playing or spending time in the streets or areas near their homes, with nearly one in four children and 35 per cent of adults listing it as one of their top three barriers to street play.

6.3.4 Fear of Strangers and Bullying

Parents today spend much more time looking after their children, or arranging for their children to be supervised by others, than in previous generations. According to a 2006 report from the Future Foundation, the amount of time has quadrupled in just 25 years, from 25 minutes per day in 1975 to 99 minutes in 2000, and one of the reasons for this is a fear of letting children play unsupervised.

*"We need to recognise that 'modern living' is not the problem: whether it be affluence, new technologies, greater mobility or academic pressures, none of these is a problem in and of itself. The problem lies with adult society, and the extent to which the culture of fear that dominates today's society is holding children back. Adults should stop projecting their fears and uncertainties on to children."*¹⁹

Young people say bullying is among their top concerns. Bullying can make the lives of victims a misery; it can undermine their confidence and self-esteem and can destroy their sense of security. Bullying can have a life-long negative impact. Young people who have been bullied can become anxious and withdrawn, depressed or aggressive. Some turn to substance misuse as a way of dealing with the emotional impact of bullying. At worst bullying has been a factor in suicide.

6.3.5 Lack of Places to Play

29 per cent of under-18s and 39 per cent of adults said that more play spaces would make children and young people play on the streets and areas near their homes more often. Less danger from traffic was the second most popular solution given by adults (23 per cent), and children put less traffic in their top three solutions.

This pressure of limited time to support their children to play is intensified by the fact that half of parents say there aren't enough places where they live, for children to play safely without an adult.

¹⁶ A Good Childhood: Searching for Values in a Competitive Age (2009) Children's Society

¹⁷ Growing up in a risk averse society: Tim Gill: Calouste Gulbenkian Foundation 2007

¹⁸ State of London's Children Report (SOLC), Mayor of London, 2004

¹⁹ Reclaiming Childhood: freedom and play in an age of fear; Helene Guldberg (2009) Routledge

6.4 Results from TellUs3 Survey

The latest Ealing TellUs3 Survey undertaken by Ofsted in 2008, gave an opportunity for a sample of children & young people aged 8yrs-16yrs to state their views about their local area including questions covering the five Every Child Matters outcomes.

This survey tells us that children are very positive about the parks and playgrounds, but have serious concerns about crime and road safety in their environment.

Being Healthy

What worries them the most?		
Category	Ealing %	National %
Exams	65	57
My Future	54	49
Crime	37	27
Getting into trouble	33	27
Being Bullied	26	27

Staying Safe

How often have they been bullied (not including school)?		
Category	Ealing %	National %
Never	61	56
Once or more in last year	22	25
Once or more in last 4 weeks	4	5
About once per week	3	3
Most days	6	6
Don't Know	4	4

Enjoying and Achieving

Overall, what do you think of the activities and things to do in your area?		
Category	Ealing %	National %
Very Good	20	14
Fairly Good	34	35
Neither good nor poor	20	22
Fairly poor	10	14
Very poor	12	12
Don't Know	4	3

Enjoying and Achieving

What do you think of the parks and play areas in your area?		
Category	Ealing %	National %
Very good	19	10
Fairly good	39	34
Neither good nor poor	20	23
Fairly poor	10	15
Very poor	12	15
Don't know	2	3

Enjoying and Achieving

Which of these things have you been to in the last four weeks? (not in school)		
Category	Ealing %	National %
Local Park/ Playground	81	74
Sports Club or class	57	58
Cinema/Theatre	53	56
Swimming Pool	46	46
Library/ Museum	46	34
Youth Centre/ Café to meet friends (No organised activities)	34	36
Youth Centre with organised activities run by adults	31	32

Enjoying and Achieving

How much are children and young people's views listened to in decisions about the local area?		
Category	Ealing %	National %
A great deal	6	4
A fair amount	25	22
Not very much	32	37
Not at all	18	20
Don't know	19	17

Achieve Economic Well-being

Which of these things would do the most to make your area a better place to live?		
Category	Ealing %	National %
Cleaner and less litter	58	48
Safer area or less crime	56	39
Better Sports Clubs	50	44
Better Parks & Play areas	48	47
Safer Roads	44	37

7. Ealing Play Policy

In July 2005 the Cabinet adopted a Play Policy setting out values and objectives for play provision in the borough. This policy provides a framework of principles to help increase the quantity and enhance the quality of play in Ealing to reflect the importance the Borough places on services for its children. It aimed to be a practical working tool, to be referred to whenever decisions about children need to be made and is applicable to all Council services, which include the provision of play opportunities and the Private Voluntary and Independent (VPI) sector. The new Play Strategy has been developed in accordance with the values and principles of the adopted Play Policy and its key objectives.

7.1 Values and Principles

Children's play opportunities should be of high quality, accessible in every locality, respect diversity in the community and meet the needs of all children. It should provide for a wide age range and includes all those up to 18 years of age. Ealing and its partners are committed to ensure that public spaces are safe, well maintained welcoming and designed with children in mind.

Play provision should be varied and interesting, include movement and the ability to manipulate equipment and materials, stimulate the senses, allow children to encounter natural environments and promote social interaction. The policy recognises children need and want to explore limits, have new experiences and develop their capacities. Children's play provision need to assess and manage the level of risk rather than attempt to eliminate it.

In addition children with disabilities have an equal if not greater need for opportunities for challenging play since they may be denied the freedom of choice enjoyed by their non-disabled peers.

Ealing believes play should be seen alongside formal education in enabling children and young people to engage positively with the complex world around them and recognises

that play has a direct positive impact on children's ability to meet educational goals.

Play provision should be welcoming to every child, irrespective of gender, economic or social circumstances, ethnic or cultural background or origin, or individual abilities. In meeting the play needs of all children, it may require some children to be given additional support to ensure that they can access play opportunities and that others with additional needs will want to have specialist as well as inclusive provision.

In decisions about play, children and young people, should have their opinions taken into account, they must be recognised as part of the community and have a right to be provided for in public spaces to the same degree as adults.

7.2 The Play Policy and Every Child Matters²⁰

Ealing's Play policy outlines how play can assist in achieving the five key outcomes of Every Child Matters and, supporting the Council and its partners in the implementation of the Children and Young People's Plan.

Be Healthy

Ealing's objective: Encourage healthy lifestyles
Play is crucial to health and development throughout childhood, contributing to social, physical, intellectual, cultural and emotional development. The physical activities involved in energetic play provides children with exercise and the opportunity to experience a range of emotions in a safe way, promoting resilience and fostering self esteem.

Stay Safe

Ealing's objective: Ensure that Ealing is a safe place for children to grow up
The fear of strangers, traffic and bullying combine to stop children playing out as much as they would like. Good play provision protects children through reducing unacceptable levels of danger. However it also enables children to undertake challenges, to think through decisions and gain increased self-confidence and resilience.

²⁰ Ealing Play Policy 2005

Enjoying and Achieving

Ealing's objective:

Encourage children in Ealing to learn and achieve their full potential

Enjoyment is the essence of play, its what children choose to do and from which they take intrinsic rewards. When playing children define their own goals, decide what is success and failure. Play's enjoyment is linked to the level of control and choice they are able to exercise and the personal satisfaction they derive from this. Play also allows for the development of problem solving, language and literacy skills as children develop socially and express their emotions. Play is also vital to the development of children's imaginations and creativeness.

Making a Positive Contribution

Ealing's objective:

Create a thriving voice for children and young people in Ealing

Play Involves decision-making and taking responsibility. In supervised play provision the play workers usually involve children in decisions about activities, resources and planning. Through consultation children are able to make a positive contribution to their free time needs and ensures provision, such as play areas, reflects their requirements, helps them develop skills and knowledge and a sense of belonging,

Achieve Economic Well-being

Ealing's objective

Ensure all young people have the opportunity to become successful, independent adults and take full advantage of learning, employment and training.

Play develops skills useful in the workplace such choice, assessing risk and physical dexterity. Play Services often include an element of childcare, which aids parent/carers working or training by knowing their children are safe and happy. Play provision, especially for the younger age range, can also provide parent/carers with the opportunity to meet and socialise with other adults.

8. Design Principles for Play Spaces

8.1 Design Principles

Creating inspiring play spaces that will please, excite, challenge and satisfy children requires knowledge of play, technical skill, an understanding of children and, above all, imagination.

Ealing is at the forefront of adopting and developing a set of play design principles set out in Play England's "Design for Play: A guide to creating successful play spaces". It is the non-statutory guidance used by Ealing as a 'playbuilder' local authority under the capital-spending programme launched by DCSF in April 2008.

The 10 principles for designing successful play spaces

- are 'bespoke'
- are well located
- make use of natural elements
- provide a wide range of play experiences
- are accessible to both disabled and non-disabled children
- meet community needs
- allow children of different ages to play together
- build in opportunities to experience risk and challenge
- are sustainable and appropriately maintained allow for change and evolution

As the following map indicates, Ealing has already started to implement these design principles across the borough.

There are three distinct types of play areas, which can begin to be used not only by parents and children in their locality, but by play practitioners to enhance their understanding of how play spaces can be utilized to support children's play.

Beacon Play areas

These are large-scale developments at key locations around the Borough to complement existing provision and services. The purpose of linking play provision to other activities is to encourage integration and transition between services.

Themed Play areas

These are medium-sized developments and are designed around a variety of play-orientated themes determined by locally-based consultation.

Natural Play areas

Conventional play areas are benefiting from natural play enhancements, such as planting, mounds, fallen trees and boulders, that are broadening the play value of existing sites and creating playable spaces within new natural environments.

Commitment to Quality and Excellence

This strategy commits Ealing to continue to develop this area of work utilising the expertise across disciplines, to produce a comprehensive Play Space Design guidance document.

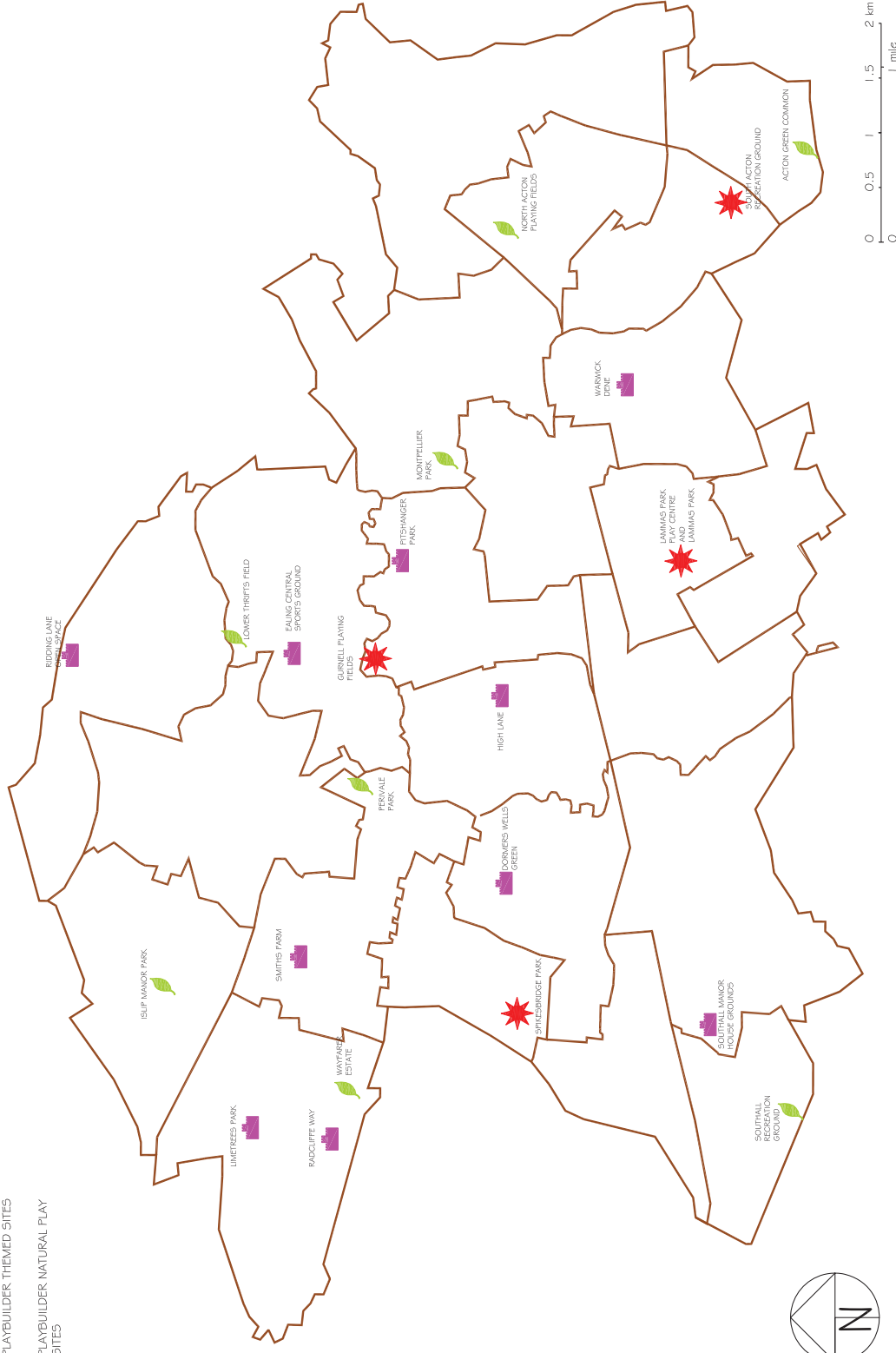
This will be promoted through planning and regeneration bodies to ensure the best possible play environments are developed in public spaces across the borough.



PLAYBUILDER LOCATIONS IN EALING BOROUGH 2009- 2011

KEY

-  PLAYBUILDER BEACON SITES
-  PLAYBUILDER THEMED SITES
-  PLAYBUILDER NATURAL PLAY SITES



Map 2 indicates the new playbuilder sites to be developed in 2010/11

9. Emerging Issues and Proposed Interventions

9.1 Identified areas which need addressing and proposed interventions leading to the strategic goals

In this section we will set out the issues that need addressing during the next three years as a result of the information set out in the previous sections of the strategy. Broad areas of intervention are identified, which are expanded in greater detail in the next section: the strategic goals for 2010-2013.

Issue	Intervention	Reference to Objectives
Increasing Child Population	Continue the strategic location and development of services, ensuring sufficient play opportunities for the children and young people in their local area, accessing funding opportunities.	Ealing Play Objective 1 & 2
Rising Child Poverty	Support workforce development and increase training opportunities, increase out of school childcare, integrated working to increase free services, choice and quality	Ealing Play Objective 10
Parental awareness and opportunities for engagement in play with their children	A campaign to provide better information and guidance for play practitioners and those working with children generally. Engage with parents. Encourage parents to play with their children	Ealing Play Objective 3
Risk Averse Society	Inform relevant professionals, practitioners and parent/ carers about the need for challenge and excitement in play opportunities. Provide training for practitioners and produce publicity and guides for parents	Ealing Play Objective 5 & 6
Fear of Bullying and Criminal activity	Work with Safer Neighbourhood and Environment teams to understand public realm issues and target interventions, such as play rangers, mobile projects etc.	Ealing Play Objective 5
Opportunities for children with disabilities and complex needs to participate in play opportunities	Promote the expansion of accessible play sites and develop specialised training opportunities to enable universal services to offer increased opportunities to play for children with disabilities and complex health needs through joint working with ESCAN and the PCT	Ealing Play Objective 4
Enabling children and young People to help shape play services and their local environment	Promote children's participation in decision making and work with Ealing Youth Action and the Youth Mayor to enable local children to participate in play developments and ensuring detailed consultation occurs.	Ealing Play Objective 7 & 8
Workforce development	Increase training opportunities, develop specialised training practitioners, support Brokerage agency development, escalate qualification levels	Ealing Play Objective 10
Clearer information for practitioners, parents and children	Support the development of an accessible Online "1-click" Children's information site	Ealing Play Objective 1 & 3
Support and Develop Integrated Service Delivery	The Play strategy can only be delivered through integrated service delivery with statutory agencies and partners from the PVI Sector which needs active support.	Ealing Play Objective 9,11 & 12

10. Play Objectives and Strategic goals for 2010-2013

The delivery plan for the Play Strategy 2010-2013 is based on twelve play objectives approved in Ealing's Play Policy and aligned with the National Strategic goals for Play.

10.1 National Strategic Goal: MORE PLACES TO PLAY

Responding to children's demands for high-quality play spaces in every area

Ealing Play Objectives

1. To increase the quality, quantity and accessibility of all forms of play provision within Ealing and to ensure that Children's Services promote the values and objectives of the Play Policy.
2. To create new opportunities for children to play in a variety of settings including schools, leisure sites, community facilities, open spaces and within new building developments.

10.2 National Strategic Goal: SUPPORTING PLAY THROUGHOUT CHILDHOOD

Improving provision through a range of settings for children of all ages

Ealing Play Objectives

3. To raise awareness of the importance of children's play in supporting learning, promoting health and encouraging social interaction.
4. To ensure that children and young people with disabilities have access to the widest possible range of play opportunities.

10.3 National Strategic Goal: PLAYING SAFELY

Providing safe, accessible and stimulating places for children to play

Ealing Play Objectives

5. To promote safe journeys to Play locations and to provide children and young people with easy and safe access.
6. To promote the idea that Play provision should be varied and interesting and allow for children to influence activities, it should also ensure stimulating and exciting opportunities for play, which challenge children without incurring unacceptable risks.

10.4 National Strategic Goal: CHILD-FRIENDLY COMMUNITIES

Engaging communities and involving children in decisions

Ealing Play Objectives

7. To ensure that children and young people are able to play and meet within shared public space on equal terms to adults but without hindering other users of that space.
8. To conduct appropriate consultation with children and young people to inform planning and decision-making.

10.5 National Strategic Goal: EMBEDDING PLAY IN LOCAL PRIORITIES

Ensuring leadership and effective delivery in every local area

Ealing Play Objectives

9. To work in partnership with a wide range of statutory, voluntary and private sector providers to maximize Play opportunities for the children of Ealing.
10. To promote supervised provision in a variety of settings, including large playgrounds, and the development of a qualified workforce.
11. To support the Play Champion and promote the Play Strategy within the Council's wider strategic plans.
12. To access appropriate funding to implement the principles of the Play Policy and the Play Strategy.

11. Delivery Plan 2010-2013

National Strategic Goal: **MORE PLACES TO PLAY**

Responding to children's demands for high-quality play spaces in every area

Ealing Play Objective 1: To increase the quality, quantity and accessibility of all forms of play provision within Ealing and to ensure that Children's Services promote the values and objectives of the Play Policy.

Action Plan	Lead	Delivery Partners	Actions In Year 1 (2010)	Actions Year 2 (2011 onwards)
1.1 Implement the Play Builder Programme	Play Service	Play Service Parks & Open Spaces	13 projects complete	9 projects complete
1.2 Develop a printed and online borough play site map, with play site descriptors, which can be easily understood by delivery partners, service providers, parents and children.	PIES	FIS GIS Team	1 hard copy map completed and distributed to key agencies Online map developed for the public	Review and updates of maps undertaken periodically
1.3 Develop a Play Space Design Forum to influence and guide the building and commissioning of play provision and to produce guidance for planning, developers and regeneration projects within Ealing	Play Service	Service Departments PVI reps	Forum convened and objectives agreed, forum meets termly Draft guidance	Guidance published Forum meets termly
1.4 Produce guidance to ensure play provision is of the highest quality and conforms to national guidelines	PIES	Play Service Parks & Open Spaces PVI reps	Develops guidance for Ealing	Guidance constructed and used to assist strategic development
1.5 Provide increased opportunities for play by developing accessible out of school childcare facilities, both in number and the quality of service	OOS Team	PVI Sector	Fill identified gaps in childcare provision for school aged children	Improve Ofsted inspections achieving good by 10% from base year (2009)

National Strategic Goal: MORE PLACES TO PLAY

Responding to children's demands for high-quality play spaces in every area

Ealing Play Objective 2: To create new opportunities for children to play in a variety of settings including schools, leisure sites, community facilities, open spaces and within new building developments.

Action Plan	Lead	Delivery Partners	Actions In Year 1 (2010)	Actions Year 2 (2011 onwards)
2.1 Commission the construction of new play facilities where a geographical deficiency has been identified and where a demand has been established through consultation.	Service Departments Positive Activities Group	PIES PVI Major Projects	New Play area in Montpellier Park and Ridings Lane Beacon area at Spikesbridge	New Play areas at Gurnell and Radcliffe Way. Beacon area at Walpole Park
2.2 Fill identified gaps in all types of play services but in particularly free open access provision	PIES	Service providers PVI sector	Identify target areas and service types	Where funding is available commission providers
2.3 Support Mobile Services	PVI sector Extended Schools	YMCA Play Service	Operate mobile play project during each holiday	Secure funding to continue programme
2.4 Seek greater access to school buildings and grounds in school holidays and at weekends	Extended Schools	School partnerships	Promote use of school facilities at area Partnership Meetings	Promote use of school facilities at area Partnership Meetings
2.5 Develop OOSC Toy Library to a full resource centre, which will provide resources for play and creative activities	OOSC Team	Play Service	Explore partnerships with neighbouring boroughs. Develop delivery plan	Seek funding Open New Centre
2.6 Develop training opportunities in the arts and creative use of recycled materials	OOSC Team	PVI	2 workshops	2 per annum
2.7 Co-ordinate programmes of activities, including sports, arts, dance and others at play sites around the Borough	Positive Activities Group	APPLE PVI Sector	Use MUGAS and Children/Play centres for 3 new programmes	Integrate programme with existing services such as the Summer Uni, Active Ealing.

National Strategic Goal: SUPPORTING PLAY THROUGHOUT CHILDHOOD

Improving provision through a range of settings for children of all ages.

Ealing Play Objective 3: To raise awareness of the importance of children's play in supporting learning, promoting health and encouraging social interaction.

	Action Plan	Lead	Delivery Partners	Actions In Year 1 (2010)	Actions Year 2 (2011 onwards)
3.1	Ensure co-ordination of play provision and integrated working to maximise opportunities for play	PIES	Service Departments PVI Sector	Ensure strategic spread on an area basis by need and by age range	Fill identified gaps in services as funding becomes available.
3.2	Work with relevant agencies, including schools and the PCT, to increase parental awareness of the importance of playing with their children in and outside the home.	Parenting Team	Extended Schools Team PVI Sector	Provide 2 Happy Parent happy child courses	Provide 2 parenting classes per annum, developing parental play knowledge and skills
3.3	Organise a Seminar for children's workers emphasising the value of play for a child's development and the need for parental engagement	Play Service	OOSC Team Early Years Team	1 Seminar Organised	1 Seminar per year related to play and parental engagement
3.4	Produce supporting documentation to encourage practitioners to support parental engagement and awareness of the value of play	Play Service	OOSC Team Early Years Team	Guidance for Professionals produced	Guidance for Professionals updated
3.5	Work with the Health Authority to ensure the importance of play to children's activity levels and health are promoted.	Positive Activities Group	Active Ealing Physical Activity Sub group	PCT to join Positive Activities Group	Promotion of play and access funding
3.6	Support the understanding of the importance of children's play through intergenerational events.	PIES	FIS OOSC Team PVI Sector	Promote National Play Day Organise 1 borough event per annum to promote National Play day	Promote National Play Day Organise 1 borough event per annum to promote National Play day

National Strategic Goal: SUPPORTING PLAY THROUGHOUT CHILDHOOD

Improving provision through a range of settings for children of all ages.

Ealing Play Objective 4: To ensure that children and young people with disabilities have access to the widest possible range of play opportunities.

Action Plan	Lead	Delivery Partners	Actions In Year 1 (2010)	Actions Year 2 (2011 onwards)
4.1 Utilise short breaks funding and other external funding streams to maximise play provision for those with additional needs	ESCAN	PVI Service Departments	Maximise opportunities for play through accessing additional funding for those with special needs	Implement capital and revenue play projects including holiday provision where funding is available
4.2 To support children's workforce development by ensuring that an appropriate disability/complex medical needs training programme results in more accessible universal services.	PIES	PCT OOS Team PVI Early Years	Working group formed to agree a set of elements that should be included in the course Courses begin	Courses on accessibility continue to support workforce development
4.3 Invite representatives from Parents Disability Forum to sit on PIES group, to ensure parents of children with special needs and their children to shape the development of play services.	PIES	Parents Disability Forum	Invitation sent PIES representative attends Parents Forum Meeting Parent rep sits on PIES group	PIES representative attends Parents Forum Meeting Parent rep sits on PIES group each year
4.4 Develop partnership working to enable access to play services for children with complex health needs	PIES	PCT ESCAN	5 families supported to access play services with dedicated nursing support	15 families per annum supported to access play services with dedicated nursing support
4.5 Support play, childcare and recreation providers in ensuring their services are inclusive to children and young people with disabilities and complex health needs	ESCAN	Play Service OOS Team Active Ealing PVI Sector Parental Forum	Training programme to increase confidence of existing providers Establish and circulate Principles of Inclusion	Undertake 2 workshops Support improvements in enhanced services through the commissioning processes

National Strategic Goal: **PLAYING SAFELY**

Providing safe, accessible and stimulating places for children to play.

Ealing Play Objective 5: To promote safe journeys to Play locations and to provide children and young people with easy and safe access.

	Action Plan	Lead	Delivery Partners	Actions In Year 1 (2010)	Actions Year 2 (2011 onwards)
5.1	Undertake research at Play hubs to ascertain routes and their hazards and seek solutions that can be utilised universally	Service Departments	Environment/ Highways	Commission research	Disseminate outcomes and implement recommendations
5.2	Seek children and young people's views on crime and the fear of crime and how this acts as a barrier to accessing play facilities	Engaging Children and Young People work stream	Play and Youth Service PVI Sector	Commission consultation	Disseminate outcomes and implement recommendations
5.3	Consider the Borough's anti-Bullying policy and extend this to play areas and public spaces as appropriate	PIES	Play and Youth Service OOSC Team PVI Sector	Incorporate play in anti-bullying policy and publicise	Refresh policy as necessary

National Strategic Goal: PLAYING SAFELY

Providing safe, accessible and stimulating places for children to play.

Ealing Play Objective 6: To promote the idea that Play provision should be varied and interesting and allow for children to influence activities, it should also ensure stimulating and exciting opportunities for play, which challenge children without incurring unacceptable risks.

	Action Plan	Lead	Delivery Partners	Actions In Year 1 (2010)	Actions Year 2 (2011 onwards)
6.1	Ensure all new developments undertake proper consultation and support the principles of adventurous play	PIES	All project leads	New projects assessed by PIES group	New projects assessed by PIES group
6.2	Organise training for children's workers to promote the importance of challenge in play experiences	PIES	Play Service	1 seminar per annum	1 seminar per annum
6.3	Organise a series of practical workshops to demonstrate how challenging play activities can be safely introduced into organisational planning and practice	PIES	PVI Sector Service Departments	2 workshops	2 workshops per annum
6.4	Produce a documentation to encourage practitioners to include challenging and exciting play	PIES	Play Service PVI Sector OOS Team	Documentation produced and distributed	Documentation refreshed
6.5	Produce publicity to encourage parents to understand the importance of challenge in children's play.	PIES	Play Service PVI Sector Family Information Service	Documentation produced and distributed	Documentation refreshed

National Strategic Goal: CHILD-FRIENDLY COMMUNITIES
Engaging communities and involving children in decisions.

Ealing Play Objective 7: To ensure that children and young people are able to play and meet within shared public space on equal terms to adults but without hindering other users of that space.

	Action Plan	Lead	Delivery Partners	Actions In Year 1 (2010)	Actions Year 2 (2011 onwards)
7.1	Plan for play facilities to be multi generational where possible and break down barriers to participation and social interaction	PIES	Service Departments PVI Sector	Promote the concept of multi generational use and opening up play spaces to dispel social fears	Seek funding for multi generational play facilities.
7.2	Increase understanding of children and young people's use of the public realm and ensure that play services are d suitably sited.	Engaging Children and Young Peoples work stream	Research organisation	Commission research	Disseminate outcomes and implement recommendations
7.3	Formulate a programme for the installation of out door gym equipment and other facilities able to be utilised by all ages.	Positive Activities Group	Major Projects Active Ealing	Complete strategy Complete Youth projects	Access funding to fill gaps in strategic plans

National Strategic Goal: CHILD-FRIENDLY COMMUNITIES

Engaging communities and involving children in decisions.

Ealing Play Objective 8: To conduct appropriate consultation with children and young people to inform planning and decision-making.

	Action Plan	Lead	Delivery Partners	Actions In Year 1 (2010)	Actions Year 2 (2011 onwards)
8.1	All new projects include consultation and research conducted on current services	PIES	Project leads Service Departments	Establish Junior PIES group	Produce newsletter
8.2	Undertake analysis of the Ofsted TellUs survey of children's satisfaction of play spaces (NI 199)	Play Service		Undertake analysis	Disseminate outcomes and implement recommendations
8.3	Utilise the Satisfaction Level Surveys from Childcare Providers to measure progress	OOSC Team	PVI Sector Play Service	Undertake analysis Disseminate outcomes and implement recommendations	Undertake analysis Disseminate outcomes and implement recommendations
8.4	Engage with and seek feedback from children, Ealing's Youth Mayor and Junior Advisory Group regarding play and progress of the strategy	Engaging children and young people work stream	Participation officer Youth Service	Establish consultation mechanism Include comments	Submit reports and attend 2 meetings per annum

National Strategic Goal: EMBEDDING PLAY IN LOCAL PRIORITIES
Ensuring leadership and effective delivery in every local area.

Ealing Play Objective 9: To work in partnership with a wide range of statutory, voluntary and private sector providers to maximize Play opportunities for the children of Ealing.

	Action Plan	Lead	Delivery Partners	Actions In Year 1 (2010)	Actions Year 2 (2011 onwards)
9.1	Strengthen the PIES group and evaluate the need for a Play Association	PIES	Providers	Hold regular PIES meetings Assess need for Play Assoc.	Ensure PIES lead role in embedding play in local priorities
9.2	Ensure other professionals appreciate the need for play and its perspectives.	PIES	Play Service PVI Sector	Utilise appropriate "Play Shaper" Pilot Project materials and learning	Regular briefing and information publications.
9.3	Evaluate the potential contribution to be made by the private and voluntary sectors including partnership working to provide new services such as soft play	Positive Activities group	PVI Contractors	Explore potential partners	Commence new partnership arrangements
9.4	Ensure an integrated approach to play provision through joint working across the statutory, voluntary and community sectors	Positive Activities Group	PIES PVI Sector PCT	Promote play and ensure its considered in decisions on service provision and commissioning	Fully integrated planning of play services throughout the Borough

National Strategic Goal: EMBEDDING PLAY IN LOCAL PRIORITIES
Ensuring leadership and effective delivery in every local area.

Ealing Play Objective 10: To promote supervised provision in a variety of settings, including large playgrounds, and the development of a qualified workforce.

Action Plan	Lead	Delivery Partners	Actions In Year 1 (2010)	Actions Year 2 (2011 onwards)
10.1 Establish Play Rangers to support play opportunities in the Borough	Play Service	Parks & Open Spaces	Access funding	Appoint Ranger team
10.2 Encourage professional development of play staff by increasing levels of qualification	PIES	Early years Training Team Training providers PVI Sector	6 unqualified to qualified 6 level 2 to 3 4 level 3 to 4	6 unqualified to qualified 6 level 2 to 3 4 level 3 to 4 All per annum
10.3 Work with providers to offer a progression route for those who wish to work in play including parents.	PIES	Early Years Training Team Play Service PVI Sector	Formulate volunteering and training progression route Parental Offer established Apprentices appointed	Assess developments and develop offer further
10.4 Support the development of a Play workforce Brokerage Agency	PIES	FIS Play Service PVI Sector	Feasibility study supported to establish demand and seek potential agencies to act as Broker	Play workforce Brokerage Agency operational
10.5 Assess the financial implications of increasing qualification requirements on organisational salary budgets, particularly in the PVI sector	PIES	Play Service OOSteam PVI Sector	Questionnaire devised and distributed Sector analysis undertaken Report formulated and recommendations made	Effectiveness and impact of recommendations assessed

National Strategic Goal: EMBEDDING PLAY IN LOCAL PRIORITIES
Ensuring leadership and effective delivery in every local area.

Ealing Play Objective 11: To support the Play Champion and promote the Play Strategy within the Council's wider strategic plans.

	Action Plan	Lead	Delivery Partners	Actions In Year 1 (2010)	Actions Year 2 (2011 onwards)
11.1	Facilitate the role of Play Champion by ensuring he/she participates in strategic decisions making and can support adopted play policies	Play Service	PIES	Provide quarterly briefing	Provide quarterly briefing
11.2	Facilitate the role of the Children's Participation officer, Ealing Youth Action and the Youth Mayor by ensuring they are involved in strategic decisions on play	Engaging children and young people work stream	Youth Service	Provide briefings	Provide quarterly briefing annually
11.2	Ensure regular reports to Cabinet and the Children's Executive Group	PIES	Departments PVI Sector	Cabinet to adopt strategy One report to Operations Board	Reports to Cabinet, Operations Board, Scrutiny and other bodies as appropriate
11.3	Ensure regular reports to Positive Activities Group	PIES	Service Departmentns PVI Sector	Provide quarterly briefing	Provide quarterly briefing
11.4	Monitor the progress of the Play Strategy against agreed objectives	PIES	Service Departments PVI Sector	Undertake monitoring and produce annual report for PIES Group.	Undertake monitoring exercise and produce report annual for PIES Group.

National Strategic Goal: EMBEDDING PLAY IN LOCAL PRIORITIES
Ensuring leadership and effective delivery in every local area.

Ealing Play Objective 12: To access appropriate funding to implement the principles of the Play Policy and the Play Strategy.

	Action Plan	Lead	Delivery Partners	Actions In Year 1 (2010)	Actions Year 2 (2011 onwards)
12.1	Work with a variety of agencies and the external funding unit to identify all available potential funding streams	PIES	External Funding Unit Service Departments PVI Sector	Seek additional funding sources to meet the play strategies' objectives	Seek additional funding sources to meet the play strategies' objectives
12.2	Support PVI groups by signposting funding streams and appropriate bodies who can assist in fundraising and business planning	PIES	Service Departments PVI Sector	Guide to funding produced and disseminated, including on line	Online version updated
12.3	Organise funding and business development workshops for PVI groups	OOS Team	PVI Sector	2 events	2 events per annum
12.4	Secure funding and commission services to meet the Play Strategy's objectives	PIES	Service providers PVI sector	On going assessment of funding opportunities Draw up a commissioning process	On going assessment of funding opportunities Commission services



For more information contact:

Play Service
Centre for Early Years Childcare and Play
25a Laurel Gardens
Hanwell, W7 3JG