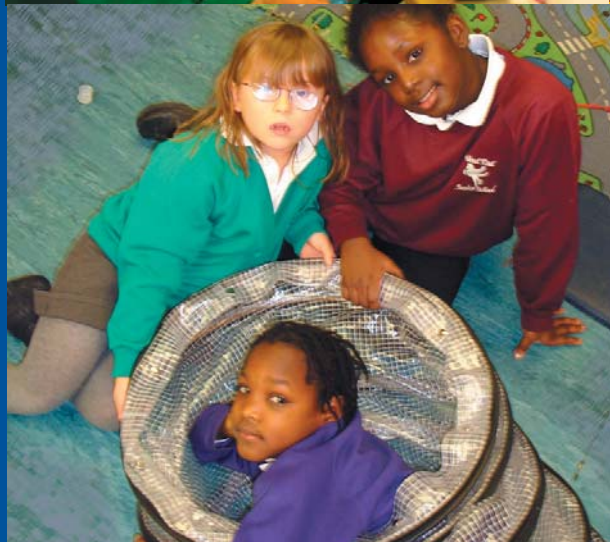


Ealing's Play Strategy 2006-2009



London Borough of Ealing

Ealing Play Strategy 2006- 2009

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Foreword

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 and to participate freely in cultural life and the arts.'

Statement of Intent

Ealing is committed to promoting good quality play opportunities for all children in the Borough. The Play Policy, adopted in July 2005, commits the Borough to provide, and work in partnership with others to provide, a range of 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.

This Play Strategy outlines how the Play Policy will be implemented and provides a practical framework for the development of play provision in Ealing during 2006 and beyond.

1 Introduction

1.1 Why we need a play strategy

'A consistent theme is the importance of having communities where there is somewhere safe to go and something to do... (providing) recreational activity for children and young people... building the fabric of communities and increasing young people's skills, confidence and self-esteem.'

Every Child Matters, Government Green Paper, September 2003

Ealing's Commitment to develop play in the borough

One of the Borough's undertakings following the Audit Commission's inspection of Ealing's Cultural Services in September 2004 was the development of a Play Strategy, which should guide the development of services and relate to key local, regional and national policies.

In July 2005 the Cabinet adopted a Play Policy setting out values and objectives for play provision and agreed to a further report outlining a Strategy for Play which would provide detailed plans to implement these objectives.

Children Act 2004

The Children Act 2004 provides the legal underpinning for Every Child Matters: Change for Children - the programme aimed at transforming children's services. Local authorities and their partners are required to implement a strategic approach to every aspect of working with and supporting children and their families, including play.

The Ealing Children and Young People's Strategic Partnership (CYPSP) has been established to develop the 'Change for Children' implementation plan and meet the new statutory duties. The Play Policy and Strategy will assist the CYPSP to plan for and deliver services in an effective way and with the best outcomes for children and their families.

Greater London Assembly Strategic Plans

The GLA London Plan sets out the strategic context for planning and requires all boroughs to produce overall policies for sustainable development and strategic open spaces, including the commitment that all children and young people are able to play within their local neighbourhoods and have safe attractive play spaces within walking distance of their homes. This includes an assessment of play value and potential of the open spaces.

The Mayor's Children and Young People's Strategy (January 2004) outlines a vision for a more child-friendly London. Developed within the framework of the UN Convention on the Rights of the Child, the strategy sets out a range of policies and action points to help move this vision towards reality. The strategic framework has been shaped by three core themes:

- reducing poverty and social exclusion
- promoting inclusion and equality
- making the case for the delivery of quality services and facilities.

One of the consequences of the strategy was publication of the Mayor of London 'Guide to preparing play strategies' in April 2005.

Children's play opportunities are under threat

Increase in traffic, parental fear of predatory adults, reduction in open spaces and in neighbour and extended family responsibility for the community's children, has reduced opportunities for play and increased the number of children who are unpractised in making and consolidating friendships, dealing with conflict, the taking of risks and team games.

- The number of children walking to school or playing unsupervised is steadily falling. In 1989, 62 per cent of primary aged children walked to school, compared to 54 per cent ten years later in 1999 [*Social Trends*, 2004, No 34 p187]
- Play space is frequently restricted for school age children and too much variation exists between different areas. A 2002 review found that some local authorities were spending ten times as much per play area than others [*Making the case for play: building policies and strategies for school aged children*, Children's Play Council]
- Green space that is accessible to children continues to be sold off. New figures from the National Playing Fields Association show a steady rise in the number of applications to build on playing fields, from 625 in 1999-2000 to 1,325 in the year 2002-2003. [*National Playing Fields Association press release*, 23 June 2003]
- Pressures on the curriculum, school budgets and fears of litigation over accidents are squeezing many school activities outside of the mainstream curriculum.
- Many children and young people do not have sufficient freedom or potential to access the spaces and environments – physical and social – that they need to play.

1.2 The benefits of Play

Definition of Play

The Children's Play Council defines play in the following way:

" Play is an essential part of every child's life and vital to their development. It is the way children explore the world around them and develop and practice skills. It is essential for physical, emotional and spiritual growth, for intellectual and educational development, and for acquiring social and behavioural skills.

Play is a generic term applied to a wide range of activities and behaviours that are satisfying to the child, creative for the child and freely chosen by the child. Children's play may or may not involve equipment or have an end product. Children play on their own and with others. Their play may be boisterous and energetic or quiet and contemplative, light-hearted or very serious."¹

The benefits of play for children: a summary²

Benefits that are experienced at the time that the child is playing. Play:

- Provides children with opportunities to enjoy freedom, and exercise choice and control over their actions
- Offers children opportunities for testing boundaries and exploring risk
- Offers a very wide range of physical, social and intellectual experiences for children

Benefits that develop over time.

- Fosters children's independence and self-esteem
- Develops children's respect for others and offers opportunities for social interaction
- Supports the child's well-being, healthy growth and development
- Increases children's knowledge and understanding
- Promotes children's creativity and capacity to learn

A lack of play opportunities could stifle a child's development by:

- poorer ability in motor tasks
- lower levels of physical activity
- poorer ability to deal with decision making and stressful events
- poorer ability to assess and manage risk
- poorer social skills, leading to difficulties in negotiating social situations
- less able to deal with conflict and cultural difference

Therefore the consequences both for their 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.³

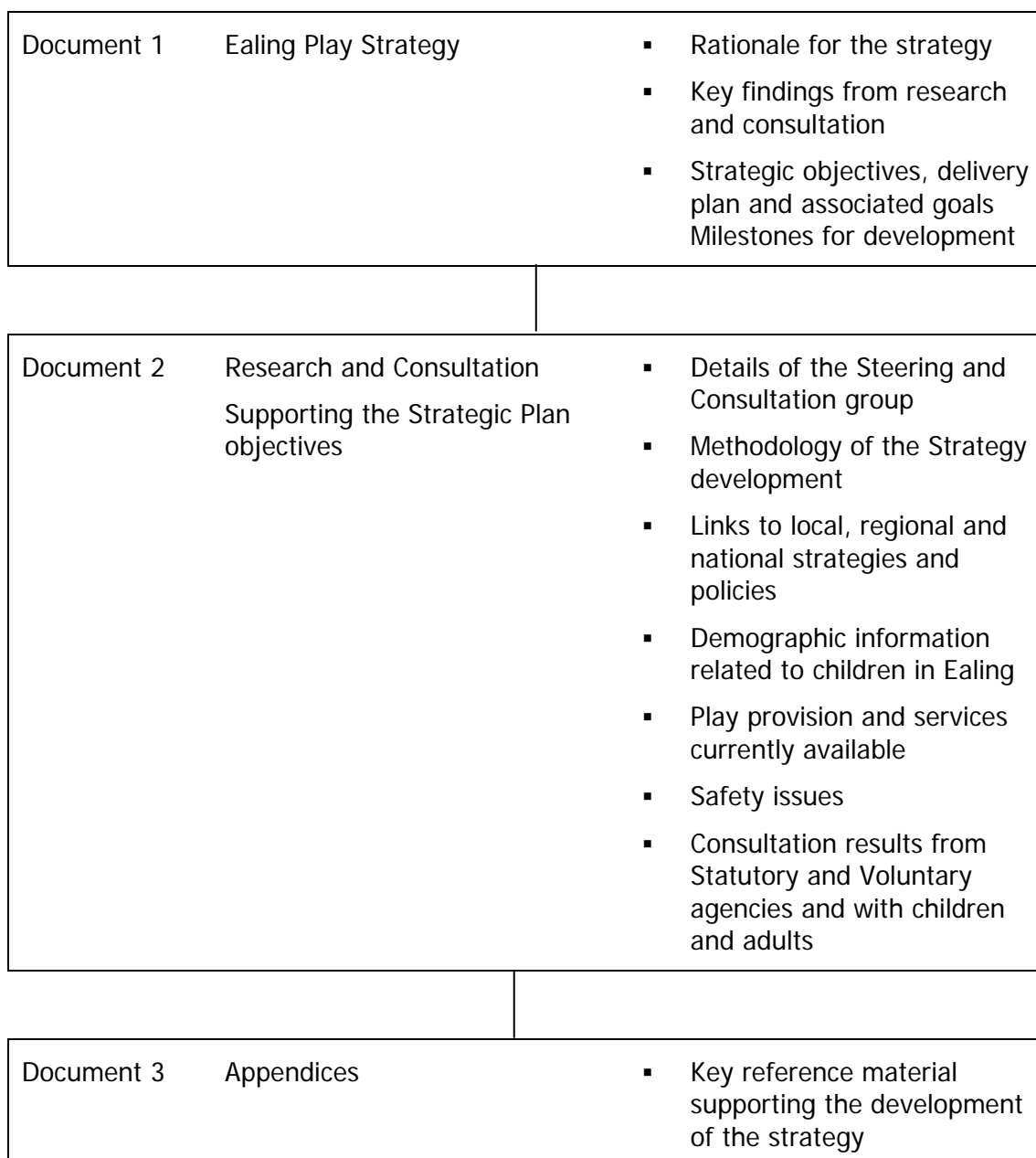
¹ New Charter for Children's Play: Children's Play Council 1998

² Best Play: National Playing Fields Association: 2000

³ State of London's Children Report (SOLC), Mayor of London, 2004

1.3 Structure of the Ealing Play Strategy

An Ealing Play Strategy Group has been formed to steer the strategy's development. After the preliminary draft of the strategy was produced, the size of the research and consultation evidence was felt to be a barrier to a clear understanding of the strategy. It was decided to structure the play strategy into three discrete but related documents only the first of which would be a working document with the other two mainly for reference purposes.



2 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 aims to be a practical working tool, to be referred to whenever decisions about children need to be made and is applicable to all services, which include the provision of play opportunities. The Play Strategy has been developed in accordance with the values and principles of the adopted Play Policy and its key objectives.

2.1 Values and Principles

Children's play opportunities should be of high quality, accessible in every locality, respect diversity in the community and meet the special needs of some children. It should provide for a wide age range and will include 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. In collaboration with other agencies, the Council will encourage children's play opportunities in educational settings within formal learning, during break times and outside of school hours.

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.

2.2 The Play Policy and Every Child Matters.⁴

Ealing's policy outlines how play can assist in achieving the five key outcomes of Every Child Matters:

Be Healthy:

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:

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.

Enjoying and Achieving:

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:

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:

Play develops skills useful in the workplace such as 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.

⁴ Ealing Play Policy 2005

2.3 Play Objectives

The delivery plan for the strategy is based on twelve play objectives approved in Ealing's Play Policy:

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 raise awareness of the importance of children's play in supporting learning, promoting health and encouraging social interaction.
3. To work in partnership with a wide range of statutory, voluntary and private sector providers to maximise Play opportunities for the children of Ealing.
4. 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.
5. 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.
6. To ensure that children and young people with disabilities have access to the widest possible range of play opportunities.
7. To promote safe journeys to Play locations and to provide children and young people with easy and safe access.
8. 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.
9. To conduct appropriate consultation with children and young people to inform planning and decision-making.
10. To identify a Play Champion and support the work of an Ealing Play Association.
11. To promote supervised provision in a variety of settings, including large playgrounds, and the development of a qualified workforce.
12. To access appropriate funding to implement the principles of the Play Policy and the Play Strategy

3 Key issues arising from research and consultation

Key Issues

KEY ISSUE 1: Community involvement

Children and parents/ carers should make a contribution to the development of play provision including strategic decisions and be offered representation on the Play In Ealing Strategy Group and the Ealing Play Association.

KEY ISSUE 2: Monitoring, evaluation and feedback of progress

Implementation of the play strategy should be measured and directly contribute to key corporate objectives and national strategies. It should be evaluated against these and reported back to the appropriate body.

KEY ISSUE 3: Ethnicity

Children and families across the range of ethnic groups should be actively encouraged to contribute to the development of play provision to ensure their needs are being met and that they feel that they can influence the services and spaces in their communities.

KEY ISSUE 4: Demographics

- The demographic information demonstrated a clear correlation between wards with the highest numbers of children and young people and areas of deprivation. These areas were also associated with risk of ill health, social exclusion and criminal activity.
- The financial costs of some play, sport, recreation and care provision as well as the associated costs of travel to these facilities act as barrier for participation.
- The development of play provision should be focused on the areas with the highest child and young people's populations and to groups with the poorest access to good quality provision, at low or no cost.
- Children with disabilities have a range of special requirements to access play and their needs should be addressed both through improved integration of services and also some specialist provision.

KEY ISSUE 5: Management

- The management of play services currently spans several council sections: Early Years, Childcare and Play, Parks, Countryside and Events, Housing (Ealing Homes), the Children's Fund etc. There is also an active voluntary sector with many facilities financed through the Grants Section.
- The development of a coherent strategic approach is necessary and a decision taken on where the lead for play should be located.
- The playgrounds related to housing estates have not been researched; this gap must be included in the review of management as these play spaces form key localised play opportunities.

KEY ISSUE 6: Play Areas

- Open Space and Park Playgrounds have shown real progress against the National Playing Fields Association standards recently, in November 2005, 78% of parks playgrounds complied with their standards.
- Children and young people have stated that they would like more challenging equipment to be available and several requested adventure play grounds
- Diverse types of provision should be combined to offer enriched environments for play, this could include natural elements and challenging play opportunities for a range of ages and abilities, multi use games areas, skate ramps etc.
- Consultation with children has shown that they not only use the parks but also the streets and shopping centres for play and to socialise. A better understanding of all "public realm" spaces is needed to establish how they could be child friendly.

KEY ISSUE 7: Supervision

- Children and young people have stated that they would use the parks and open spaces more if there was adult presence. There are Park Rangers and some parks have play centres but there should be highly visible adults in community spaces whether its ground maintenance staff, rangers, play rangers, playleaders, community wardens or other voluntary groups such as sports clubs.
- The development of a 'Park workforce' is key to encouraging children and adults to use parks and open spaces.

KEY ISSUE 8: Childcare

- Rates of registered childcare in Ealing show that the number of places available, exceed the outer London average, with the exception of out of school places, which are slightly below average.
- Although the rates of registered childcare in Ealing show that the number of places are broadly in line or exceed the outer London average, when compared with the number of children by ward, there appears to be a disparity of provision. In the Northolt West End Ward, which contains the highest number of children aged 0-15 (3289), there are a total of 165 places. This equates to 1 place for every 20 children. In the Ealing Broadway Ward there are 242 places, which equates to 1 place for every 7 children.

KEY ISSUE 9: Gap in services by age

- There appears to be a major gap in provision of services for children and young people aged 11 -13 years, as the majority of out of school settings cater for children aged 4+-11 years. The Youth Service focus is aimed at young people aged 13 and above.
- Of those aged 13-19 years, OFSTED have identified that only a low proportion in the borough is being reached.
- Children with disabilities, especially at the 11+ age, have poor provision of accessible services.

KEY ISSUE 10: Children's Centres

- The development of the new Children's Centres will provide opportunities to increase play provision. Of the 10 new Children's Centres open or planned, four, in Limetrees, Acton, Southall and Northolt Parks, have open access free provision for school age children, parent and toddler play sessions and are designed for access for children with disabilities. They are all linked to substantial public play areas.

KEY ISSUE 11: Schools

- Schools can be one of the only community facilities in areas of need. The play strategy must promote increased access to school playgrounds out of school hours in order to maximise play provision for children in localities where play spaces are scarce.
- The extended schools initiative seeks to make fuller use of these assets but there is concern that the programme may be largely directed towards supporting the curriculum and ignore the need for freely chosen and self-directed play opportunities.
- Play opportunities in school can be increased by utilising play expertise to develop and enhance the design of playgrounds and supervisors.

KEY ISSUE 12: Physical Well Being

- The importance of play in the general health and physical development of children is well documented.
- The play strategy must increase the opportunities for children to engage in a range of physical activities through increasing accessible provision. Active Ealing, through coaching courses and supervised games and the growth of multi use games areas will provide a range of opportunities for physical activity.
- Planning for play, and service providers, need to link with the Health Inequalities Strategy because it provides a route to reach some of the most disaffected children who are divorced from much mainstream provision.
- Play can support the PCT in achieving its objectives in reducing childhood obesity and encouraging an active and healthy lifestyle.

KEY ISSUE 13: Provision for children with special needs and disabilities

There is very little provision for children with special needs and disabilities within the borough. Parents of children with disabilities in Ealing are currently facing major difficulties in accessing good quality provision and services for their children outside of school. The barriers include: lack of suitable provision, difficulties with transport, practical assistance, access issues for premises and activities, lack of trained staff in issues related to disability.

Children with disabilities wanted easier access to local facilities, which can meet their needs and have the opportunity to socialise with other children. It is clear that some young people could access mainstream facilities, if they were provided more assistance and support from the staff.

A range of new facilities has been suggested from more specialised services such as the Log Cabin or Reflections in Hounslow, to simply having the opportunity to attend a local club.

The lack of provision is especially acute for young people aged 11+.

KEY ISSUE 14: Road Safety

- The Road Safety Plan for Ealing is resulting in fewer deaths and injuries to children. Where there are locations of greater risk, they are identified and remedial action plans implemented.
- The Safe Routes to School Strategy and the SALSA project, which physically linked leisure amenities (including play centres and play areas) to centres of population, should be utilised and developed to maximise children's safe access to play activity.

KEY ISSUE 15: Child Safety and Perceived Threats

- Parental concerns about the safety of children are real and need to be addressed by providing facts to counter their fears and anxieties and which are currently preventing children accessing play.
- Parents and carers need to be aware of the variety of play experiences for their children and be introduced to the importance of challenging activities and risk for a child's development.
- The importance of formal learning (e.g. homework) is emphasised by parents while the child's experiential, holistic development (through play) is seen as trivial.
- Parents may be un-practiced in playing with their own children

The Children's Play Council report "Grumpy Grown-Ups " published in 2003, found from their survey with children that:

- 50% of children had been shouted at for playing out.
- 25% had been stopped from playing by adults
- 10% could not play out because of the attitude from neighbours.

KEY ISSUE 16: Children's views

Children's opinions about parks and play areas can be grouped as follows

- Lack of parks and play areas in some neighbourhoods
- Need to improve safety / cleanliness within parks and play areas
- Improving/ refurbishment of current equipment
- Lack of challenging play equipment and play opportunities
- Addition of new play equipment
- Lack of sports facilities at the parks such as football pitches.

Research with children and young people across London shows that bullying and traffic are children's main concerns, rather than the physical dangers of play itself. This was in line with the views of children consulted in Ealing.

KEY ISSUE 17: Challenge

Children require challenge to stretch themselves and help maintain interest. The development of more exciting play opportunities and facilities which children can help develop themselves are important, this includes loose items and moveable play opportunities such as logs and other natural materials, adjustable equipment, planted areas and spaces with a potential multitude of usages. The expansion of accessible and integrated adventure play provision has been a specific request in the Borough.

Delivery plan: Strategic 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	Actions In Year1 2006	Actions Year 2 2007 onwards
1.1	<p>Prioritising development</p> <p>The development of play provision should be focused on the areas with the highest levels of deprivation and number of children and young people.</p>	PIES (Play in Ealing Strategy Group)	<p>Formulate priority plan</p> <p>Approval by Champion</p> <p>Secure support of those developing provision.</p> <p>Target new or redeveloped projects</p>	Evaluation of developments undertaken and gaps, plan adjusted accordingly
1.2	<p>Free of charge provision</p> <p>Prioritise resources and target some grant applications to areas of deprivation to provide services that are either completely free or very low charge.</p>	PIES	<p>Undertake resource audit.</p> <p>Identify grant funding and apply</p>	One free of charge provision in each target area
1.3	<p>Address gap in services for children</p> <p>Major gap in provision, especially for 11 -13 years.</p>	Play Service Youth Service	Targeting of existing services including Play Service, Active Ealing, Extended Schools, Children's Centres and the Children's Fund	One provision in each target area specifically catering for 11 plus.
1.4	<p>Provide play services for children and families from minority ethnic groups</p> <p>Ensure that services meet the specific play needs of minority ethnic groups.</p>		<p>Promote use of facilities by girls and other under represented groups.</p> <p>Play information in community languages</p> <p>Ensure staff are representative of communities</p>	Work with community groups to ascertain unique needs and build into the delivery plan

1.5	Upgrading of Play Areas Considerable sums have been spent recently, improving existing play areas in parks	Parks, Countryside and Events	Continue upgrades Target: increase number meeting NPFA standards by 7%	All parks play grounds meet NPFA standards
1.6	Grouping of facilities providing enriched play spaces Key agencies work towards establishing 'hubs' of cross sector provision maximising the range of opportunities available for children and young people and potential for training of staff.	Parks, Countryside and Events Play Service Active Ealing	Utilise GIS system to identify potential hubs Link existing and new play spaces to other provision such as schools, sports facilities, children's centres, voluntary groups etc Target: 4 hubs	Hub development begins includes publicity, maps and possibly physical changes such as paths, clearing shrubs etc Target: 12 hubs by end of 2007
1.7	Facilitate exchange programmes. Suitably qualified and CRB checked children's workers will be assisted to exchange with workers in different settings to promote understanding and best practice.	Play Association	Establish database of childcare workers in the borough Advertise the exchange programme Begin operation Target: 20 staff	Continue operation Target: 30 staff p.a.

Delivery plan: Strategic objective 2

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

	Action Plan	Lead	Actions In Year1 2006	Actions Year 2 2007 onwards
2.1	Recognition of Play Strategy Ensure the Play strategy is recognised within key strategic partnerships, in particular the Ealing Children and Young People's Strategic Partnership (CYPSP) and the Council's Planning Process. Produce a short version of the strategy for promotional use, and one	Play Service Parks, Countryside and Events	Ensure the Play strategy is an integral part of the CYPSP strategic plan. Organise a Play	Ensure CYPSP is updated on progress of the strategy and how it supports the Every Child matters

	specifically written for children and young people in the borough.		Strategy Launch	outcomes
2.2	Public Events Promote children's right to play and the value of play in a series of events, particularly the annual National Playday and local community festivals around the Borough	Play Service Play Association	3 high profile events for Play day Organise an awareness event in each of the target areas	Play day events become annual Area awareness events become annual
2.3	Links to Learning and Health Plan at a strategic level to ensure play is recognised as supporting targets for learning and health	PIES	Link with Health Inequalities Strategy and Extended Schools Strategy	Implement joint target setting through CYPSP
2.4	Raise Parental Awareness Encourage participation, and provide information related to the importance of play to parents	Play Association	Develop a 'parent-pack' illustrating the importance of play	Encourage parental involvement through Play Association, events etc

Delivery plan: Strategic objective 3

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

	Action Plan	Lead	Actions In Year1 2006	Actions Year 2 2007 onwards
3.1	Establish a Play in Ealing Steering Group (PIES) Regularly meets and monitors the progress of the strategic delivery plan. Will manage and adjust strategy as it develops.	Existing Play Strategy Group	Establishment of a steering group Terms of reference approved Target: 6 meetings	Review membership and partnership working. Amend as necessary Target: 6 meetings
3.2	Identify a lead partner The management of play is diverse, one section should take the lead in coordinating services and seeking to integrate management and planning of provision.	CYPSP Director of Choice Services	Decide on lead partner Produce plan for integrated working	Implement integration plan

3.3	Audit of housing play provision Play areas need to be identified and audited. Agreement sought who should be responsible for development of these sites.	Housing/Ealing Homes	An audit of housing play provision is undertaken. Agree on responsibility for play spaces	Implement development programme
3.4	Developments in play are communicated effectively. Ensure effective and appropriate communication between play organisations and to the wider community, including children, about developments in play and what is available.	PIES Children's Information Service (CIS)	Meet with CIS to establish feasibility of extending website Website is developed	Website operational

Delivery plan: Strategic objective 4

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	Actions In Year1 2006	Actions Year 2 2007 onwards
4.1	Enriched Play Spaces Cross sector agreement on what constitutes an "enriched play space", and for this to be recognised in the classification of play spaces for the borough.	Play Service Parks, Countryside and Events PIES	Produce a document for circulation promoting ideas for enriching play areas.	Develop document further and promote widely including targeting schools
4.2	Enriched space development Upon establishing the elements of an enriched space, for these spaces to be introduced into future planning.	Play Service Parks, Countryside and Events	Identify priority areas for enriched spaced developments. Target 2 pilot areas to be developed and evaluated	Evaluation assessed Programme of enriched space development Target: 2 areas pa
4.3	Adventure Playgrounds Children want more challenging play spaces and ones where they have some control over their environment.	Play Service Parks, Countryside and Events Play Association	Plan one new flagship adventure playground Secure site/planning Submit funding applications including the Big Lottery Fund	Construct and open new adventure playground

4.4	Raise Parental Awareness of the need for challenge in play and allay their anxieties. Provide information related to the importance of challenging play	Play Service Parks, Countryside and Events Play Association	Provide information through a play web page and leaflets and at Play events on the need for challenge in play and managed risk.	Continuous education. 4 open days at adventure playground
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Delivery plan: Strategic objective 5

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	Actions In Year1 2006	Actions Year 2 2007 onwards
5.1	Assist Extended Schools Work with the extended school partnership : To promote and advocate access to school playgrounds out of school hours, in order to maximise play provision for children in local communities where play spaces are scarce. Ensure freely chosen, personally directed play will be on offer to children Develop playground spaces by promoting best practice	PIES Extended School Partnership	Meet with Extended School Partnership to promote the use of school playgrounds and play provision Organise a meeting with CABE ⁵ to inform Heads on potential play ground improvements Target: 6 schools	Continue to work maximising play opportunities in schools through Heads Target areas of greatest need and lobby for access to play grounds Target: additional 6 schools p.a.
5.2	Mobile Play Provision Investigate the feasibility of a mobile play project which will service isolated and hard to reach children and families across the borough	Play Service Play Association	Undertake a feasibility study for a mobile play project. Identify partners, funding opportunities Submit funding	1 Mobile Service to be launched in priority areas (dependant on success of bid/s)

⁵ The Commission for Architecture and the Built Environment

			applications	
5.3	<p>Support the development of a local play resource centre.</p> <p>A 'Scrap Bank' would offer a service recycling waste materials for play usage and incorporate the existing toy library to create a resource centre which increases the range of creative play opportunities.</p>	EYDCP Play Association	<p>Draw up a plan for creating a Play Resource Centre</p> <p>Identify funding opportunities</p> <p>Submit funding applications</p>	Play Resource Centre launched (dependant on success of bid/s)
5.4	<p>Beacon Playgrounds.</p> <p>To establish and support the development of a series of beacon playgrounds, in each of the target areas utilising the enriched play space criteria. They will be equipped to be fully inclusive, and will deliver best practice. They will be used not only by the local children and young people but for training children's workers and up-skilling existing staff across their area and testing new models of theory, practice and engagement.</p> <p>Links to Children's Centre to be explored.</p>	PIES Play Service	<p>Utilise GIS system to identify potential hubs</p> <p>Prioritise areas</p> <p>Formulate plan for development of beacon playgrounds</p> <p>Seek Funding opportunities</p>	First Beacon Playground to be recognised
5.5	<p>Ensuring Play provision is part of Capital Development Plans</p> <p>When building work is undertaken for new community facilities such as housing, schools, children's centres etc the development of play facilities need to be considered</p>	CYPSP	<p>Promote open access play facilities as integral to community capital developments e.g. Children's Centres</p> <p>Ensure Play Policy is considered as a reference document by Planning</p>	Ongoing assumption that Play provision an integral part of capital developments

Delivery plan: Strategic objective 6

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

	Action Plan	Lead	Actions In Year1 2006	Actions Year 2 2007 onwards
6.1	<p>Increase provision for all children with disabilities.</p> <p>Adjustments in provision should be made to encourage integration in mainstream services where appropriate.</p>	PIES PCT-Pathfinder	Needs analysis to identify gaps in provision	Produce guidance on needs of those with disabilities and existing

	Provision should also be made accessible and available locally where possible.	Trust	Target: 2 additional play areas accessible	barriers. Target: 6 additional play areas p.a.
6.2	Increase Support to Service providers Provide information, training and assistance with funding applications to organisations in order to develop access for children and offer integrated play services.	PIES PCT-Pathfinder Trust	Information pack produced Training needs analysis undertaken related to inclusive services 2 Training events facilitated	2 Training events facilitated p.a. Evaluation undertaken and delivery plan adjusted accordingly
6.3	Increase specialised provision Where possible develop new provision, which is designed for children with profound and multiple needs. (Key service references: The Log Cabin in Ealing and Reflections in Hounslow)	PIES PCT-Pathfinder Trust Play Association	Undertake a feasibility study for 1 specialised project which will be designed for children with profound and multiple needs. Identify funding opportunities Submit funding applications	Specialised provision to be launched (dependant on success of bid/s)
6.4	Dissemination of Information Ensure children and parents are able to access information about services.	CIS	Ensure information on play for those with disabilities is included in CIS and Council web sites.	On going development of Web pages Play items in relevant newsletters
6.5	Play for Vulnerable children Develop the experience of the Children's Fund and support increased play services for vulnerable children in the borough	Children's Fund	Children's Fund to disseminate lessons learned to service deliverers to ensure vulnerable children are provided for.	Targeted services for vulnerable children developed according to changing needs.

Delivery plan: Strategic objective 7

To promote safe journeys to play locations and to provide children and young people with easy and safe access.

	Action Plan	Lead	Actions In Year1 2006	Actions Year 2 2007 onwards
7.1	<p>Promote and develop existing safe routes</p> <p>The Safety routes to school strategy and SALSA (Sustainable Access to Leisure Sites and Amenities) routes already established could be utilised to link school and housing areas to play spaces to maximise children's potential access.</p>	Transport & Planning Service Active Ealing	<p>Assess opportunities to link routes between schools and housing to play spaces and other leisure facilities.</p> <p>Produce a guide for Parents (and a child friendly version)</p>	<p>Undertake an evaluation of the effectiveness of this intervention and asses if it can be expanded.</p> <p>Target: 2 new safe routes p.a.</p>
7.2	<p>Consider the location of new play facilities</p> <p>When planning new play facilities journeys and child safety need to be assessed</p>	Parks, Countryside and Events Planning PIES	Produce a document to assess journeys, barriers and dangers between play and where children live or go to school.	<p>Establish a referral service for related developments</p> <p>Ongoing assessment</p>
7.3	<p>Support workforce development</p> <p>Support and raise awareness among the "public realm" workforce, of their important role in helping provide safe environments for children.</p>	Transport & Planning Service Play Service Parks, Countryside and Events Active Ealing	<p>2 training sessions on how the public workforce can contribute to the play strategy.</p> <p>Work with relevant agencies to raise awareness of their workforce</p> <p>Target: Grounds Maintenance, Rangers and Wardens</p>	<p>Undertake an evaluation of the effectiveness of this intervention</p> <p>Expand if appropriate</p> <p>Target: Housing, Traffic wardens etc.</p>

Delivery plan: Strategic objective 8

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	Actions In Year1 2006	Actions Year 2 2007 onwards
8.1	<p>A review of public realm spaces</p> <p>Outside of designated places, establish where children and young people meet and what problems exist both for older residents and children/young people.</p>	<p>Safer Ealing Partnership (SEP) Play Service Youth Service Ealing Homes</p>	<p>A review of public realm spaces which children and young people use to be undertaken.</p> <p>Report produced with recommendations on how these spaces could be child friendly and how potential disruption can be minimised</p>	<p>Ongoing consultation with youth workers, community police, street wardens etc seeking their views on key issues</p>

Delivery plan: Strategic objective 9

To conduct appropriate consultation with children and young people to inform planning and decision making

	Action Plan	Lead	Actions In Year1 2006	Actions Year 2 2007 onwards
9.1	<p>Utilising existing consultation structures</p> <p>To avoid duplication and to reduce expenditure, the range of existing consultation programmes and forums should be utilised to gain the views of children and young people on the implementation of the play strategy</p>	PIES CYPSP Play Association	Identify existing and planned children's participation structures. Organise 2 meetings for workers to share information and identify current issues	Ensure children and young peoples issues are include in the development of play provision
9.2	<p>Membership of steering group</p> <p>Positions on the steering group are made available to children and young people and/or representatives who will speak on their behalf and be advocates of their views.</p>	PIES	Utilising existing structures identify representatives Target: 3 representatives	Target: 1 additional representative, replace existing if appropriate.
9.3	<p>Information flow</p> <p>To identify the range of communication sources already available (newsletters, websites etc.) and to utilise these existing networks to identify gaps in play related information and provide children and young people with the opportunity to respond.</p>	Play Service CIS	Identify exiting sources of information Set up facility to gather feedback. Evaluate how they can be incorporated in service provision	Formalise the two way information flow and its route to influencing service delivery

Delivery plan: Strategic objective 10

To identify a Play Champion and support the work of an Ealing Play Association.

	Action Plan	Lead	Actions In Year1 2006	Actions Year 2 2007 onwards
10.1	<p>Ealing Play Champion.</p> <p>An Ealing 'Play Champion" will be designated who will promote play in the Borough both within the Council and beyond and provide political direction and leadership.</p>	<p>Director of Children's Services</p> <p>Director of Choice Services</p>	<p>An Ealing Play Champion will be designated</p> <p>The Play Champion will promote the Play Policy and Strategy</p>	<p>Ensure that Play issues are integrated within services across Ealing.</p>
10.2	<p>Ealing Play Association</p> <p>The Ealing Play Association will be re-launched to represent the needs of the sector, to campaign to make their borough a better place for children to play and increase the quality and quantity of provision</p>	<p>Play Association</p> <p>Play Service</p>	<p>Seek assistance from London Play in supporting the development of the Ealing Play Association</p> <p>Play Association Management Committee re-established</p> <p>Re-launch of Ealing Play Association</p>	<p>Funding Opportunities identified</p> <p>Development of service provision</p> <p>Play Association seeks Charitable Status</p>

Delivery plan: Strategic objective 11

To promote supervised provision in a variety of settings, including large playgrounds and the development of a qualified workforce.

	Action Plan	Lead	Actions In Year1 2006	Actions Year 2 2007 onwards
11.1	Examine the potential to increase adult supervision in play spaces In the new beacon play areas, enriched play spaces or other areas where there are specific concerns a degree of supervision should be built into their development plan	Parks, Countryside and Events Play Service	Plans visits by staff, monitoring, special events and supervised activities.	Seek funding to increase the level of supervision through a Play Ranger service
11.2	Children's Centres The capital development of new centres provides an opportunity to increase provision and create new hubs of play related services	Play Service	4 children's centres open with drop in play facilities and open access play areas	2 additional Children's centres with play facilities
11.3	Co-ordination of 'Parkforce' Consultations with children show that they value the presence of responsible adults, particularly in parks and open spaces. It reassures children and families and may lead to an increase in use of these spaces.	Parks, Countryside and Events Play Service Active Ealing	2 meetings in each area between of Park Rangers, wardens, play workers, Active Ealing and ground maintenance reps.	Establish a common inspection and monitoring criteria and a unified information system through the Intranet
11.4	Provide a comprehensive and co-ordinated training programme for children's workers. Ensure access to appropriate child/play related qualifications and ongoing training.	Play Association Play Service EYDCP	2x level 2 course 1x level 3 courses Existing training programme undertaken by the EYDCP.	2x level 2 course 1x level 3 courses Existing EYDCP training programme
11.5	Routes to Playwork Services to provide volunteer and placement opportunities for people interested in playwork to enable interested individuals and those needing work placements for courses to gain first hand experience.	Play Association Play Service	2 Introduction to Play work courses 1 Fit for Sport and Play Work course	Ealing Play Association establishes a brokering service requesting placements
11.6	Analysis of the diversity of the workforce	PIES	Produce an analysis of the current diversity within the play workforce.	Maintain a workforce that can

	Encourage all organisations related to play to make every effort to recruit staff and volunteers which reflect the diversity of the local community		Compare to the population profile within each area. Identify strategies to address any imbalance.	meet the needs of all sectors of the community
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Delivery plan: Strategic objective 12

To access appropriate funding to implement the principles of the Play Policy and the Play Strategy

	Action Plan	Lead	Actions In Year1 2006	Actions Year 2 2007 onwards
12.1	Identification of current resources in the Borough. A variety of Council departments and outside bodies provide funding for play	PIES	Ascertain resources currently utilised including Grants. Produce a report to Cabinet on co-ordinating resources	Implement report maximising effectiveness of available funding .
12.2	Identify additional funding sources to develop the strategic developments. Undertake a comprehensive audit of potential funding streams and their time frames including the Big Lottery Fund	PIES Play Association Other bodies	Audit undertaken of potential funding opportunities 2006-7 3 Applications submitted	Audit undertaken of potential funding opportunities 2007-8 2 Applications submitted p.a
12.2	Joint commissioning Statutory Departments to develop joint commissioning mechanisms for maximising the effectiveness of targeted financial intervention.	CYPSP Play Service Children's Fund	Report to CYPSP advocating a procedure Joint commissioning begins	Joint commissioning expanded