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## Working in partnership with your community

Work together with other groups in your community to make your event and campaign stronger than ever. Working in partnership not only helps you get more out of the event, but makes sure that the event targets people who really need it, and takes into account what people want from it.



If you are part of a local authority play or children's service, think about approaching different departments and teams so that you can work together on promoting your event.

### Who to invite as partners

Think about contacting local groups and organisations to work with you on Playday 2009. Consider approaching:

- adventure playgrounds
- charities and voluntary groups with shared aims
- childminders
- children's centres
- church and faith groups
- community groups
- community safety partnerships
- day nurseries
- early years, play, youth or children and young people's services at your local authority
- environmental networks
- health centres
- holiday play schemes and out of school clubs
- housing associations and landlords
- libraries
- neighbourhood renewal partnerships
- parks and leisure services at your local authority

### Benefits of working in partnership

Instead of lots of small Playday events, you could get together and organise one big event. Or you could use the theme of *Make time!* to develop partnerships with local play organisations, community groups or children and young people's groups for a more long-term project. Even if you are planning a small event, developing contacts will help you deliver a more successful day by giving you access to more resources. Partners can help with planning your event or with gifts in kind, workshops, entertainment, activities and with volunteers.

- play associations
- play rangers
- preschools, playgroups, and ‘stay and plays’
- police and neighbourhood wardens
- residents’ associations
- shops and businesses
- sports and healthy living teams at your local authority
- schools including extended schools open in the holidays
- Sure Start projects
- transport, traffic or travelwise team at your local authority
- youth groups.

### Approaching partners

When approaching partners, remember:

- Make early contacts and develop relationships.
- Build on existing relationships and make contact in person; people will remember you more if you meet them face-to-face.
- If you don’t ask, you won’t know if you will get – so don’t be afraid to ask for freebies, discount or help.
- Think creatively about the theme to enable you to approach more contacts.
- Think about and acknowledge why it will benefit the partners to get involved.
- Always say thank you – send a written note, enclose pictures or press cuttings or even make a phone call to say how the day went.

**TOP TIP: At your event, have a consultation activity – for example, a whiteboard – where children and young people can put their own ideas for next year’s Playday**

### Children and young people as partners

Consulting children and young people and involving them in planning is essential to help you deliver a more targeted and successful Playday event and campaign, because you know it will be reaching the people it is aimed at. They

## Tips from Playday organisers

Recruit young volunteers from out of schools clubs, leisure centres, youth clubs, schools, libraries and play schemes.

Involve children and young people in the whole process – from planning to organisation to evaluation.

Think about how children and young people can influence decision makers – contact your Local Youth Council through [www.byc.org.uk](http://www.byc.org.uk).

will also enjoy being actively involved. After all they are the experts on play!

Article 12 in the UN Convention on the Rights of the Child states that all children have a right to be consulted about matters that affect them, and to have their opinions taken into account.

Visit the website [www.participationworks.org.uk](http://www.participationworks.org.uk) for more information about children and young people as partners. Also take a look at the CPIS fact sheet *Consulting Children About Play* available to download at [www.ncb.org.uk/cpis](http://www.ncb.org.uk/cpis).

### Why involving children and young people is important

- All young people have experiences and skills that will help them tackle the problems that they face individually, within their communities and within society as a whole
- Youth organisations will provide better services and results for young people if young people are actively involved in shaping them
- The participation of young people encourages a healthy, inclusive and democratic society.

**Source:** National Council for Voluntary Youth Services (NCVYS)