

**play
day** 2010 



**Playday
starts here!**

www.playday.org.uk

Get organised!
A guide to celebrating Playday

Campaigning for children's play

Playday is the annual celebration of children's right to play. As well as a celebration, Playday is also a campaign that promotes better play opportunities for children and young people across the UK.

The *Get organised!* guide is full of useful information that will help you organise a Playday event, raise awareness of local issues, and give children, young people and whole communities a chance to get out and play. This comprehensive guide has everything you need to know to organise a large-scale public event, and is equally useful if you're organising a smaller event – just pick and choose the bits that you need.

Contents

1. What's Playday?	1
2. Event ideas and play	5
3. Funding your Playday event.....	11
4. Planning your Playday 2010 event.....	15
5. Getting the details right.....	19
6. Working in partnership with your community.....	25
7. Getting publicity	27
8. Developing a campaign.....	33
9. Useful organisations and information.....	37

Why play?

Play is what children and young people do when they follow their own ideas and interests, in their own way and for their own reasons.¹ Through play, children learn about themselves and the world around them. Play helps children develop confidence, self-esteem and creativity. Every child and young person deserves the chance to play, and good play opportunities are everyone's responsibility. Getting involved in Playday, in whatever way you can, will help protect and promote children's opportunity to play in your local area.

This guide has been produced by Play England. The national organisations PlayBoard Northern Ireland, Play Scotland and Play Wales offer further tailored advice and support in their home nations.

¹DCMS (2004) *Getting Serious About Play – A review of children's play*. London: Department for Culture, Media and Sport.

1 What's Playday?

4 August is Playday - the annual celebration of children's right to play. On Playday and throughout the summer, thousands of children, young people and communities will get out and play at hundreds of locally organised Playday events across the UK. This summer, join in the fun and celebrate Playday where you live.



What happens on Playday?

Hundreds of communities celebrate Playday by holding events around the country. In 2009, over 834 events took place across the UK, making last year's Playday the biggest on record! Playday celebrations range from small neighbourhood gatherings to large public events organised by local authorities and national organisations. Previous years have seen children taking over Trafalgar Square, jubilee style street parties, and large-scale mud pie and den building in parks and on village greens.

Playday is traditionally held on the first Wednesday of every August. Play England coordinates the campaign in partnership with a national steering group, which includes representatives from Play Wales, Play Scotland and PlayBoard Northern Ireland as well as other national and regional organisations.

Each year, we publish a comprehensive body of research to support the Playday campaign, and lobby nationally and locally to raise awareness of the issues. We support Playday event organisers with resources and advice on delivering a successful day including: this guide, seminars, a dedicated website, and materials to help with events, including posters, promotional items and template media releases.

Each year Playday achieves high profile nationwide media coverage and we expect 2010 to be bigger and better than ever. In 2009, we received a massive amount of support from government departments, national charities and professional bodies. Nationally, Playday receives high profile support and media coverage, but it's the local events and local supporters that make it a truly successful campaign. As well as celebrating children's play, Playday also forms the backbone of a wider campaign by play organisations to move play up local and national agendas.

Who can organise a Playday event?

Anyone can organise a Playday event. Big or small, there are lots of different ways to celebrate Playday. Whether it's a large community-wide event or a get-together with friends and family – find the way that suits you!

Playday events are often organised by play associations, local authorities, holiday playschemes, extended schools, children's centres, nurseries, preschool playgroups, residents' associations, community development workers, childminders, or simply someone who lives in locally and wants to give children and young people a special opportunity to play for the day.

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This year, we're calling for everyone across the UK to help make their communities the best possible places for everyone to live and play

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The Playday campaign team at Play England is on hand to offer help and advice, as well as the Play England regional teams around the country. Resources and advice available include event organiser seminars, a dedicated website, telephone helpline, online event registration and further materials to help with your event, including posters, promotional items and template media releases.

It's easy to celebrate Playday and support children's right to play, so go on, what's stopping you?



Playday 2010 campaign

As well as being a great opportunity for children and young people to get out and play for the day, Playday provides an opportunity to raise awareness about some serious issues affecting children's play. Each year Play England coordinates a campaign alongside Playday. The Playday 2010 campaign is *Our place*. *Our place* puts children at the heart of our communities, and asks everyone, young and old, to help create better places for all of us to live and play.

The campaign promotes children as valued members of our communities. We're asking for children's needs to be prioritised in all community spaces to support children to develop their own independence and freedom to play outdoors where they live. The campaign recognises the benefits of being part of a community that embraces children's play, and is encouraging opportunities for communities to get to know each other, across the generations.

Today's children do not have the same freedom and space to play as their parents and grandparents before them. Traffic, wider safety concerns, and public spaces designed

Through play, children learn about themselves and the world around them

from an adult viewpoint, limit the opportunities for children to play outside in their own communities. Spaces and facilities where children and their families feel confident enough to engage in unsupervised outdoor play are also increasingly hard to find for many.

These changes have had detrimental consequences for children, families and communities. Children lose out on the enjoyment, freedom, confidence and developing independence that free play brings; parents and carers are concerned that their children are not safe and not benefiting from the experiences free play offers them; and communities lack the positive experience of seeing children and young people playing in public spaces.

In addition to the decline in children's freedom and space to roam, recent years have also seen a rapid growth in electronic, indoor, and sedentary forms of play. The internet has brought a surge in popularity for social networking and the creation of 'online communities' – yet children still tell us they are most happy when playing freely outside. The creation and

sustainability of child-friendly communities is crucial, or we risk a future in which virtual communities offer more opportunity for fun and friendship for children than the communities outside their front door.

This year, we're calling for everyone across the UK to help make their communities the best possible places for everyone to live and play. Improving opportunities for children and young people to play freely in their communities and transforming neighbourhoods into trusted places where everyone feels welcome can start with Playday! If everyone makes a small change to help improve opportunities for children to play in their local area, communities across the UK can be happier and better places to be.

Although Playday traditionally takes place on the first Wednesday of August, children and young people should benefit from being able to play freely all year round. Consider planning your own local *Our place* campaign to ensure that children can play in your community. Refer to the *Developing a campaign* section in this guide to help you.



Why play is important for children and young people

The Playday campaign is an opportunity to raise awareness about the importance of play. Play is an essential part of every child's life and is vital to their development. Through play, children learn about themselves and the world around them. Play helps children develop confidence, self-esteem and creativity. Every child and young person deserves the chance to play, and good play opportunities are everyone's responsibility.

The value of play

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Playing is fun: it is how children enjoy themselves, each other and their families.
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Play can promote children's development, learning, imagination, creativity and independence.
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Play can help to keep children healthy and active.
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Play allows children to experience and encounter boundaries, learning to assess and manage risk in their lives; both physical and social.
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Play helps children to understand the people and places in their lives, learn about their environment and develop their sense of community.
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Play allows children to find out about themselves, their abilities, their interests and the contribution they can make.
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Play can be therapeutic. It helps children to deal with difficult or painful circumstances such as emotional stress or medical treatment.
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Play can be a way of building and maintaining important relationships with friends, carers and family members.

Source: *Charter for Children's Play*, Play England, 2007

The bigger picture

Children's right to play, as set out under Article 31 of the UN Convention on the Rights of the Child, is becoming increasingly embedded in policy across the UK. In Wales, the Welsh Assembly Government has adopted a national play policy and implementation plan based on agreed principles for children's play. In England, the government has published a 10-year play strategy outlining their long-term vision and actions to deliver more and better play provision and play space for the country's children.

In Scotland, there are three interlinked policy frameworks which support play: the Early Years Framework, Equally Well and Achieving Our Potential. While Play Scotland is extremely pleased that the Scottish Government has recognised the importance of play for the development and well being of all children and young people there is still a long way to go to make the child's right to play a reality in Scotland.

Anyone can organise a Playday event. So go on, what's stopping you?

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In Northern Ireland, the Office of the First Minister and Deputy First Minister have agreed a regional Play and Leisure Policy statement and work has commenced on the development of two implementation plans for children from birth to 11 years and 11 to 18 years.

The profile of play and its importance has been significantly raised in the UK in recent years but there is still a long way to go before children and young people have the time and space they need to play freely, in a society that supports play.

The right to play

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Article 31 of the UN Convention on the Rights of the Child states that all children and young people have the right to relax and play, and join in a wide range of activities.

2 Event ideas and play

The most important thing to remember about Playday is that it's a celebration of children's right to play. Your event can be a great way to get a lot of attention that children's right to play should be protected, but it's also essential that the day is a great opportunity for children and young people to get out and play freely. To do this best, ask children and young people how they want to celebrate!



Your event

There are lots of ways to celebrate Playday. You might plan to get together with neighbours or join with others in your area to hold a whole community event. Working with others, you could even galvanise the whole village, town or district for a larger scale celebration. Big or small, Playday is just as much about holding small scale private events as it is about grand city or town-wide events that are open to the general public. Think about the *Our place* campaign message, and the best way to celebrate in your community.

Think about whether you want to hold one large event or a number of smaller events to reach different parts of your community. If you're holding one large event, think about how children and young people in your community will access the location. If it is in a relatively difficult location to get to, consider providing transport so everyone can attend. You might consider holding one larger event on Playday, and smaller ones in the week or month around it.

If you are a local authority, consider working with your leisure department and recreational providers in your area – as well as organising a Playday celebration, could you arrange free facilities for under 18s on Playday?

Plan to get together with neighbours or join with others in your area to hold a whole community event



If you are a play provider, you may want to join with other play providers in your area to create a larger event and benefit from shared resources. Alternatively, celebrate Playday in your usual play setting, be it an adventure playground, playgroup, holiday playscheme or youth club for example. Just by doing something extra special on Playday and appreciating yourselves and the value of play, you'll be celebrating children's right to play and creating a day to remember.

Think about your location. Playday events have been held in parks, commons, children's centres, town centres, estates, outside local landmarks, beaches, forests, you name it! This year, to highlight the *Our place* campaign, you might consider holding your event in a prominent public space, or an under used space in your community that could be transformed into a space to play on Playday and beyond. In 2007, lots of street parties were held to celebrate the Playday *Our streets too!* campaign and they were a great success. Whether you live in a small rural or sprawling urban community, you could repeat the success and spirit of the 2007 street parties. If it is impossible to close off a street to traffic, think about using pedestrianised town centre locations or large paved areas outside local venues. You could also consider holding your event on a grassed area in your neighbourhood or in your local park. Your local authority may have lists of local venues available free or discounted to community groups.

Keep it manageable

If this is your first event – don't overstretch yourself, and try to stick to something you're familiar with. It's better to have a simple event go well, than a complex one not go to plan. If you are organising a Playday event on a street or other public space, bear in mind that setting up a public event can be a bit more complex than preparing an enclosed venue, so allow plenty of time before and on the day for planning, setting up and clearing away. If you are organising a large scale Playday event, keep in mind that whilst entertainment can liven up an event, it's more fun if children and young people are able to join in or have a go themselves. It's also a good idea to avoid anything that results in long queues of children getting bored. Or think about a different queuing system, for example tickets or time slots, or games to play when queuing.

Our place

By holding a Playday event in your local community, you are already highlighting this year's *Our place* campaign by getting everyone out to play.

Ask children and young people who will be attending your event, how they would like to incorporate this year's theme on the day. Follow their lead and you will create an environment that is child-led rather than adult-led and much more beneficial for children to play. Of course, it's ok to come up with some ideas to get them started.

Think about and find out how children like to play in your community and how they would like

to play more if they could. Make sure this can happen at your event and use the occasion as a way of getting your whole community onboard, including decision makers. By demonstrating the positive results of children playing happily where you live, you will make a strong case for children to be able to play there all year round, not just on Playday.

How about creating imaginative areas to play at your event that represent elements of different communities? Bales of straw in your 'farmers field', lots of sand at your 'beach', water and fire play at your 'fire station', and you could provide loose parts to play with at your 'local garage'. If you're running a consultation at your event, you could even hold it in your 'town hall'.

One of the aims of the *Our place* campaign is to encourage opportunities for communities to get to know each other across the generations. To make this happen, you could invite children

What's play?

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and young people to bring their whole families to your event, and encourage people to share their play experiences. If you want to attract some media attention, why not organise something that everyone can get involved in, such as a skipping session for 0-100 year-olds? Quirky ideas can bring you welcome attention, but do ensure you also provide opportunities for children to choose how they want to play. For information about contacting your local media and further media guidance, refer to the *Getting publicity* section of this guide.

The section below gives guidance on how you can best provide an event that caters for children to play freely. For more ideas check out the Playday website and post your questions on the Playday forum at www.playday.org.uk/forum.

Plenty of choice

To make the most of the day, think about the 'play value' of the opportunities that you are providing at your event.

When planning what you will have on offer, think about allowing for different types of play. Make sure there are plenty of choices, both in equipment and environment to allow for children and young people of differing ages, backgrounds and abilities to play in their own way, invent games and enjoy themselves. You might want to think about providing environments for quiet play as well as noisy play, for more and less active play, for messy play and creative play, for reading and storytelling, and for playful competition.

A well organised Playday event creates an environment where children and young people can freely choose and play in their own way, with adults there in support rather than telling them how to play. *Best Play: What play provision should do for children* (available from www.playengland.org.uk/resources) describes how you can create a rich play environment and suggests things to think about when you are organising play provision.

Keeping it simple will give children and young people attending the confidence to be able to play in their community after Playday is over. Your venue can be adapted to offer opportunities for different kinds of play; the more play opportunities, the better. But beware of activities that are overly structured: the best play projects and events are those that create environments and opportunities that give children the space and permission to enjoy the simple pleasure of playing - and this comes from them, not the organisers.

In line with this year's campaign, develop an event that includes the whole community to demonstrate the benefits of play for everyone. The more people you approach, the more likely they will want to help organise and get involved.

More ideas and useful links will be available on the Playday website. If you have any good ideas you want to share, post them on the Playday forum at www.playday.org.uk/forum.

A bit of excitement

Playday event organisers are great at incorporating risk and challenge into their Playday events.

Opportunities for tree climbing, rope swinging and all sorts of fun take place across the country each year, allowing children to challenge themselves and learn to manage their own risks whilst playing. The Play Safety Forum, a grouping of national agencies involved in play safety, have produced guidance, *Managing risk in play provision: A position statement*, to support the work of those involved in play provision. Play England has also published an implementation guide, based on the statement, which gives practical advice on how to balance risk against benefit in play. You can download both publications at www.playengland.org.uk/resources. For information on risk-benefit assessments, see the *Getting the details right* section of this guide.

Play for all

Try to anticipate the differing support needs of everyone attending. Consider how accessible you can make your Playday event for disabled children, young people and adults. Also:

- Work with partners who are experienced in inclusive play provision to assess needs, plan support and provide exciting play opportunities.
- Actively involve disadvantaged children and young people in the planning, design, delivery and evaluation of your event.
- Be play led: ask children and young people, parents and carers, how you can ensure that everyone has an equal opportunity for play experiences.
- Don't forget that there may be disabled adults as well as children participating in your event.
- Check out physical access to different parts of the event, for example: transport; parking; priority areas; surface terrain; spaces and distances between play areas; shelters and shaded areas; access for pushchairs, wheelchairs or support frames; seating areas with spaces for wheelchair users; accessible toilets and accessible changing areas.
- Queuing systems may be challenging for some children; ask children and young people what they would consider to be a fair priority system.

For more information and support in England, contact your regional Kids office; for their details, visit www.kids.org.uk. You may wish to refer to *All of Us Inclusion Checklist*, available from Kids. The Children's Play Information Service fact sheet *Inclusive Play*, available to download from www.ncb.org.uk/cpis provides further information.

Make the most of the weather

Being in the summer, we hope Playday will be warm and sunny! However, make sure you've thought about what you will do if the weather is hot/cold/wet/windy – remember there are better options than just moving indoors. Children and young people like to play out in all weathers and need to experience the effects – except hypothermia or sunstroke! Be prepared with sunscreen, shades, hats, blankets, umbrellas, ponchos, gazebos, paperweights, towels, plastic sheets, and wellies: then bring on the puddle jumping or shadow casting!

Tips from Playday organisers

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Get messy! Use shaving foam, clay, cornflour and water, eggs, slime and gunge to fill paddling pools, pits, buckets and baths.
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Get adventurous! Construct climbing walls and obstacle course, run circus skills workshops, organise a treasure hunt and race shopping trolleys.
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Get building! Use straw bales, tyres, shoeboxes, newspapers and junk to build dens, towers, bridges, go-karts and monsters.
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Play with the elements! Use fire, water, earth and wind. Build a leaf or mud pit, have water fights, toast marshmallows and create a wind tunnel.
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Create an environment where children and young people can freely choose and play in their own way

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Materials and resources

Keep any materials and resources simple and low cost – things that children and young people can easily get hold of – so their activities can easily be continued after Playday is over. It will also minimise the impact if equipment gets lost, broken or ‘borrowed’.

You could use: yogurt pots to make towers in sand; water, plastic sheeting and washing up liquid for water slides; cornflour and water to make gloop; cooked spaghetti and paint for some messy play; mini treats for treasure hunts; old pillows for pillow fights; straw bales for seating and playing; rolls of wallpaper for giant arts and crafts; old clothes and curtains for dressing up; flour, salt and water for play dough; flint and cotton wool for fire building; and cardboard boxes and spray paint to create graffiti walls and cardboard cities!

Ask local companies, such as your local supermarket or DIY store, and service providers for freebies. Take advantage of local toy libraries, swap shops and scrap stores. You could also contact your local authority’s recycling department.

If you’re a playworker you’ve probably got a kit of resources that you use every day. If you’re from a non-play background, make sure you involve local playworkers in your planning. We’ve started a thread on the Playday forum www.playday.org.uk/forum ‘What do you need in a good play kit?’ – take a look for inspiration and post your ideas if there are any gaps.

And finally

If creating enriched play opportunities for children seems daunting, take comfort in the fact that play, in general, is the free time behaviour of children and young people when they are choosing what to do without direction from adults. By providing a safe and supervised environment, some basic props and listening to what children and young people would like to do, you are well on the way to a great Playday event!

Criteria for a rich play environment

The following criteria for a rich play environment are adapted from those given in *Play Environments: A question of quality* (PLAYLINK, 1996) by Bob Hughes. The examples given for each section below are not the only possible options for meeting the different criteria but indicate ways in which those criteria could be met.

Criteria	Examples
A varied and interesting physical environment	<ul style="list-style-type: none"> • Objects and equipment at different levels, spaces of different sizes, places to hide • Trees and bushes as well as artificial elements that have been made • Places to inspire mystery and imagination
Challenge in relation to the physical environment	<ul style="list-style-type: none"> • Activities which test the limits of children's capabilities and provide some rough and tumble • Sports and games, chasing
Playing with the natural elements – earth, water, fire, air	<ul style="list-style-type: none"> • Campfires, digging, playing snowballs, flying kites
Movement, eg running, jumping, rolling, climbing, balancing	<ul style="list-style-type: none"> • Beams and ropes, soft mats, bike riding, juggling equipment, ladders, space
Manipulating natural and fabricated materials	<ul style="list-style-type: none"> • Materials for art, cooking, making and mending of all kinds • Building dens, making concoctions, using tools, having access to bits and pieces of various kinds
Stimulation of the five senses	<ul style="list-style-type: none"> • Music-making, places where shouting is fine, quiet places • Different colours and shapes, dark and bright spaces, cooking on a campfire, rotting leaves, a range of food and drink, objects that are soft, prickly, flexible, large and small
Experiencing change in the natural and built environment	<ul style="list-style-type: none"> • Experiencing the seasons through access to the outdoor environment; opportunities to take part in building, demolishing or transforming the environment
Social interactions	<ul style="list-style-type: none"> • Being able to choose whether and when to play alone or with others • Opportunities to negotiate, cooperate, compete and resolve conflicts. • Being able to interact with individuals and groups of different ages, abilities, interests, genders, ethnicities and cultures
Playing with identity	<ul style="list-style-type: none"> • Dressing up, role-play, performing, taking on different kinds of responsibility
Experiencing a range of emotions	<ul style="list-style-type: none"> • Opportunities to be powerful/powerless, confident/scared, liked/disliked, in control/out of control, brave/cowardly

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Funding your Playday event

The Playday campaign promotes free play opportunities for all; therefore events should be free of charge to enable all children and young people to attend. The sooner you start to think about funding your event, the more opportunity you have to take advantage of funding that may be available to you.



Fundraising and sponsorship

Playday events don't have to cost a lot of money. The average Playday event in 2009 cost £500 or less to coordinate. For financial help, you could think about applying to local trusts and grant giving bodies, your regional arts council, charitable trusts and foundations and private companies. You could also consider sourcing a sponsor for your event. Sponsors are often keen to be associated with positive community events, especially those benefiting children and young people.

The Charities Information Bureau's *Fit4Funding* website has lots of tips and practical advice on obtaining funding from a wide variety of sources. The website also holds a list of funding policies of high street shops. The list includes details of shops that give specifically to projects in the communities in which they operate. Go to the Funding page at www.fit4funding.org.uk.

Comprehensive advice is also available at How2Fundraise.org – a website provided by the Institute of Fundraising, www.how2fundraise.org.

The National Council for Voluntary Organisations is a good place to start for an introduction to fundraising – go to the sustainable funding section at www.ncvo-vol.org.uk. Also, your local Council for Voluntary Services (CVS) should be able to provide you with advice on local sources of funding. In Scotland, visit the Scottish Council for Voluntary Organisations at www.scvo.org.uk.

Tips from Playday organisers

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Incorporate the cost of your Playday celebrations into your annual play budget.
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Put together a proposal for local businesses and tap into their networks.
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If one organisation can't fund your event, ask if they know another that can.
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Ask local community groups to share ideas and experiences.
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Try residents associations, housing trusts and registered social landlords.
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If you're holding a public event, you could fundraise on the day to cover your costs by having a raffle and one or two stalls. Organising a draw or raffle in advance which is open to members of the public may need a Lotteries and Amusement Licence; your local authority will be able to advise you on this.

Volunteers and support 'in kind'

Contact your local volunteer centre to see if there are people available who can help you with your event – either setting up beforehand or coming along and helping on the day. Ask local businesses to provide staff volunteers for the day; companies are increasingly realising the importance of local relationships to their business. For more information on employer supported volunteering, check out www.volunteering.org.uk.

It is good practice to obtain Criminal Record Bureau (CRB) checks for volunteers working with children, although this may not be necessary if volunteers are supervised by someone with CRB clearance. For more guidance visit the CRB website at www.crb.gov.uk. Also, remember

to get parental permission for any children and young people that are happy to help at your event. For guidance on the new Vetting and Barring Scheme (VBS) visit the DCSF website at www.dscf.gov.uk.

Many of you that have held Playday events before, are brilliant at getting something for nothing – this doesn't have to be money; it could be time, food, or even furniture! Don't forget, Playday events don't have to cost the earth. Simply providing an environment where children and young people can play freely can ensure they have a day to remember for years to come.

Local businesses or service providers could give or lend resources that are helpful on the day. Offer to give them publicity for doing so, and demonstrate how many local people will be benefitting from their support. Your local recycling scheme may give you cardboard boxes, builders' merchants can provide sand for an urban beach, and straw bales from a local farmer are an instant crowd pleaser. Don't be afraid to ask; as the old saying goes, *if you don't ask, you don't get!*

Top tips for funding your Playday event

- Plan your projected budget and resource needs before you start to fundraise.
- Raise sponsorship from local businesses or ask for donations in kind, for example equipment or staff.
- Some high street chain stores have policies of supporting local community projects or supporting projects in which staff members are involved. Check out the Fit4Funding directory for a list of company policies at www.fit4funding.org.uk.
- Contact your local volunteer centre to see if there are people available who can help you with your event, either setting up beforehand or coming along and helping on the day.
- Your local authority's website may have a free online search facility to explore a range of local funding in your area.
- Check with your local Council for Voluntary Services (CVS) if there are free sources of funding information available in your area (for example at libraries) before paying a fee for funding websites or resources.
- Apply to local trusts and grant giving bodies, or your regional arts council.
- Download the Playday postcard at www.playday.org.uk and use it to inform potential funders/donors.
- Fundraise on the day by having a raffle or one or two stalls.
- If you are approaching local businesses and individual funders, think about what benefits their contribution will make not only to the local community but also to themselves, and don't be afraid to highlight those benefits.
- Consider sourcing a sponsor for your event. Sponsors are often keen to be associated with positive community events, especially those benefiting children and young people. A key bargaining tool is to allow the company's logo to appear in marketing and banners.
- Get partners involved early. Developing contacts with partnership organisations will give you access to more resources and further contacts. Partners can also help with planning, gifts in kind, activities and volunteers. Take a look at the *Working in partnership with your community* section for ideas of who to approach.
- Get everyone involved! Many companies will match fund staff fundraising, so ask everyone you know to get fundraising and ask if their employers will contribute.
- Download the official Playday 2009 magazine and use it to inform potential funders/donors.
- Ask local companies or service providers for freebies that children and young people at your event can play with. Your local recycling scheme may give you cardboard boxes, builders merchants can provide sand for an urban beach, and straw bales from a local farmer are an instant crowd pleaser! You could even ask if they'll collect them back after your event.





Further sources of information

Children's Play Information Service (CPIS) -

Check out the CPIS factsheet: *How to Raise Funds for Children's Play*, available from the CPIS website or call them for further advice on 020 7843 6303.

www.ncb.org.uk/cpis

Fit4Funding - The Charities Information Bureau's Fit4Funding website has lots of tips and practical advice on obtaining funding from a wide variety of sources. Go to the Funding page of the Help and Advice section on their website.

www.fit4funding.org.uk

Council for Voluntary Services (CVS) -

Your local CVS provides information, advice and guidance to voluntary and community organisations, including advice on local funding opportunities. To find your local CVS visit the directory page of the National Association for Voluntary and Community Action (NAVCA) website or call 0114 278 6636.

www.nacvs.org.uk/cvsdir

National Council for Voluntary Organisations (NCVO) - Go to the sustainable funding section of the website.

www.ncvo-vol.org.uk

How2Fundraise.org - Advice and resources for fundraisers from the Institute of Fundraising.

www.fit4funding.org.uk

Finding funding sources

J4bCommunity.co.uk - Free searchable online database available for registered users and fundraising advice.

www.j4bcommunity.co.uk

FunderFinder - A charity producing software and other resources, for grant-seekers. Some resources are free; contact them to find out if there is a local agency offering public access to the resources that cost.

www.funderfinder.org.uk

Government funding - Free database of government funding for the voluntary and community sector.

www.governmentfunding.org.uk

UK Grants Online - Searchable online database available via subscription (or free trial).

www.grantsonline.org.uk

GRANTnet - Free searchable online database available for registered users.

www.grantnet.com

Trustfunding - Directory of Social Change's searchable online database of trust funds available via subscription.

www.trustfunding.org.uk

High street shops and stores listing - List of funding policies of high street shops from Fit4Funding. Includes details of shops that give specifically to projects in communities in which they operate.

www.fit4funding.org.uk/help_and_advice/funding/stores_list

Directgov - Your local authority may provide funding for your community and voluntary organisations, such as Community Chest grants. To find out what funding opportunities are available from your local authority, visit the Directgov website.

www.direct.gov.uk

Playday forum - From time to time we'll post grant opportunities on the Playday forum, or via Playday email updates. If you become aware of a funding source that would help other Playday event organisers, help others by posting it on the forum too.

www.playday.org.uk/forum

4

Planning your Playday 2010 event

Organising a Playday event is lots of fun. With plenty of help and support, you will be able to achieve a day to remember - and one that will make a big difference to local children, young people and the whole community. Try not to do everything yourself; involve other people as much as you can. Use this guidance together with the section *Getting the details right* in this guide when planning your event.



Playday email updates

Sign up via the online form on the Playday website, or send your details (including name, address, telephone number and email address) to playday@ncb.org.uk or sign up via the online form on the Playday website. Encourage others to sign up too.

Playday website

Check out the Playday website, for all the latest Playday support, news and resources. The website contains free downloadable resources for organisers, practical advice on organising a Playday event, a facility to register your Playday event online, searchable listings of Playday events nationwide, an online forum to share knowledge and advice, campaign material including research, and lots more!

The most important people to invite onto your planning group are children and young people

Register your event

Don't forget to register your event on the Playday website so we can give you additional support and to receive a free registration pack. You can choose if your event is publicised online or is for our information only. We often receive enquiries from press and members of the public to find out what Playday events are going on in their area, so this information really makes a difference. It also helps us to plan how we can support Playday organisers this year and in the future. If you register your event online, but select not to publish it on the website, we will only give this information to third parties with your permission.

Start in plenty of time

Start planning as soon as possible, particularly for a large event. Securing funding is one of the first things you need to think about – check out the previous section, *Funding your Playday event*, for tips and ideas.

If you're planning to celebrate Playday by holding a street party, some local authorities may need three months' notice of road closure.



Get a planning group together

Think about who to involve – refer to the section *Working in partnership with the community* in this guide for more ideas. Find people that balance each other's skills.

Probably the most important people to invite onto your planning group are children and young people; after all, Playday is all about them!

Define your roles – for example, agree who is going to be in charge of publicity, who will design the invitations, who will plan for play provision, organise food and drink, and who will find out about health and safety, sorting out licences, insurance and road closures. Make an action plan of key tasks and agree target dates.

The message

As well as having fun, Playday is also an opportunity to raise the profile of play and address issues affecting children's right to play. In response to current issues, the campaign for Playday 2010 is *Our place*. *Our place* puts children at the heart of our communities, and asks everyone, young and old, to help create better places to live and play. You could develop this campaign message to address a local issue. Refer to the section *What's Playday?* for more information about this year's campaign.

Decide on a date

Traditionally, Playday is held on the first Wednesday of every August. This year, Playday is on Wednesday 4 August, but if it's difficult to hold your event on this date, consider holding it on a different day. If you already have an event organised for this summer, why not support the Playday 2010 campaign by making it a Playday event!

Decide on a venue

Playday events can be held anywhere, from your back garden to Trafalgar Square! You could use open spaces in your community like a park, village green, or grassed area of your neighbourhood, or even close off a street or the car park of a local venue. Your local authority may have lists of local venues available free or discounted to community groups. Lots of local authorities hold events in pedestrianised town and city centre locations. Think about whether you want to hold one large event or a number of smaller events to reach different parts of your community, or even both!

Set goals

Do you want to make it bigger and better than last year's event? What do you want the people who attend to get out of the event? Think about the best way to promote play and the benefits it brings. Is publicity important for you?

Set a budget

How much can you or are you willing to spend? How much is it likely to cost to deliver? Remember, Playday celebrates children and young people's right to free play. Will you need to fundraise, or can you rely on voluntary contributions from people attending? Fundraising by applying for grants from charitable trusts can take a long time, so plan well ahead. For further advice, check out *Funding your Playday event* in the previous section of this guide.

Invite the guests

Spread the word. Tell everyone you know!

Children and young people are the most important guests, so invite local schools, play associations, youth groups, and other organisations involved with children and young people. To highlight this year's campaign theme, you might also want to encourage children and young people to bring their whole families along so Playday can be experienced across the generations.

Playday is a national campaign that focuses on local communities, so think about the different people and groups in your community that would like to come along.

Invite people who will be good to help you achieve publicity, or people who could be influential in helping you achieve your campaign objectives. These could be local celebrities, the mayor or councillors.

For more on attracting decision makers, refer to the section *Developing a campaign* in this guide.

Why not send out written invitations. Perhaps you could send a Playday party invite, 'Can... come out to play?' Download the Playday postcard from the Playday website to give invitees more information about Playday, or create your own.

Publicise your event

If your event is open to the public, attracting the media ahead of your event is extremely

beneficial to increase participation on the day. If developing a campaign or raising the profile of play is important to you, make sure you invite the press to your event. For further advice refer to the section *Getting publicity* in this guide.

Order additional materials

For details on Playday materials available including posters and postcards, visit the Playday website.

Plan play provision for the day

Refer to the section *Event ideas and play* in this guide for more ideas. Swap ideas with other Playday organisers via the Playday forum at www.playday.org.uk/forum.

Help on the day

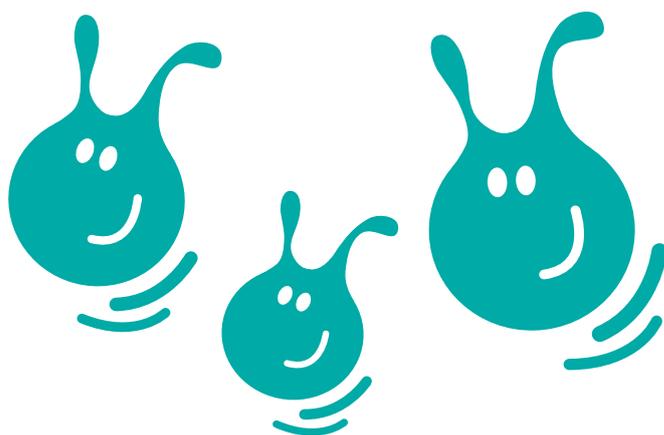
Sign up volunteers to help on the day. Think about the tasks that need filling, for example; marshals, play workers, food servers and photographers. Refer to the section *Getting the details right* for ideas of who to ask and things to consider.

On the day

Make sure it's not all hard work and enjoy celebrating children's right to play and the benefits it brings!

After the event

Once everything has been cleared up, take a break and congratulate yourselves on a successful event. Thank everyone who helped to support your event. Pass round photos of the event, or make a display on a wall. Do some monitoring and evaluation, informal and formal, making notes that you can refer to when planning next year's event. You might want to develop a local campaign to follow on from your event. Refer to the section *Developing a campaign* in this guide for more advice.



Countdown to your Playday event

For more details on planning your event refer to the section in this guide *Getting the details right*. For a large event, start planning as soon as possible, using the guidance below as a timeline. Don't worry if you're new to Playday – you can organise a small-scale celebration in next to no time, just pick out the relevant details below.

As soon as possible:

- get a planning group together
- sign up for Playday email updates
- set a budget and apply for funds
- decide the purpose of your event
- set goals
- decide the date and venue
- make an action plan with target dates
- contact your local authority if you are planning a road closure, and do the preparation for the road closure application.

Three months or more to go:

- invite partner organisations
- apply for permissions and licences
- check insurance policy
- plan publicity
- plan for alternative car parking arrangements if organising a street party
- visit the Playday website for the latest advice and information.

Two months to go:

- plan theme, entertainment, and play provision
- invite guests, eg residents, children's groups and elected representatives
- carry out a risk assessment
- think about toilet provision
- plan food and drink
- identify or book a photographer
- plan health and safety and first aid provision; identify a qualified first aider, or consider asking a voluntary first aid society to provide a first aid post
- register your event on the Playday website.

One month to go:

- advertise your event if it's open to the public
- display Playday posters, available from Play England or to download from the Playday website
- find volunteers to help with setting up your event and to help on the day.

Two weeks to go:

- download sample press release from the Playday website and send your version to local media

- prepare an action plan, detailing what time everything will happen, from set up to close
- allocate roles and tasks on the day to volunteers
- confirm all bookings.

One week to go:

- phone local media to follow up press release
- check weather forecast and make the necessary preparations; for example, obtaining extra quantities of water, sun cream or umbrellas!
- if you are holding a street event, send a note round to all the houses in the street and put it on cars to tell owners when they'll need to move the cars. Also display legal order notice for road closure.

The day before:

- call media contacts to confirm event details and any interviews arranged
- set up your venue
- carry out safety checks and review your risk assessment
- for large events consider printing fliers to distribute at entrances. You could include a basic site map, also notification that photographs may be taken at the event and promotional details of your organisation.

On the day:

- make sure emergency services have clear access to your site
- carry out additional safety checks, walk the site, and refer to your risk assessment
- set up a clearly marked first aid point
- set up a clearly marked information point with a site map
- decorate your venue
- ensure you have all relevant contact numbers to hand
- mobilise volunteers and ensure that everyone knows their role
- relax and enjoy yourself
- clear up and move barriers at the agreed time.

After the event:

- thank journalists, VIPs, and volunteers for their support on the day
- hold an evaluation meeting – make sure you include children and young people
- develop a local campaign
- send copies of press cuttings to Play England and relevant national/local play organisation
- start planning next year's Playday event! Playday 2011 is on Wednesday 3 August.

5

Getting the details right

Use the advice in this section as an initial a-to-z guide. Your local authority may have a comprehensive guide to planning events, which will include local contact details and procedures. You can also refer to the Playday website for further tips or to tap into other event organisers' expertise by posting a question on the Playday forum.



Contacting your local authority

The Directgov website, www.direct.gov.uk, has a list of local authority contacts and other tools to help you find contact information for public sector, charity and voluntary organisations in the UK. UpMyStreet, www.upmystreet.com, has similar information. If you are planning an event in Northern Ireland, visit www.northernireland.gov.uk to find contact details for your local council.

Child supervision

Children and young people's support needs can vary throughout the day. Make sure that supervisors have enough training to be able to support those attending your event. Consider labelling supervisors for the type of support they can offer, rather than labelling the children. Provide a lost children system or meeting point, and consider advising all organised groups to provide children with a badge or label stating the name of the group and the group leader's mobile phone number. For a large event consider handing out basic maps of the site to people as they enter, then post up large versions of the map throughout the site with 'you are here' pointers.

Communication

Make sure that all key organisers and volunteers have a mobile phone and that all important phone numbers are programmed in. Keep a list of those phone numbers next to any fixed phones.

Electrical equipment

Make sure that any electrical equipment you need is checked for safety and that any cables are kept out of harm's way and can't be tripped over. Where it is necessary to lay cable across paths that are used by members of the public, make sure cable protecting strips are used or cabling is taped safely. Electrical appliances should be protected from weather, physical damage and interference.

Emergency services

It is advisable to inform the police, fire service, local hospital and ambulance service of your event, particularly if large crowds are expected. You should seek advice from the police and the other emergency services about their requirements, for example, emergency access.

Fire precautions

Provide equipment for putting out fires – particularly if you want to have a bonfire as part of your event – such as sand buckets, fire extinguishers and fire blankets. Make sure that everyone helping knows where the equipment is, and how to use it. The fire service should be called to any fire, however small. There is more information about preventing fires at www.fireservice.co.uk.



First aid

When deciding on first aid provision, take into account the type of event and the number of people likely to attend. Have at least one qualified first aider available, and make sure everyone helping knows who s/he is. Provide an area suitable for first aid treatment, including a supply of water, and make sure it is clearly marked. For larger events, consider asking a voluntary first aid society to provide a first aid post – it may be possible that St John's Ambulance (www.sja.org.uk), British Red Cross (www.redcross.org.uk), or local ambulance corps will carry out the necessary cover in return for a donation.

Food and drink

Your local authority's environmental health department may have specific food hygiene guidelines and advice so it should be your first port of call. Find their details at www.food.gov.uk/enforcement/laresource/yourarea.

If you are selling food and drink, you come under the definition of 'food business' and so should operate to the same standard as any other food business. This includes ensuring that any staff that handle food are supervised and instructed and/or trained in food hygiene in a way that is appropriate for the work they do. Although not mandatory, a Foundation Certificate in Food Hygiene is sometimes recommended; check with your local authority. An alternative is to consider a professional caterer. Commercial mobile





catering units may need a street trading licence; it is their responsibility to obtain this from your local authority.

If you are having a residents only street party or an event with friends and family and people are contributing food prepared in their own kitchens, you shouldn't need any special permission. However, it is worth following basic food hygiene principles when preparing any food for other people, especially as the weather is likely to be warm in August. The Food Standards Agency provides more information about keeping food safe at www.eatwell.gov.uk.

Children and young people benefit from challenging play spaces

Insurance

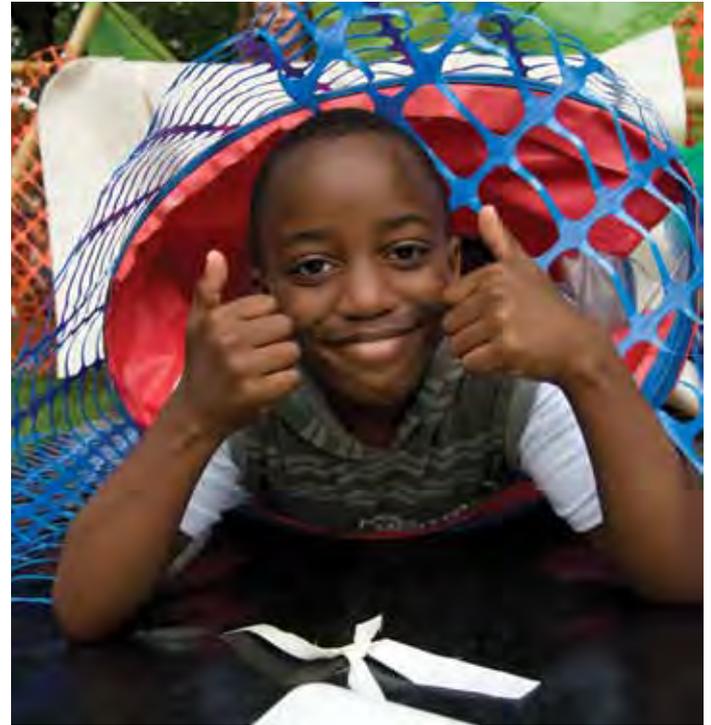
Organisers of Playday events need to assess the risks and minimise them, but also consider the need for insurance cover. Public liability insurance (which can be obtained from any insurer) is essential for events open to the

general public, but may be advisable for smaller events too. Some venues will want to see proof of a minimum level of insurance cover as a requirement for hire. Some local authorities may insist on proof of insurance cover before agreeing to a street being closed.

If you or your venue already have insurance, it is still important to check that this will cover your specific event and whether or not you need to arrange extra cover. If you are hiring equipment for the event, you should make sure that insurance covers you against damage or loss, and also covers injury to users of it and third parties. It is also advisable to check that all participants such as individual entertainers, attractions, caterers and stallholders, have their own adequate public liability insurance or are covered under your own.

Land ownership

In some cases, it might not be the local authority that owns the land you're planning to hold your event on. Find out who owns the land and get the owner's written permission for the event; this includes the local authority or a housing association, for example.



Licences and permits

Entertainment

To conform to UK copyright law, you may need to hold or obtain a temporary events notice or premises licence if your event includes plays, films, some sports, entertainment, performance of dance, live and recorded music. Visit www.ppluk.com for further details. If you are just having background recorded music and it's not the main focus of the day, you shouldn't need to apply for a temporary events or premises licence, but check with your local authority.

Street trading

Events which will include stalls for selling things or commercial mobile catering units may need a street trading licence; apply to your local authority. If you are holding the event on local authority owned land, for example a recreation ground, the local authority might send you information about selling things from stalls when you ask their permission to hold the event.

Street collections

If your event is on the street or on public property and you are carrying out a fundraising collection, for example with buckets, you must obtain a street collection permit from your local authority. If you are collecting on private property you do not need a permit but remember to ask permission from the owner.

Prize lotteries/raffles

A Lotteries and Amusement Licence may be required if you are organising a raffle or small draw; you should check with your local authority. Generally, a licence is not required for a raffle or draw; if it is a one-off small event where the raffle is not the main focus, tickets are only available at the event, prizes are non-cash up to the value of £250, and the announcement of winners is made at the event.

Street closure

See below.

Risk assessment

Children and young people benefit from challenging play spaces. However, they should be able to enjoy playing without being exposed to unnecessary risks, so it is important to carry out a risk assessment of your planned event. Also, some local authorities require a signed risk assessment to be carried out on the site of the event. Identify and manage the risks but don't be scared of allowing children and young people to take risks in play.

In your risk assessment, consider everything that might go wrong and plan appropriately for it. Walk around your venue and think about what could happen on the day. Identify what you can do to minimise the risks, being mindful of balancing the risks with the benefits of challenging play opportunities. Make a note of

your findings and planned actions. If you are unsure, seek advice from your local authority or from RoSPA Play Safety.

During your risk assessment, think about:

- what could go wrong
- what the dangers are to people attending
- how different types of weather might affect possible risks
- how the event will be supervised
- first aid cover and accident procedure
- what help you need; for example, Marshals, Police, St John's Ambulance
- how you will manage and minimise the risks without limiting play.

See *Managing Risk in Play Provision: A position statement*, on the Play England website www.playengland.org.uk/resources.

Managing Risk in Play Provision: Implementation guide, published by Play England, the Department for Children, Schools and Families (DCSF) and the Department for Culture, Media and Sport (DCMS), is also available. The guidance advises play providers and play space designers on how to manage risk in play provision, and promotes a sensible and practical approach that will help children experience adventure and challenge in their local play space. You can download the publication at www.playengland.org.uk/resources.

The Play Safety site of RoSPA also provides guidance on risk assessments. For further advice visit www.rospa.com/playsafety.



If you want to close a street in your community to celebrate this year's *Our place* campaign, you will need to contact your local authority as much as three months in advance

Safeguarding children

Good organisation is important for a safe event. Plan ahead and agree a programme, if applicable, well in advance. Let your local authority know what you have planned for the day, so that they can carry out their own safety checks if they need to. Your local authority may have specific safety guidance to help you organise your event, including details of useful local contacts.

Make sure that the welfare and safety of children is paramount at any Playday event. Visit the NSPCC website (www.nspcc.org.uk) for more about safeguarding children at events including the publication *Safe communities: a toolkit to protect children and young people*. Play England has published guidance on safeguarding children at play; visit www.playengland.org.uk/resources to download a free copy of the briefing paper *Safeguarding children and young people within the play sector*. Organisers in Scotland may also want to visit www.children1st.org.uk, which provides further useful free resources.





Street closures

If you want to close a street in your community to celebrate this year's *Our place* campaign and repeat the success of the Playday 2007 street parties, you will need to apply to close your street to your local authority's traffic or highways team as much as three months before your event. There will also be things to consider before you send your application in. For example, you will need to invite every house or business in the street to show you have consulted everyone.

Every local authority will be different, and it should be your first port of call when deciding to close your street. You or the local authority will need to consult the fire, ambulance and police services. The road closure notice from the local authority will need to be posted up in the street in time for the event. There may be a charge for closing your street.

You will need barriers and signs to close off a road to traffic. Take into account access for emergency vehicles. Think about alternative traffic routes and how you will direct the traffic. You may just need to close part of your street. Also think about access to the event and consider the implications for cars that are usually parked there.

If you work at a local authority, make sure you work together with the traffic or highways team when organising your Playday event. Consult them at the very early stages of planning. Try to find out what other events are being planned by local groups so that you can inform and work together with the highways team.

Sun safety

As Playday is in August, there is a chance it will be hot. When children are involved, it is particularly important to make sure there is some shade and plenty of water available. Encourage parents and children to bring and apply their own sun cream but also have a supply available.

Toilets

If you are holding a large public event, think about the number of people likely to attend and the toilet facilities available; some local authorities will give guidance on this. If you've thought about things like this, you will be able to respond to questions from your local authority and/or any objections.

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Your local authority may have a guide to planning events, which could include local contact details and procedures

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Waste disposal

Provide bins and think about how you will dispose of the rubbish. Consider making it easy for people to recycle. Get advice from the recycling team at your local authority. Make sure you have enough volunteers to help clear up at the end of the day. Find a way to make the jobs that nobody wants to do fun – have prizes for the best litter picker!

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Please note

All events organised for Playday are done so at the organiser's own risk. The health and safety information provided in this guide is for guidance only. Please ensure you take local advice and undertake a full risk-benefit assessment when planning your event. Play England is not responsible or liable for Playday events.

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Working in partnership with your community

Working together with other groups in your community is central to this year's *Our place* campaign and doing so will make your local event and campaign stronger than ever. Working in partnership will help you get more out of the event, making sure you target the right people, meet people's needs and bring your whole community together through play.



Build on the national *Our place* campaign by galvanising your local community to work together to improve children's opportunities to play. Organise a consultation to find out what changes children would like so they can play more, and speak to adult community members to address any concerns and find out what would encourage them to support children's play.

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 *Our place* campaign to develop partnerships with local play organisations, community groups or children and young people's groups for a longer-term project to improve play opportunities in your community. 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 volunteers.

Who to invite as partners

Think about contacting local groups and organisations to work with you on Playday 2010. 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 playschemes and out of school clubs
- housing associations and landlords
- libraries
- neighbourhood renewal partnerships
- parks and leisure services at your local authority
- 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.

If you are part of a local authority play or children’s service, think about approaching different departments or teams and what support they could give you.

Tips from Playday organisers

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

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.

Have a consultation activity at your event, such as a whiteboard where children and young people can put down their ideas for next year’s Playday.

Partners can help with planning your event or with gifts in kind, workshops, entertainment, activities, and with volunteers

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.

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 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 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.

7 Getting publicity

Now you have planned your event, it's time to think about publicity. There are lots of different ways to inform people about your event and how they can get involved. Think about who you want to tell and the best method to reach that particular audience. Promotional resources including posters and template press releases will be available to download from the Playday website.



message to address a local issue, such as the need to make a public space more child-friendly or for a local play space to be refurbished. Make the most of the interest generated by your Playday event, highlighting the importance of play and benefits of child-friendly communities for children, young people and the wider community. Including the campaign title on your promotional leaflets and signage on the day will ensure everyone knows you're supporting the national campaign.

Tell us

Don't forget to register your event on the 'Events near you' section of the Playday website. The website receives lots of visitors in the run up to Playday due to the national media coverage generated, so this is a great way to attract people to your event. If your event is not open to the public, it is still important to register your event via the website to receive support from the Playday team; you can specify whether your event appears on the Playday website or not when you register.

After your event, don't forget to send a copy of your media release, photographs, and any press cuttings you get to the Playday team – visit the Playday website for details.

The message

The Playday 2010 campaign is *Our place*. *Our place* puts children at the heart of our communities, and asks everyone, young and old, to help create better places for all of us to live and play. You could develop this campaign

Official promotional materials

Each year, Play England produces official Playday resources for event organisers, including a free promotional postcard and posters, which you can download or order printed copies at www.playday.org.uk. The event poster has space for you to add details of your event and logos. Create a list of everyone you want to know about your event or campaign, and make sure they receive a postcard and see the posters.

Official t-shirts and other promotional materials such as banners, stickers, lanyards and Frisbees are available to purchase from the Playday web shop. The range of products are all available as part of our special group discount rate for Playday event organisers, no matter how large or small your order. See the Playday website for further details.

Produce your own

To give your campaign a local edge and tailor materials to your event, why not produce your own campaign resources? If you have managed to secure a local sponsor for your event, they may fund promotional materials on your behalf. Producing your own materials gives the advantage that you can include your own logo or logos of local partners. Don't forget, children and young people who will be attending your Playday event may enjoy being involved in the design and even production of some of the materials.

The official Playday logo is available for Playday event organisers to promote Playday events; you can request the use of the Playday logo by emailing playday@ncb.org.uk. Proofs must be submitted prior to print whenever the logo is featured, which can be approved quickly by email.

Postcards and posters are straightforward to design and relatively cheap to produce. They add a huge amount of value in terms of advertising and also for getting your message across if you are coordinating a local campaign as part of your Playday event.

T-shirts are always popular at Playday events. Shops and companies can produce them for you, in both small and large quantities. You could alternatively make your own, using old or cheap plain t-shirts and screen-printing, for example.

Other popular promotional materials include frisbees, banners, stickers – the world's your oyster! The disadvantage of ordering bespoke products for your event is the costs can be prohibitive for small quantities needed for individual events. Take a look at the Playday web shop for comparison. When deciding what materials you would like to produce, consider the benefit in terms of play value. Whilst branded toys can be a real crowd pleaser, children can get just as much, if not more, pleasure from free loose materials to play with at your event.

Designing fliers and posters

Designing a postcard or poster is not as daunting as it sounds. You don't need to be a skilled artist, a computer genius or design expert, to produce effective materials that will get your campaign noticed and event well attended. Follow these simple guidelines and you can't go wrong!

Information

- Include the most important information: Who, what, when, where and why.
- Keep it short and simple.

Images

- Use strong, positive images that represent children and young people in your community.
- Use images from previous Playday events to capture the essence of the campaign.
- Ensure consent has been obtained for all images featuring children and young people.

Logos

- Get hold of an original copy of your organisation's logo so your materials look professional. If you work for a local authority or large organisation, your communications team should have copies of logos and a guide on how they should be used.
- The Playday logo and guidelines are available on request – email playday@ncb.org.uk.

Colour

- Limit your use of colour to three or four to create consistency and give a professional edge.
- Make sure the colour you use for text makes it clear and easy to read.

IT

- Microsoft Publisher and Word packages can both be used to create flyers and posters.
- You may find a colleague or contact has access to more advanced programmes such as Adobe InDesign or Illustrator.
- Why not get a design team together from your planning group, choosing members with the best IT and creative skills? Be sure to include children and young people.

Style guides

- If you work for a local authority or large organisation, your communications team should have a style guide you can follow or may produce the materials for you.
- You may want to follow a similar style to official Playday materials. Email playday@ncb.org.uk for a copy of the Playday logo guidelines, which includes information on our colour palette, fonts and style.

If you have any questions about designing and producing your own Playday materials, email us at playday@ncb.org.uk.

Event listings

If your event is open for anyone to attend, make sure it is included in local event listings. These are usually free to advertise in. Parents and carers are often looking for fun activities for children and young people in the summer holidays and listings can be their first port of call. Don't forget your local authority and free local newspapers will have events or 'what's on' guides. Think about making use of 'what's on' notice boards which can often be found in local libraries, civic centres, community venues and even supermarkets. There are also listing guides online, including family specific websites.

Newsletters

Newsletters are a great way to keep everyone informed and involved in your event. Contact your local play network and local authority; they are often looking for news items to include in their newsletters or are happy to publicise an event. You could even consider producing your own newsletter if you decide to develop a campaign after your Playday event.



Working with the media

Local media often feature fun stories of local interest, especially those featuring children.

If you've not worked with the media before, or have tried before but not had a story covered, it can feel daunting. The good news is that every year, the local and regional media provide a phenomenal amount of coverage on Playday – it's exactly the type of story this group is interested in.

Find the names of your local newspapers, magazines, television and radio stations in your phone directories or within their publications or websites. With a newspaper or magazine, you'll need to contact the news desk, so mark your media release for the attention of 'The news editor', and for local television and radio, contact the forward planning desk. You could give them a call and ask who is the best person to send your media release to and how they would like to receive it – whether by email, fax, or printed copy in the post. The more you work with the press, the easier it becomes. You will get to know which journalist, when and how to contact them, and who is most likely to support your aims.

Don't be afraid to suggest how a journalist might cover your story. In fact giving it some thought before you contact them is a good idea. Think of an angle that makes your story 'attention grabbing' - mention something unique and be upfront. Also be ready to supply names and contact details of people they can interview.

Write a media release

Remember to include the five 'Ws' in the opening of your press release:

1. **Who** is involved?
2. **What** is your message?
3. **Where** is the event taking place?
4. **When** is the event taking place?
5. **Why** is this event taking place?

Refer to the Playday 2010 *Our place* campaign and tell them:

- Why it's important to celebrate and recognise children's right to play
- What difference celebrating Playday will make to your community
- Who needs to act and what needs to be done

Keep it punchy. Use short paragraphs, short sentences and short words. Your media release should only be one or two pages long. Explain everything clearly: avoid abbreviations and jargon. Use a headline that states what the story is about and grabs the editor's attention.

Include a quotation from someone involved in the event, or a supporter of your event, which could be a VIP or your local politician.

Always include a contact name and phone number. Make sure there is someone available to answer this phone at any time – a mobile phone number is ideal.

Make sure you provide some background information about Playday 2010; there are some facts you can use in this guide in *What's Playday?* section, or visit the Playday website.

Remember, local radio stations can get as many as 40 media releases a day, so think about what makes yours stand out. Try to grab the reader's attention in your opening paragraph.

Sample press release

If you're short on time or need an idea of what a media release might look like, take a look at the sample press release on the Playday website. Adapt this to include your event details and any additional local campaign messages.

Media countdown

It's important to include a plan for getting local

media publicity in your overall week-by-week event countdown.

Two weeks to go - Send out your media release to the local media. Make sure someone is available to answer the phone if they call, and make a note of the journalist's contact details. Don't worry if no one calls; many will leave it to the last minute to decide which stories to report on.

One week to go - Phone your local media to say you sent a media release and you'd like to talk to someone about whether they're interested in reporting on it. Be friendly but persistent. Newsrooms can be busy places and so if you fail to speak to someone, keep trying! When you are calling a newspaper, check what their deadline is for going to print, and avoid calling them at their busiest times and so you don't miss it.

Three days to go - Agree with your media contacts what sort of story they want to do. They may want to send a photographer; some may want to interview you or your local MP. Make sure someone is available to organise this.

The day before - Call your media contacts to confirm the details of the event and any interviews you have arranged for them. If your local newspaper, radio or television station is unable to report on your event, remember to send in photographs, films or other reports afterwards.

If you've not had much interest from the media so far, give it one more go. Contact before 8am (so you don't miss their morning planning meeting) – they might have a cancelled story and need something at short notice to fill it.

On the day - Allocate one person to be 'press officer' for the day to look after the journalists you are expecting. Make sure this person has a list of the names of journalists and photographers you are expecting, and some spare copies of your media release.

After the event - Thank the journalists, and send in two or three of the best photographs from the day. Make sure you include names of the people in the photograph (as long as they have given consent), in the order they appear, and two or three lines summarising the event and its objectives.

Photography at your event

Having lots of good-quality photos increases your chances of getting publicity for your Playday event.

Identifying a photographer

It is a good idea to identify a good photographer for the day. You don't need to hire a professional, although if you have the budget it might not be expensive to hire one for the busiest part of the day, say for one or two hours. If you can't afford a professional, pick a keen amateur with a high resolution digital camera; digital photos will be easier to send to the press afterwards, by email or on disk. Why not get a child's eye view and think about giving disposable cameras to children and young people at the event?

Stage a photo call

Children and young people playing always provide lots of opportunities for great photographs. To capture the imagination of the photo editor, and for a better chance of getting publicity, stage a photo call and request that the press send a photographer. Newspapers get lots of requests to photograph events; if they are unable to send a photographer to your event, remember to send your own photos of the day to them. Take plenty of your own Playday photos and email the best ones over to their offices before the day ends or prepare some in advance of people involved.

Maybe one of your VIPs – your local MP, mayor or celebrity – could help you out. Visit www.upmystreet.com for lists of local councillors, MPs and other elected representatives such as Welsh Assembly Members (AMs) or Members of the European Parliament (MEPs). Arrange photographs with them and some of the children and young people.

Send us your Playday images

The Playday gallery is now online featuring images from previous Playdays. If you haven't done so already, why not send us your Playday photographs? We're always looking for images for materials such as this guide, posters, postcards, publications and the Playday website.

We cannot publish images of children unless we have written confirmation from you that permission has been given for the children and young people featured in photographs. Where this is not possible

(for example crowd shots at large public events) we may be able to use the photographs but would need written confirmation from you that the guidelines below have been followed.

Consent for photographs

You should take child protection guidance and the Data Protection Act 1998 into account when allowing photographs to be taken at your event.

Close up photographs

Parental consent should be obtained for close up photographs that are published featuring anyone under 18 years old. When taking close up images at your events, ensure that the subjects are aware of the purpose(s) for using the photographs and that the photographs may be published in the media, and in future promotional materials (including Playday materials produced nationally). For this purpose we recommend using a photo consent form.

If any of the subjects object to the photograph being taken, do not take the photograph. If anyone objects afterwards, make a note of this and inform the event organiser and delete the image if possible.

Crowd shots

If consent cannot reasonably be sought because the photographs are taken in a crowd or public place and if you can answer 'yes' to the following questions, it would be reasonable to take the photographs without fear of being in breach of the Data Protection Act 1998.

- Would people attending the event expect photographs to be taken?
- Would people in the photograph probably consider themselves to be in a public place, with no expectation of privacy?

Consent form

You may wish to use the sample Playday photo consent form on the Playday website.

For a generic sample consent form and more information about what event organisers need to be aware of when taking photographs of children and young people, visit the NSPCC website at www.nspcc.org.uk. Your local authority may also have further guidance. You can find more advice from the Information Commissioner's Office, visit www.ico.gov.uk.

Photography notification signage

To ensure data protection at large events with crowds, where it is not possible to give those in the photographs a data protection/photo consent slip, signs can be displayed, which enable those who wish not to be photographed to make this known to the event organisers.

Notification that photographs will be taken can also be made by announcements at the event and including information in pre-event publicity, for example, leaflets/adverts/posters.

You may wish to use or amend the sample sign available on the Playday website.

Top photography tips:

- Create a simple consent form stating what the event is and what the photographs are likely to be used for.
- Include space for the child's name and the parents or guardian's signature, printed name, contact details and date of signing.
- Make sure you tell any photographer which children and young people you do not have permission to photograph. Stickers can be used as fun way to easily identify children.
- Include a note within the general event publicity explaining that photographs will be taken at the event that may be published.
- Display signs prominently at your event, stating that attendees may appear in photographs taken on the organiser's behalf for publicity purposes.
- When publishing photographs of children and young people, avoid captions that reveal personal details.
- Obtain parental consent ahead of your event by arranging a group of children and young people who are happy to be photographed. You could work in partnership with a local children's group who will be attending the event.
- If you have commissioned an official photographer, ensure that they guarantee to comply with the Data Protection Act 1998. Also consider providing them with an assistant so that they can obtain photographic consent from parents/guardians/the subject throughout the event.

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**Don't forget to register
your event on the
Playday website
www.playday.org.uk**
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Tips from Playday organisers

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Decide on a strategy – think about who to get involved, who your target audiences are and start in plenty of time.
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Involving local councillors will raise the profile of the campaign and increase publicity.
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Link into the national campaign and promote the key messages.
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Hold a local poster competition to design your promotional artwork - ask local play settings to get involved.

- Remember, photos taken purely for personal use are exempt from the Data Protection Act 1998, so it is fine to let people take photographs of their children and friends.
- The press are exempt from the Data Protection Act 1998, but they have to consider parental wishes if you allow them to take photographs from which a child can be identified.

Media Trust

The Media Trust provides comprehensive online guides which cover a range of media and communications issues including PR, marketing, design, web services and dealing with the media. Use their guide *Compiling a media list* to find newspaper, television and radio contact details. Go to the online guides section of their website: www.mediatrust.org/training-events/training-resources.

8

Developing a campaign

Organising a Playday event is lots of fun. It is also an opportunity to get across some serious messages about children and young people's right to play and the value it brings. If you want to make a difference to your local community and the opportunities for children and young people to play within it, you might want to develop a longer-term campaign in conjunction with your Playday celebrations.



What to campaign for

The Playday 2010 campaign is *Our place*. *Our place* puts children at the heart of our communities, and asks everyone, young and old, to help create better places for all of us to live and play. You could make this campaign local by asking people at your Playday event what they think stops children playing locally, and what they would like to see changed in the community. Have a suggestion box, a notice board, and speak to people. Try not to have preconceived ideas about what improvements need to be made. Involve everyone in your community so people will feel they have a stake in the campaign and be committed to helping bring about change.

Related campaigns that you could also consider:

- improve local play spaces (you could galvanise people to improve a public space and launch it on Playday)
- more funding for play in your neighbourhood
- play to be considered in local planning decisions.



Ask people at your Playday event what they think the problems are locally, have a suggestion box, a notice board, and speak to people

Always keep in mind that not everyone understands why play is important or why we need to campaign to ensure children can play, and think of ways to get that message across.

Campaign resources

Play England (www.playengland.org.uk), Play Wales (www.playwales.org.uk), Play Scotland (www.playscotland.org) and PlayBoard Northern Ireland (www.playboard.org) campaign for and promote the importance of play and also provide support that can help you with your campaign to improve play in your local area.

Each year, Play England publishes a comprehensive body of research to support the national Playday campaign. From thought-provoking quotes from children and young people, to powerful statistics derived from the national opinion polls, the Playday research is invaluable in making the case for children's play. To download previous research reports and statistics, visit the Playday website at www.playday.org.uk. Research to support the Playday 2010 Our place campaign will be released in the run-up to Playday.

Following consultation with the play and children's sectors, Play England has revised

the Charter for Children's Play. The charter sets out a vision for play and aims to be a catalyst for improving children and young people's opportunity to play across all aspects of their lives. It outlines the basic principles of what play means for children and what we should all do to promote their right to enjoy it. The charter has been widely adopted and can be used as a tool to support your campaign.

Making it Happen: Implementing the Charter for Children's Play, published by Play England, sets out some real actions that people can take to improve play opportunities in their local areas. The guide also provides some important messages for children to help them stand up for their right to play.

You can download the charter and the implementation guide at www.playengland.org.uk/resources.

The Children's Play Information Service (CPIS) is a specialist information resource providing information on many aspects of children's play. CPIS produces factsheets on a variety of play topics which can help you to inform your campaign. Visit www.ncb.org.uk/cpis.

Simple steps to a successful campaign

Set up a campaign group

You will already have a group set up to organise the event, so start with them: organise a follow up meeting to evaluate your Playday event and talk about developing a campaign.

Set objectives and goals

Identify the objectives of the campaign – have a clear idea of what you want to achieve and set some specific goals. Do you want to raise awareness or make a specific change in your community?

Plan your campaign

When planning a campaign, start by sitting down and considering all of the resources available to you; budget, people and time. Research other campaigns, both locally and nationally, for inspiration and guidance on how to achieve your aims.

Identify the timescale

Drawing a simple time line for the campaign's development will help you to identify what can be done and when. Remember that a campaign for better play provision can be held any time throughout the year but a good starting point would be your Playday event.

Identify the budget

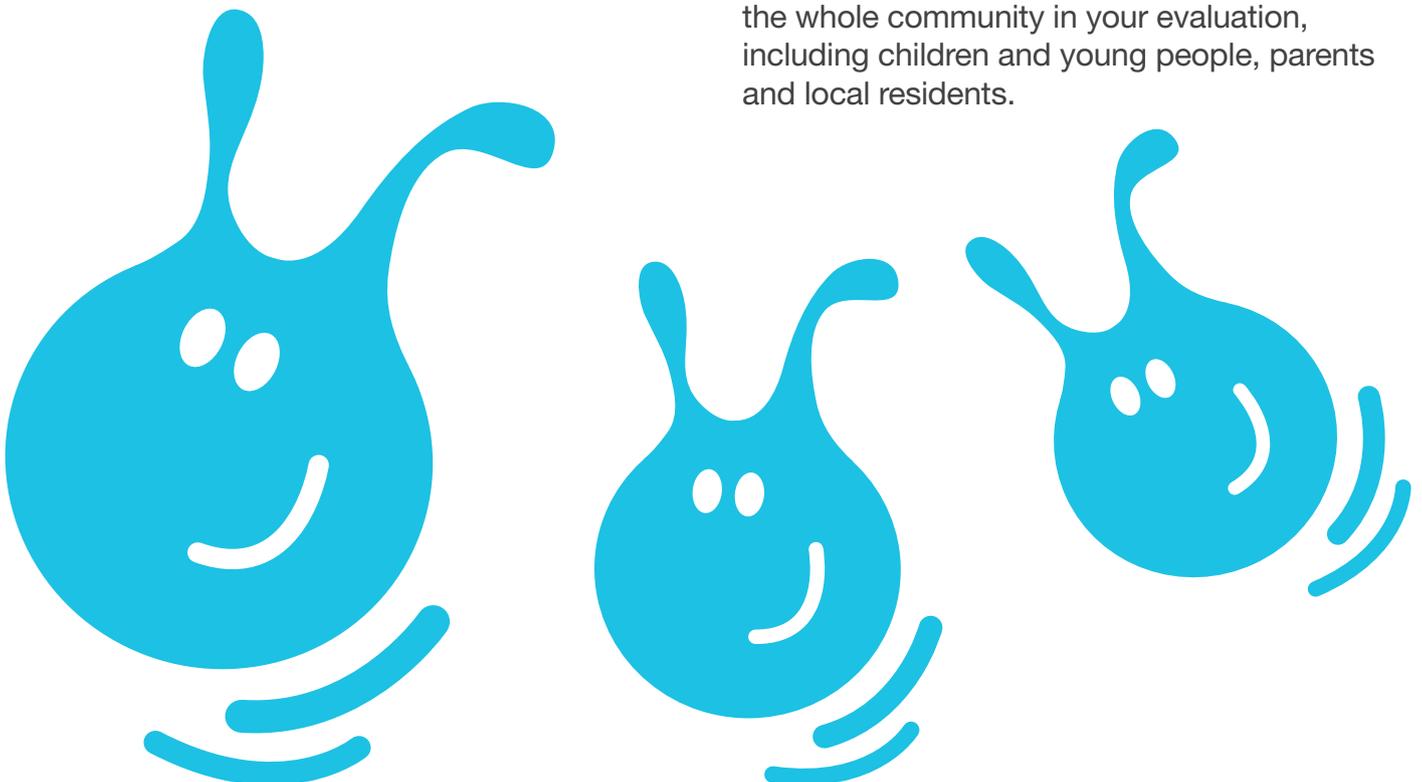
How will you fund your campaign? Remember that carefully planned campaigns on a small budget can be just as effective as ones organised on a big budget. Consider fundraising activities – this can bring publicity as well as much-needed funds.

Get attention

Utilise local media, use social media, hold a public meeting or demonstration, and of course your Playday event itself! Ask people to sign up to your campaign or pledge to make a difference. Organise something unusual to grab attention and capture people's imagination. Get everyone involved in your campaign and make sure everyone knows about it. Most importantly, appeal to people's sense of reason – demonstrate why your cause is important to them, not just to you. Most of all, keep people on side and they are much more likely to support you.

Monitor and evaluate

After your campaign, consider its successes and weaknesses to enable you to evaluate its effectiveness. Monitoring and evaluation does not have to be complex or time consuming but should be designed to discover whether the campaign met its original objectives. Involve the whole community in your evaluation, including children and young people, parents and local residents.



Collecting data

Find a simple way to do this. A 'hands up' survey in school will give some results but for a campaign to be more effective, recorded verbal and written information will be vital. Consider running a consultation at your event – something like 'dot voting' (where you list options for people to put a sticker next to their choice) is a really simple way of gauging opinion. At later stages – a week, a month, a year later – ask the same questions again.

You will need baseline information; something to compare results against. For example: the number of play spaces in your local area, the number of children and young people who use play spaces in your area, the number who would like to do it more often, and the problems that they identify; also the number of parents who feel happy with their children playing in your local area and the concerns that they have.

Play England is conducting national research to support the Playday campaign that you can use to measure against or back up your findings; visit the Playday website for more details.

Engaging decision makers

Identify who makes the decisions in your area – visit www.direct.gov.uk or www.upmystreet.com for lists of local councillors, MPs and other elected representatives such as Welsh Assembly Members (AMs) or Members of the European Parliament (MEPs). In Scotland visit www.scottish.parliament.uk/msp. If you are planning an event in Northern Ireland visit www.northernireland.gov.uk to find contact details for your local council. Then, identify your issue and what you want them to do about it. It's good to have one clear message and an action for them to follow up. The starting point could be inviting them to attend your Playday 2010 event to help you gain publicity.

To invite your local MP, send a written invitation to: House of Commons, London SW1A 0AA, or their constituency office. Keep your letter brief and to the point, with clear instructions on how they should respond and to whom.

What makes a successful campaign group?

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Diverse people - The more differences in age, occupation, and interests there are in your group, the richer the group will be. Your group will be able to draw on a wealth of experience, which will encourage more ideas and increase the appeal of your campaign to different people.
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Common identity- Make sure your entire group understands what you are trying to achieve and how you are going to achieve it. Ensure they know what their individual roles are. This is important for creating a unified, motivated organisation.
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.....
Involve people - Listen to what other members say and encourage them to contribute their ideas. Don't forget to thank people for the work they do. Individuals who feel valued and included will make your group happier and more effective. If you are campaigning for play, make sure that children and young people are central members of your campaign.
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.....
Fun - Try to include enjoyable activities in your campaigning efforts, allow time for team building social events. Happy people make a happier group and a contented group will be attractive to new members.
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.....
Keep growing - You could leaflet more widely or approach the national media to attract people to your campaign. Another good way to find people and information is to approach lobbying groups who might be experts in their field. If it is a local campaign, your local authority should be able to provide contacts for other community and residents' groups who may be affected.

Source: BBC Action Network

9

Useful organisations and information

The Playday website www.playday.org.uk will be regularly updated with information about the campaign, including event listings, resources for event organisers, information for journalists, and results of the Playday research.



Play

Play England

Play England promotes excellent free play opportunities for all children and young people. It provides advice and support to promote good practice, and works to ensure that the importance of play is recognised by policy-makers, planners and the public. National and regional staff are available to provide advice and support to Playday event organisers. www.playengland.org.uk or 020 7843 6300

Play Wales

Play Wales is the national organisation for children’s play. It is a charity that provides advice, support and guidance for all those in Wales who have a concern or responsibility for any environment where children and young people might play. Play Wales upholds children’s right to play and believes that freely chosen play is critically important in the healthy development of all children and young people. All children are entitled to quality play provision within their communities and Play Wales works strategically to achieve this goal on their behalf. www.playwales.org.uk or 029 2048 6050

To find your local authority visit www.direct.gov.uk, www.upmystreet.com or www.northernireland.gov.uk

Play Scotland

Play Scotland works to promote the importance of play for all children and young people, and campaigns to create increased play opportunities in the community. Play Scotland is engaged in political lobbying, developing strategic resources, workforce development and research into play provision.

www.playscotland.org or 0131 440 9070

PlayBoard Northern Ireland

PlayBoard is the lead agency for the promotion and development of play in Northern Ireland. The organisation works strategically to lobby and advocate for the child's right to play.

www.playboard.org or 028 9080 3380

Charter for Children's Play

Following consultation with the play and children's sectors, Play England has revised the Charter for Children's Play, which sets out a vision for play, outlining the basic principles of what play means for children and what we should all do to promote their right to enjoy it. The charter has been widely adopted and can be used as a tool to support your campaign.

Play England has also published *Making it Happen: Implementing the Charter for Children's Play*. The booklet is a practical guide for those using the charter and sets out some real actions that people can take to improve play opportunities in their local areas.

www.playengland.org.uk/resources

ChildcareLink

For childcare organisation listings and your local Children's Information Service, phone ChildcareLink on 0800 2346346.

www.childcarelink.gov.uk

Children's Play Information Service (CPIS)

A specialist information resource providing information on aspects of children's play. CPIS produces fact sheets on a variety of play topics, which can help you to organise your Playday event and wider campaign.

www.ncb.org.uk/library/cpis or 020 7843 6303/6026

Free Play Network

A network of individuals and organisations, which aims to promote the need for better play opportunities for children.

www.freeplaynetwork.org.uk or 020 8440 9276

Kids

Offering access to a variety of play, leisure and social opportunities for disabled children aged 5–19 years.

www.kids.org.uk or 020 7359 3073

Local play networks and associations

To find your nearest local play network or association contact the Children's Play Information Service (CPIS) by calling 020 7843 6303/6026.

Playful Communities

The Playful Communities website provides information, advice and resources for individuals, local community groups, third sector organisations and others who are developing play provision in their local neighbourhood. As well as helping you ensure your project covers the key aspects of high-quality play provision, community development and design, the website also contains resources to help you convince others that local people should be involved in play provision, and shows how to highlight the benefits this can deliver to children, families and the community. There is information about fund-raising, keeping children safe and how to promote your project including using social networking. Playful Communities is part of Play England's Community Play Programme.

www.playfulcommunities.org.uk or 020 7833 6838

Play Shaper

Play Shaper helps the professionals who plan, design, build and manage communities understand the importance of children's play and their role in creating more child-friendly public spaces.

The Play Shaper website is crammed with useful information for local authorities and the full range of their partners, to support the development of effective and sustainable approaches to play across the whole public realm. Play Shaper is being delivered by a partnership led by Play England with Playwork Partnerships and SkillsActive.

www.playshaper.org.uk or 020 7843 6300

SkillsActive

After being involved in a Playday event, you might be inspired take the first steps towards a career in playwork. SkillsActive is the sector skills council for active leisure and learning, and can advise on training and employment opportunities.

www.skillsactive.com or 020 7632 2000

Play safety

Children 1st

For more information on protection and safety of children and young people in Scotland.

www.children1st.org.uk or 0131 446 2300

Health and Safety Executive

The Health and Safety Executive (HSE) is the non-departmental public body of the UK government responsible for regulating risks to health and safety in the UK. They provide specific guidance on managing risk in play provision.

www.hse.gov.uk or 0845 345 0055

NSPCC

For more about safeguarding children at events.

www.nspcc.org.uk or 0808 800 5000

Play Safety Forum

The Play Safety Forum brings together organisations interested in play safety including those from the voluntary, statutory and private sectors. They have produced *Managing risk in play provision: A position statement* to support the work of those involved in play provision. *Managing Risk in Play Provision: Implementation guide*, was launched in January 2009 by Play England, the Department for Children, Schools and Families (DCSF) and the Play Safety Forum. The guidance advises play providers and play space designers on how to manage risk in play provision, and promotes a sensible and practical approach that will help children experience adventure and challenge in their local play space. You can download the publication and order copies at www.playengland.org.uk/resources. The Play England policy team convene the Play Safety Forum.

playpolicy@ncb.org.uk or 020 7843 6300

RoSPA

RoSPA provides information on playground management and the safety of indoor and outdoor play areas. It also has a list of helpful publications to aid in understanding and maintaining play safety.

www.rospa.com/playsafety or 01367 244600

General directories

Directgov

For all kinds of government information and services including details of how to contact your local authority.

www.direct.gov.uk

UpMyStreet

To find wide-ranging information about an area by easy postcode search, including contact details for relevant local authority departments.

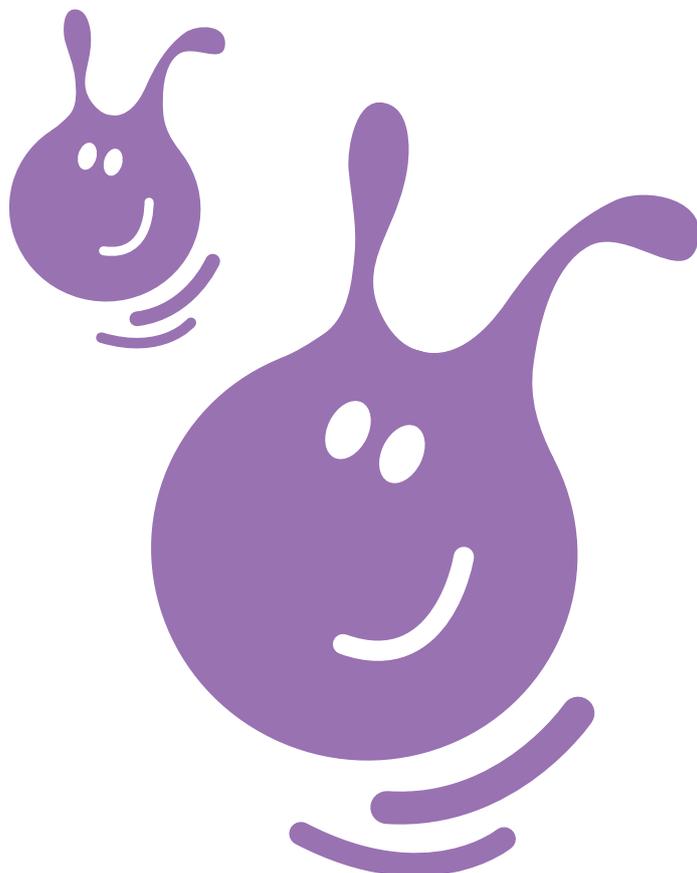
www.upmystreet.com

Campaigning

Playday campaigns

For information about Playday campaigns past and present.

www.playday.org.uk or 020 7843 6300



YouthLink Scotland

The national youth work agency for Scotland.
www.youthlink.co.uk or 0131 313 2488

Youth Scotland

Offering those involved in youth work a range of information, training and support.
www.youthscotland.org.uk or 0131 554 2561

Participation

Participation Works

An online gateway to the world of children and young people's participation.
www.participationworks.org.uk or 0845 603 6725

UK Youth Parliament (UKYP)

Enables young people to use their energy and passion to change the world for the better. Run by young people for young people, UKYP provides opportunities for 11-18 year-olds to use their voice in creative ways to bring about social change.
www.ukyouthparliament.org.uk or 020 7553 9890

Young NCB

A group of children and young people who speak out about the important issues and decisions that affect them. It is open to all children and young people who are 17 or under and live in England and Northern Ireland.
www.ncb.org.uk or 020 7843 6000

Funky Dragon

The Children and Young People's Assembly for Wales. A peer-led organisation aiming to give young people up to age 25 the opportunity to have their voices heard on issues that affect them, particularly by the Welsh Assembly Government.
www.funkydragon.org or 01792 450 000 / 01978 262 370

SCCYP

Offering a participation portal which brings together a wide range of information and resources on participation for those working with children and young people.
www.sccyp.org.uk or 0131 558 3733

Event organising

Contacting your local authority

Your local authority should be your first port of call for further advice and guidelines when

organising your event. To find details of your local authority and its responsibilities, visit www.direct.gov.uk or www.upmystreet.com. If you are planning an event in Northern Ireland, visit www.northernireland.gov.uk.

Emergency services

Ambulance: St John's Ambulance (www.sja.org.uk or 020 7324 4000), British Red Cross (www.redcross.org.uk or 0844 871 11 11) and local ambulance corps have volunteers who can attend local events, usually for a small donation.

Fire: For more information on fire prevention.
www.fireservice.co.uk

Police: For details of your neighbourhood team and how to contact them.
www.neighbourhoodpolicing.co.uk

Environmental health departments

For food safety advice contact your local environmental health department.
www.food.gov.uk/enforcement/enforceessential/yourarea or 020 7276 8829

Food Standards Agency

For further information about keeping food safe.
www.eatwell.gov.uk

Media Trust

Providing comprehensive media and communications online guides, including PR, marketing and dealing with the media. Use its guide *Compiling a media list* to find newspaper, television and radio contact details. Go to the online guides in the training and events section of their website.
www.mediatrust.org or 020 7217 3717

Playday events

For latest Playday news and information, to share tips with fellow Playday organisers and to post details of your event online.
www.playday.org.uk or 020 7843 6300

VolResource

Providing advice for voluntary and community organisations including tips on organising events.
www.volresource.org.uk

Play England is not responsible for the content of third party websites or external documents.

Get organised!

4 August is Playday 2010 – the annual celebration of children’s right to play. On Playday and throughout the summer, thousands of children, young people and communities will get out and play at hundreds of locally organised Playday events across the UK.

Anyone can organise a Playday event – big or small, there are lots of different ways to celebrate Playday. This summer, why not make an extra special effort for children’s play and celebrate Playday where you live?

The *Get Organised!* guide is full of useful information that will help you organise an event that children and young people in your community will remember for years to come. So go on, what’s stopping you?

Further information and resources are available on the Playday website www.playday.org.uk.

Produced by Play England.

Playday

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Web: www.playday.org.uk

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with Play Wales, Play Scotland and
PlayBoard Northern Ireland.



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