



## **Draft Play Strategy 2010/2011**

**Guy Kilminster**  
**Head of Health & Well-being**

Author: Katie Jones,  
Co Author: Keith Rogers

**Contents****Page****Cheshire East Play Policy**

- 1 Forward, Objectives & Commitments
- 2 Definitions of Play
- 3 Risks in Play
- 4 Play in Health, Culture and Education
- 5 Places of Play
- 6 Play Provision Objectives
- 7 Equality & Consultation
- 8 Summary

**Cheshire East Play Strategy**

- 9 Local Context
- 10 National Context
- 11 Strategic Links
- 12 Developing an Integrated Approach to Play
- 13 Play Consultation
- 14 Action Plan

## **Cheshire East Play Policy**

### **1. Forward**

The Cheshire East Play Policy sets out to establish the values, understandings, principles and objectives that will underpin and inform the way in which play facilities and delivery is performed across the borough of Cheshire East.

The Cheshire East Play Policy Section to this document is a prerequisite to the Cheshire East Play Strategy. The Play Policy aims to identify service objectives and aims, whereas the Play Strategy will recognise the strategic actions and resources required to fulfil the objectives set out in the Policy.

### **Objectives & Commitments**

The overall objective of the Cheshire East Play Policy is to increase the quantity and enhance the quality of children's and young people's play opportunities across the borough of Cheshire East, ensuring that children and young people have easy access to a wide range of quality play provisions.

Cheshire East Council is committed to Articles 12 and 31 of the United Nations Convention on the Rights of the Child:

**Article 12 *'State Parties shall assure the child who is capable of forming his or her own views, the right to express those views freely in all matters affecting the child, the views of the child being given due weight in accordance with the age and maturity of the child'*.**

**Article 31 *'State Parties recognise the right of the child to rest and leisure, to engage in play and recreational activities appropriate to the age of the child and to participate freely in cultural life and the arts'*.**

Cheshire East will promote the Play Policy objectives to other agencies, such as community groups, Parish Councils, Voluntary Sector Groups to support the Play Policy via the three localised area Play Partnerships within the neighbourhoods of Crewe, Congleton and Macclesfield, and within the wider Cheshire East Play Forum. The widespread commitment to this Policy and the Play Strategy by the statutory, community and voluntary sector will aid a common cohesive and coherent approach to play within childhood and adolescence throughout the borough.

The Cheshire East Play Policy supports the DCSF National Play Strategy (2008) by entrenching play in local priorities and ensuring commitment is made to the provision and maintenance of play areas and facilities. Thus, ensuring these provisions are of a high standard, providing choice, challenges and risk. This policy will aid the creation of desirable, inclusive play areas that children and young people will want to use.

Cheshire East Council will make sure that play opportunities within the borough allow children and young people to explore, manipulate, and experience their environment within challenging settings, free from unacceptable levels of risk, regardless of gender, economic and social background, race or ability.

Cheshire East is committed to high quality play opportunities as they support children's learning, raise achievement, reduce anti-social behaviour and enrich the lives of the most vulnerable, giving the best possible life opportunities for children and young people in Cheshire East.

## 2. Definition of Play

The principle rationale for a Cheshire East Play Policy is to highlight and identify an agreed set of principles and understandings about play and its values for children's and young people's well-being and development.

The DCSF National Play Strategy (2008) defines play as

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

Play is a key way that children and young people come to understand themselves and the world around them. Play is freely chosen and is a vital element of a child's life. Play is fundamental for Spiritual, Physical, Intellectual, Creative and Educational growth and development. Play enables children and young people to investigate and develop the bearing between their right to act freely and their duty towards others.

In essence it is considered that play is a vital component for every aspect of a child's development; it provides valuable experience of life. Cheshire East Council believes that as adults we all have a responsibility to ensure that children and young people have the opportunity and right to play.

Cheshire East Council will ensure that play opportunities are created in a manner that allows children and young people to be stimulated and challenged whilst exploring their environment. The play experiences offered will also enable children and young people to take calculated risks.

## 3. Risks in Play

DFCF (2008) – Managing Risk in Play Provision States that

***'Children need and want to take risks when they play. Play provision aims to respond to these needs and wishes by offering children stimulating, challenging environments for exploring and developing their abilities'.***

Cheshire East Council will therefore, ensure that play opportunities are free from unacceptable levels of risk by managing the level of risk that children and young people are exposed to. Cheshire East's play provision intends to offer children and young people the opportunity to come across acceptable risks as part of a stimulating, challenging and controlled learning environment.

DFCF (2008) – Managing Risk in Play Provision states that:

***'In play provision, exposure to some degree of risk may be of benefit because it satisfies a basic human need and gives children the chance to learn about risk and consequences in a controlled environment'.***

Without opportunities to take acceptable levels of risk, children's development is inhibited, undermining their capacity to deal with the wider-unsupervised world. The Play Safety Forum Position Statement on managing risk in play provision states:

***'While the same principles of safety management can be applied both to work places generally and play provision, the balance between safety and benefits is likely to be different in the two environments. In play provision exposure to some risk is actually a benefit: it satisfies a basic human need and gives children the chance to learn about the real consequence of risk taking'.***

Cheshire East Council has a duty to generate opportunities that allow children to explore and experience themselves via the means of play. Cheshire East is dedicated to offering children and young people opportunities to take acceptable risks, in settings that are both challenging and motivating. Cheshire East believes if play provision fails to offer children and young people with diverse and appealing experiences, they may seek challenge and stimulation in other areas that may include unacceptable levels of risk.

#### **4. Play in Health Culture & Education**

##### **Play & Health**

Play is vital for children's and young people's physical and emotional health. The Centre for Transport Studies, UCL (2004) states that

***'The shift from unstructured to structured events for children is one of the courses of their decrease in walking and.....letting children go out to play is one of the best things that parent's can do for their children's health: outdoor play uses more calories than clubs and tuition'.***

There is an increasing worry about the growth in childhood obesity and associated disorders. Evidence also shows signs of a dramatic rise in mental illness amongst children and young people. The Mental Health ***'Bright Futures'*** report claims that opportunities for risk-taking in unsupervised play helps children build self-confidence and resilience.

##### **Play and Culture**

Play is also a means by which children and young people learn about beliefs, values and traditions. Cheshire East Council wants to ensure that play is properly represented in Cultural, Community and related strategies.

##### **Play and Education**

Cheshire East Council acknowledges the educational value of play and notes the role which this can play within formal education settings. Cheshire East Council recognises that there is data to assert that free play has a clear positive link on a child's capacity to meet prescribed educational targets. Cheshire East Council encourages processes to be taken that will enhance children's access to free play within educational settings before, during and after-school.

## **5. Places of Play**

There is an obvious necessity to recognise that children's and young people's play will occur outside of 'designated' or designed areas and that this should not be regarded as anti-social behaviour.

### **Public Spaces**

Within the borough of Cheshire East there are a wide variety of public spaces, i.e. parks and open spaces, housing estates, shopping areas and alleyways. Cheshire East Council believes that children and young people are entitled to play freely and safely in public spaces, including those within their own neighbourhoods.

### **Planning**

Local open spaces should be available, where appropriate, for children and young people to enjoy playing, free from unacceptable levels of risk. Cheshire East Council values children and young people as part of the wider community and the Play Policy commits Cheshire East Council to construct, develop and sustain public spaces that meet their needs. Planning, design and architecture will ensure the needs of children and young people are met.

### **Crime**

Cheshire East Council understands that public perceptions of community safety and crime affect both individual and family decisions regarding whether and where children and young people can play. This is a complex area where, for example, beliefs of crime levels are often higher than reality. Cheshire East Council is committed to working alongside other agencies to ensure that misunderstandings on the topic of crime trends do not have a negative impact on play opportunities across the borough.

### **Environmental**

The quality of local neighbourhoods where children play can be affected by both local and global environmental issues such as transport, waste and pollution. Cheshire East Council will develop play provision which seeks to reduce the negative environmental consequences of its activities and highlight positive environmental benefits.

### **Maintenance**

Cheshire East Council believes that it is critical that play situations, whether designated play areas or part of the general public spaces, must be maintained appropriately. The Commission for Architecture and the Built Environment (CABE) state that proper maintenance of play spaces contributes to the sustainability of the play environment. CABE argue that well designed, well maintained public spaces can contribute to reducing the incidence of vandalism and anti-social behaviour, and result in long term cost savings.

## **6. Provision Objectives**

'Best Play: What Play Provision Should Do For Children', the result of a partnership between PLAYLINK, National Playing Fields Association and Children's Play Council, sets out a series

of Objectives of Play Provision. These objectives address how the definition of play and the supporting standards and principals ought to be put into practice. They construct a basis from which play provision can be assessed. Cheshire East Council states that the play opportunities it creates or that which it supports will adhere to the seven '**Best Play Objectives**' set out below:

1. **A varied and interesting environment.** Examples: things at different levels, spaces of different sizes, places to hide, trees and bushes, open spaces, made things, places to inspire mystery and imagination.
2. **Challenge in relation to the physical environment.** Examples: activities which test the limits of capabilities, rough and tumble, sports and games, chase.
3. **Experiencing the natural elements - earth** Examples: digging, shelter making, flying kites.
4. **Movement - e.g. running, jumping, rolling, climbing, and balancing.** Examples: beams and ropes, soft mats, bike riding, juggling equipment, ladders, space.
5. **Manipulating natural and fabricated materials.** Examples: materials for art, cooking, making and mending of all kinds; building dens; making concoctions; using tools; access to bits and pieces of all kinds.
6. **Stimulation of the five senses.** Examples: music making, places where shouting is fine, quiet places, different colours and shapes, dark and bright places, rotting leaves, a range of food and drink, objects that are soft, prickly, flexible, large and small.
7. **Experiencing change in the natural and built environment.** Examples: experiencing the seasons through access to the outdoor environment; opportunities to take part in building, demolishing, or transforming the environment.

## 7. Equality & Consultation

### Staff Provision and Play work Principles

Those responsible for the delivery of play aim to offer children and young people play opportunities that are founded on the values and understandings outlined in this document. The Cheshire East Play Strategy will focus on the strategic planned delivery of actions founded on the play work principle that children and young people's capacity for positive development will be enhanced if they are given access to the broadest range of play opportunities and environments. Play Workers aspire to create the environment needed to make sure that there is the lowest amount of intervention in children's play taking place whilst ensuring participants are free from unacceptable levels of risk. Thus, supporting rather than directing children and young people.

### Age Limits

The Cheshire East Play Policy does not direct an age range for its play provision. This is formed on the belief that all children and young people need to enjoy and receive positive benefits from play.

Getting Serious about Play: a review of Children's Play (DCMS) states that:

***'while few teenagers would describe what they do as play, they need the time, space and freedom associated with play for younger age groups...play (means) what children and young people do when they follow their own ideas, in their own way and for their own reasons'***

Cheshire East Council understands that children and young people of all ages need access to quality, freely chosen play opportunities.

### **Consultation with Children and Young People and the Wider Community**

Children and young people's opinions will be sought after and taken into account when making decisions about their play opportunities where appropriate. PLAYLINK (02)- Sixth Annual Play Conference state that:

***'Children and young people, including the disabled and those from excluded groups, should participate throughout the project development. Meaningful 'consultation' is a creative process and takes time, skills and a variety of means including observation of what children do on their own.....Playground designs should reflect the individual spirit of their locality and stimulate all the senses. Children need and want to play in the natural world; playgrounds are primarily about children not equipment. Designers, artists and ecologists should be involved in the initial brief for a playground project.'***

Cheshire East Council acknowledges that children and young people's views are innermost when decisions are made about their play opportunities. Cheshire East Council will listen to, work with and respond to the ideas and concerns of children and young people.

### **8. Summary**

The Cheshire East Play Policy and the adjoining Play Strategy, aims to ensure that children and young people benefit from the best possible opportunities for play and informal recreation. Cheshire East Council will take this Play Policy into account whenever decisions need to be made that could or should affect children and young people's play opportunities. Cheshire East Council are committed to high quality play opportunities and believe they support children's learning, raise achievement, reduce anti-social behavior and enrich lives, giving the best opportunities for children across the borough of Cheshire East. This document will ensure play provision across Cheshire East are appropriate, whilst ensuring that they also remain stimulating, challenging and enable children and young people to take calculated risks.

## **Cheshire East Play Strategy**

### **9. Local Context**

This Play Strategy will establish the priorities and actions required to fulfil the Cheshire East Play Policy. The Cheshire East Play Strategy looks at the Play needs within the borough and from these draws out strategic objectives addressing how children's play will be developed, promoted, maintained and improved. It will be used to prioritise allocation of resources. The objectives in turn will determine the actions and resources required, and the organisations which are best placed to deliver them.

Cheshire East has a population of over 370,000 and covers a large geographic area of 1,116km<sup>2</sup>. Cheshire East is the third largest unitary authority in the North West next to Manchester and Liverpool. Though agricultural land and open countryside dominate the landscape, it also contains the major towns of Crewe, Macclesfield, Congleton and the commuter town of Wilmslow (population above 20,000). There are also a number of other significant centres of population (over 10,000) in Sandbach, Poynton, Nantwich, Middlewich, Knutsford and Alsager.

Overall, Cheshire East is quite a prosperous borough. In July 2008, there were 3,200 Cheshire East residents claiming Job Seekers Allowance (up from 2,200 four years previously), giving an unemployment rate of 1.5% (compared to 2.3% for Great Britain and 2.7% in the North West). However, Grosvenor Ward in Crewe had the highest unemployment rate (5.7%), followed by Alexandra, another Crewe Ward (4.3%). Nine other Wards – six in Crewe, two in Macclesfield and one in Congleton – also had a Job Seekers Allowance claimant rate above the regional average.

The 2007 English Indices of Deprivation identified 14 areas in Cheshire East that rank within the national top (most deprived). 6% of Cheshire East's population live in these 14 Lower Level Super Output Areas (LLSOAs). Most of these pockets of general deprivation (9 of the 14 LLSOAs) are in north Crewe; the others are in south Crewe (1), east Congleton (1), south Macclesfield (1) and the northern part of the Wilmslow/ Handforth conurbation (2). Disadvantage is strongly correlated with health problems, e.g. high mortality rates, mental illness, respiratory, circulatory diseases and obesity.

The prospects for many children and young people in Cheshire East look good. The majority enjoy a good quality of life in an area seen as affluent and academic attainment continues to be higher than the national average. There are however considerable numbers of children and young people for whom the picture is less bright. Their circumstances mean that they are less likely to achieve the outcomes set by central government, be healthy, stay safe, enjoy and achieve, make a positive contribution and achieve economic well-being. In 2005/6 there were 4,150 referrals to Children's Services in the Cheshire East area.

Official Figures clearly indicate that there are contrasts and inequalities for residents of Cheshire East. In order to address the issues around inequality the Local Strategic Partnership has developed the Sustainable Community Strategy for Cheshire East. One of the main priorities to be raised from this strategy being:

*'Reducing inequalities / narrowing the gap between the most disadvantaged and successful areas of Cheshire East and sectors of the community'.*

Cheshire East Council is fully committed to the development of play opportunities for all children and young people in Cheshire East, to ensure that no children and young people are disadvantaged by where they live, both in Cheshire East's rural communities and in urban neighbourhoods.

In April 2009 the three local District Councils, Crewe & Nantwich Borough Council, Macclesfield Borough Council, and Congleton Borough Council, and a proportion of Cheshire County Council became a unitary authority, namely, Cheshire East Borough Council. Prior to this in 2006 the three district authorities formed local Play Partnerships to work together to develop their own individual strategy for Play. In response to the planned reorganisation of the local authority in 2008 the Cheshire East Play Forum was formed. The Cheshire East Play Forum is made up of multi-agency groups consisting of key representatives from the statutory, community and voluntary sector across the area of Cheshire East who have an interest in Children's Play and are committed to enhancing the quality of children and young people's lives. The Cheshire East Play Forum has worked together to develop this strategy for play. Cheshire East Council views the formation of one unitary authority as the ideal time to build new opportunities and activities and to ensure consistency and equality of provision across the whole of the new authority.

The Cheshire East Play Strategy is building on the three local Play Strategies originally compiled by the three local District Councils. The Common trends and themes within the original District Strategies have been identified and these have provided the early foundations from which the Cheshire East Play Strategy can be formed.

The development of the Cheshire East Play Strategy reflects the national policy agenda and local agendas.

## **10. National Context**

Children and Young people's play has been a focal point in recent years and the necessity for development is noted in various Government policies and documents.

In 2004 the Government produced the 'Children's Act' (5) including the Every Child Matters: Change for Children (2004) which identify five outcomes for children and young people:

- Being Healthy
- Staying Safe
- Enjoying and Achieving
- Making a Positive Contribution
- Economic Well-being

The Children's Plan was launched in December 2007 and aims to make England the best place in the world for children and young people to grow up in.

One of the commitments in the Children's Plan is to develop a national play strategy; and one of the commitments in this strategy is to roll out a play investment programme of £235m.

In February 2008, the Department for Children Schools and Families (DCSF) launched a funding programme to roll out the £235m investment. Top tier authorities across England were given the opportunity to apply for either Play Pathfinder or Play builder funding.

The National Play Strategy was launched in December 2008, with a vision to ensure that: -

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

The Cheshire East Play Policy supports this national vision and this strategy clearly specifies the actions needed to certify that this vision is delivered across the borough of Cheshire East.

## **11. Strategic Links**

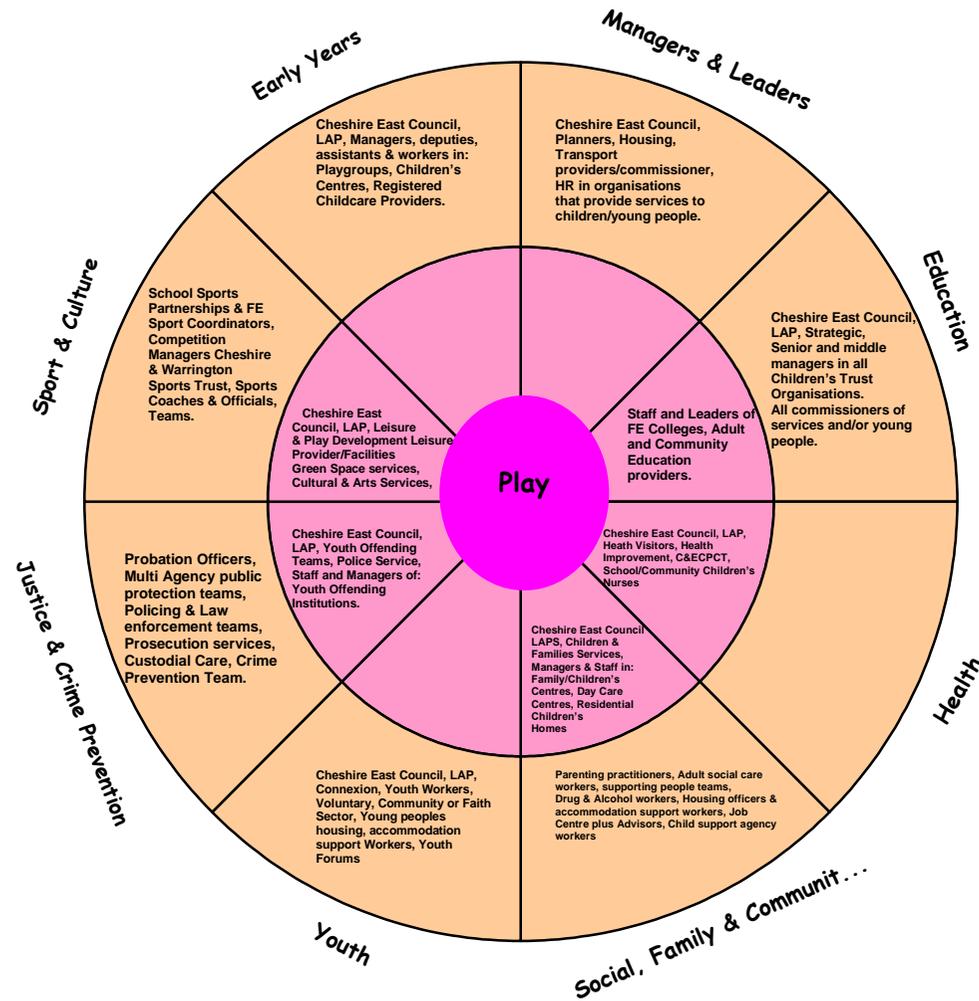
It is widely recognised that play particularly in early years supports the emotional, physical and psychological development of the child. Play contributes and enhances children's healthy development, their capacity to learn, development of their social skills and confidence. Play can help children cope with stressful situations and may be effective in reducing crime and vandalism. Play has a clear role in providing a positive contribution to the life of our communities, helping to tackle social exclusion. Cheshire East Council believe it is crucial therefore, that internal strategies, policies and plans recognise the integral and fundamental part play has in community life and the long term benefits that can be derived from access to quality play opportunities.

The Cheshire East Play Strategy is an interim document that will support the priorities currently being established within the new authority in departmental policies and Local Area Agreements. Cheshire East Council believes that it is important to ensure that the value of play and its contribution towards raising standards and tackling inequality is acknowledged in all areas. The interim Play Strategy recognises the need for a multi departmental approach towards play and an overlap of services.

Cheshire East Council recognises that this document and action plan provides a starting point for a multi-agency approach in the ongoing development of children and young people's

play across the borough. The overarching aim is to embed play in all services planning for an integrated approach to service delivery.

# 12. Developing an Integrated Approach to Play



Key

Play sits in the Cheshire East Health & Wellbeing directorate

Represents core services

Additional or Extended services

### **13. Play Consultation**

Throughout the area of Cheshire East, there are a broad range of activities and providers for children's play. In order to determine where the gaps for play provision are within the authority a comprehensive consultation process has taken place. This process involved the engagement of children, young people and parents from statutory, voluntary and community play settings. The consultation itself took the form of focus groups, questionnaires circulated throughout Cheshire East and consultation with children, young people and adults in and around play areas.

The children and young people's consultation on play focused on a generalised view of play to cover a range of age groups, geographical areas and also included the attitudes of parents. The aim of the consultation was to establish children and young people's thoughts, ideas and lifestyles, using age ranges to compare changes in perception and activities and to gain an insight into what children and young people would like to see in the future regarding play.

Areas the consultation focused on were:

- Where children and young people play
- Why they play there
- What barriers inhibit where they want to play or what they want to do.
- What type of activities they engage in.
- What they would like to see locally
- Parent's perception on play.

The consultation was fully focused on children's play in a variety of areas. In addition to the age ranges and groups consulted there was also a focus on parent's needs and thoughts for the future of children's play within the region of Cheshire East.

#### **Outcomes**

##### **Under 5's:**

A pictorial questionnaire was designed to consult with under 5 year olds in a variety covering the spectrum of private, community and statutory provision.

The majority of respondents were between the ages of 3-5.

Areas – CW1, CW2, CW3, CW5, CW10, CW11, CW12, SK9, SK10, SK11, ST5, ST7

Under 5's like to play outdoors, in the fields, garden, on bikes - 71% of children said they like to play outdoors.

- In the park- 79% they like to play in the park
- 73% of under 5's said they like to go to organised events
- Play group/nursery - 81% of children said that they like to play at play group.

- Indoor play area - 85% of children said that they like to play at an indoor play area
- Indoor play at home, reading, and computer games - 81% children said they like to play indoors reading and play computer games.
- Outdoor play - 92% of under 5's liked playing supervised outdoors

## Primary

The number of respondents was equal by gender and there was a higher level of respondents over the age of 10.

Areas – CW1, CW2, CW3, CW5, CW10, CW11, CW12, SK9, SK10, SK11, ST5, ST7

- Places of play – There was an equal response for home based play and organised play with specialist provision being identified.
- Home based play for Primary aged children was higher in the Congleton, Macclesfield and Nantwich neighbourhoods than in Crewe.
- Active recreation was clearly identified as the favourite type of play with indoor activities and recreation and games being identified as second and third choice
- 20% of Primary aged children play organised sport with football being identified as being their favourite.
- 59% of respondents play outdoors with a grown up
- 48% feel safe playing outdoors.
- Most popular places where children would like to play where – Street, parks, play areas, organised play, at friend's houses.
- What would make play better for Primary aged children – better parks, allowed to play away from home, playing with friends or parents.

Respondents felt that better parks and provision would make Play time better for the Primary aged children. Primary aged children cited they didn't always feel safe when playing outdoors due to stranger danger, speeding cars and large groups of teenagers.

## Secondary

Respondents were slightly higher from females to males

Areas – CW1, CW2, CW3, CW5, CW10, CW11, CW12, SK9, SK10, SK11, ST5, ST7

Favourite places to play – hang out on the streets, friend's houses, Specialist provision was also identified.

This age range also do not feel safe outdoor when own their own, with specific issues such as personal safety and anti-social behaviour being an issue for this group.

Secondary aged children want to hang out at places of their choice, with other young people in areas such as parks and youth clubs.

Young people over the age of 11 in all areas of the borough want more activities and places to hang out, better parks and provision within parks and youth clubs were identified.

Young People also stated they would like supervised activities in evenings and week-ends.

Secondary aged respondents stated that school home work and costs for activities stop them from joining in with specialised leisure provision.

Young People in all areas indicated that personal safety is a major concern for them.

## **Parents**

Areas – CW1, CW2, CW3, CW5, CW10, CW11, CW12, SK9, SK10, SK11, ST5, ST7

Majority of parental responses are female.

Family size range from 1 – 6 children

Age range of children from 0 – 19 years of age with a larger percentage being in the 4 – 11 age range

Parents felt that children tended to play indoors more than outdoors.

All parent respondents from the Crewe and Congleton area felt that it was not safe for children to play outdoors unsupervised, whereas parents in Macclesfield area felt it was sometimes safe to allow their children to play outdoors alone.

All respondents from all neighbourhoods within Cheshire East felt that children should be supervised whilst playing outside. They clearly felt that outdoor play is not safe for children and young people without being supervised in some way due to largely Stranger Danger.

In the CW10, CW11, CW12 areas, parents felt fixed play areas were unclean and poorly maintained. As a consequence they felt children and young people could not play in these areas unsupervised.

A high number of parents in all neighbourhoods across the borough also commented that they perceived poor behaviour of teenagers gathering outdoors contributed to parental belief that it is not safe or suitable for younger children to play outdoors alone.

## **14. Action Plan**

The Play Consultation provides a starting point for the ongoing development of children's play within Cheshire East.

Cheshire East's vision for the future is to provide safe, accessible and appropriate play provision in places where children choose to play. Following the consultation process an action plan has been created, this is a result of the active participation of many organisations and with the involvement of children and young people.

In order to maintain a clear vision and an appropriate mechanism for delivering the identified aims of the strategy the action plan needs to be continually reviewed to measure success. The Cheshire East Play Forum will monitor and agree indicators to support monitoring and evaluation of the strategy. In order to ensure quality and an inclusive play provision the action plan focuses on a multi-agency approach that is committed in providing the best play service for children, young people and their families.

## Cheshire East Interim Action Plan 2010-2011

**Please note:** that Cheshire East Policy and Strategies and Local Area Agreements have not been finalised. The Interim Play Strategy acknowledges the multi departmental approach to play and the overlap of services. The overarching aim is to embed Play into all services planning for an integrated approach to service delivery.

Action Plan Key			
<b>LA</b>	Local Authority	<b>RS</b>	Ranger Service
<b>PCT</b>	Primary Care Trust	<b>VS</b>	Volunteer Service
<b>SP&amp;PL</b>	Sport & Play Team	<b>BLF</b>	Big Lottery Fund
<b>PE</b>	Play England	<b>QSR</b>	Quarterly Service Review
<b>PF</b>	Play Forum	<b>Leisure</b>	Leisure Facilities

1.0	Access To improve access to play opportunity.	Lead	Timescale	Funding & Resource	Monitoring e.g. Quarterly Service Review (QSR)
1.1	Enhance and increase the understanding of play excellence through the production and distribution of guidance documents.	PE, SP&PL	Ongoing	LA, BLF	PF, SP&PL
	1.1a Play and Play Spaces, encouragement of risk and challenges, natural play environments.	PE, SP&PL	Ongoing	LA, BLF	PF, SP&PL
	1.1b Inform planners, developers and parish councils on good practice and standards in the development of play facilities and guidelines and the need for consulting children and young people (CYP)	PE, SP&PL, PF.	Ongoing	LA, BLF	PF, SP&PL



1.2	Encourage use of local facilities and organisations of local facilities to encourage footfall and adopt a can do approach.	SP&PL Leisure.	Ongoing	LA, BLF	SP&PL
1.3	Increase the access to enjoyable school playground experiences by promoting to use of CE Sport and Play Team to support the development and the mentoring staff for lunchtime, Breakfast and after school activity.	SP&PL ED	Ongoing	LA, BLF	PF, SP&PL
1.4	Provide opportunity for disabled children to become involved in the planning and development of play areas.	SP&PL	Ongoing	LA, BLF	PF, SP&PL
1.5	Ensure play programmes are open access supporting children with additional needs and those from a disadvantaged background.	SP&PL	Ongoing	LA, BLF	PF, SP&PL
1.p	<b>Access Target</b>				
1.p 1	Increase the supervised Children's use of outdoor play space.	SP&PL	Annually	LA	SP&PL, RS.
1.p 2	Ensure ongoing consultation with users to complete 6 monthly Performance indicators	SP&PL	6 Monthly	LA, BLF	PF. SP&PL

**Cheshire East Borough Council**  
**Interim Play Strategy**  
 Developing an Integrated approach to play

2.0	<b>Participation</b> To increase the number of children and young people participating in play.	<b>Lead</b>	<b>Timescale</b>	<b>Funding &amp; Resource</b>	<b>Monitoring e.g. Quarterly Service Review (QSR)</b>
2.1	Increase free play, no fee, and open access participation through the provision of community park events.	SP&PL	Ongoing	LA, BLF.	PF, SP&PL, Ranger Service.
2.2	Increase the Natural play opportunities by encouraging use of parks and open spaces.	SP&PL	Ongoing	LA, BLF.	PF, SP&PL, RS.
2.3	Reduce barriers to participation for use of play provision where appropriate.	SP&PL	Ongoing	LA, BLF.	PF, SP&PL
2.4	Improve consultation of Children and Young people. Produce guidance and good practice.	SP&PL	Ongoing	LA, BLF.	PF, SP&PL
2.5	Increase ongoing participation through volunteering, provide opportunity.  Develop a volunteering programme that captures the true value of a volunteering network and is fully vital part in the community.	SP&PL	Ongoing	LA, BLF.	PF, SP&PL, RS, VS
<b>2.p</b>	<b>Participation Target</b>				
2.p 1	Collect Baseline data. Increase the participation of the Play Days.	SP&PL	Mar 2010, Mar 2011, Mar 2012.	LA	PF, SP&PL, RS.
2.p 2	Target a focused Anti Social behaviour action plan linking. Use play work as a tool to target a drop in the anti social crime hotspots.	SP&PL, LA	Monthly	LA, Police Service	PF, SP&PL, RS.

**Cheshire East Borough Council**  
**Interim Play Strategy**  
 Developing an Integrated approach to play

3.0	<b>Provision</b> To improve play provisions for children and young people	<b>Lead</b>	<b>Timescale</b>	<b>Funding &amp; Resource</b>	<b>Monitoring e.g. Quarterly Service Review (QSR)</b>
3.1	Increase the frequency of consultation.	SP&PL	Ongoing	All Stakeholders	Play Forum, SP&PL, Ranger Service.
3.2	Increase the play opportunity within areas of deprivation. Parks opens spaces, community building etc.	SP&PL, RS,	Ongoing	LA, BLF Funding to be sourced	Play Forum, SP&PL, RS.
3.3	Increase opportunity to play within rural settings.	SP&PL	Ongoing	LA	SP&PL, RS.
<b>3.p</b>	<b>Provision Target</b>				
3.p 1	Use ongoing consultation to improve play areas.	SP&PL, RS.	Ongoing	LA.	PF, SP&PL.
3.p 2	Ensure provision fit the user groups, community area, 13+. Use information gained through local youth forums. (Minutes)	SP&PL.	Ongoing	LA.	SP&PL

**Cheshire East Borough Council**  
**Interim Play Strategy**  
 Developing an Integrated approach to play

4.0	<b>Promotion</b> To raise the awareness of the importance of play and the opportunities available.	<b>Lead</b>	<b>Timescale</b>	<b>Funding &amp; Resource</b>	<b>Monitoring e.g. Quarterly Service Review (QSR)</b>
4.1	Raise the profile of play. Multi strand approach targeting awareness and re-education of play values. 4.1a Use of technology and media  4.1b Use of traditional means of Marketing, posters, leaflets and word of mouth.  4.1c Use of focus groups, Neighbourhood Action Groups.	SP&PL	Ongoing  Ongoing  Ongoing	LA, BLF. Media Department at colleges, Local networks.	PF SP&PL.
4.2	Actively promote Cycle and Road safety initiatives, Targeting for 8 – 16yrs.	SP&PL.	Ongoing	LA, BLF.	LA
4.3	Actively promote the parenting and play as a positive activity	SP&PL.	Ongoing	SP&PL	All
4.p	<b>Promotion TARGET</b>				
4.p 1	Introduce a Cheshire East Quarterly play newsletter.	PF.	Ongoing	LA.	SP&PL
4.p 2	Ensure 1 article per month is produced for local press, via the communication team.	SP&PL, PF.	Ongoing	LA.	SP&PL

**Cheshire East Borough Council**  
**Interim Play Strategy**  
 Developing an Integrated approach to play

5.0	<b>Management</b> To improve the management and the coordination of play provision and activities.	<b>Lead</b>	<b>Timescale</b>	<b>Funding &amp; Resource</b>	<b>Monitoring e.g. Quarterly Service Review (QSR)</b>
5.1	Increase play related knowledge and skills by establishing training, passing on of skills, networking of play working practices.	LA, SP&PL	Ongoing	LA, PF, colleges.	SP&PL.
5.2	a) To support the growth of volunteer and community sectors in developing play b) Engage and link in the development of voluntary and the community sector.	SP&PL	Ongoing	LA, PF, Press relations, colleges. VS.	SP&PL.
5.3	Ensure the development of the Cheshire East Play Forum. Roles to be implemented' 5.3.1 Chair Person Nominated by Stake holders 5.3.2 Constitution agreed 5.3.3 Interim Action plan agreed as group. 5.3.4 Agree additional stakeholders 5.3.5 Arrange calendar of meetings. 5.3.6 Adopt the Play strategy Action Plan and work towards joint aims and objectives. Priority lying with the identifying of funding streams to sustain play in Cheshire East.	SP&PL, LA	April 10 Dec 09 Dec 09 Dec 09 Dec 09 April 2010	LA, PF, colleges.	SP&PL, PF.

**Cheshire East Borough Council**  
**Interim Play Strategy**  
 Developing an Integrated approach to play

5.4	Ensure the Play action plan is maintained and review continuously and monitored by the Cheshire East Play Forum.	SP&PL, PF.	Ongoing	PF, LA	SP&PL.
	Ensure consistency of sports and play provision from a LAP to a local level. Work to feedback on a regular basis with a regular agenda item covering the feedback from local feed.	SP&PL PF.	Ongoing	LA	SP&PL, PF.
5.7	Empower the Cheshire East Play Forum to facilitate play provision.	SP&PL, PF.	Ongoing	LA, PF, Stakeholders	LA, PF.
5.8	Ensure the feedback is minutes from the community feeds into the Forum	SP&PL PF.	Ongoing	LA	LA, PF.
5.8	Support parish council's to help raise the quality of play provision in rural areas through delivery, advise, guidance and training. Ongoing.	SP&PL PF.	Ongoing	LA	LA, PF.
5.p	<b>Management Target</b>				
5.p 1	Submit to the Play Forum a summary of the Play quarterly service review.	SP&PL.	Ongoing	CE, PF	LA.
5.p 2	Ensure funding identified to continue to develop play in Cheshire East through the current delivery teams.	LA, PF.	April 10	LA	LA, PF.

**Cheshire East Borough Council**  
**Interim Play Strategy**  
 Developing an Integrated approach to  
 play