

Application form
For use only in England
Reaching Communities



Congratulations. Now that we've assessed your outline proposal, we're interested in finding out more about your project so that we can make a decision about funding it. This form is your opportunity to tell us more.

Other formats

You can also get this form in Braille, on audiotape, on disc or in large print, by calling us on 0845 4 10 20 30 (textphone 0845 602 1659, for people with a hearing impairment).

Reaching Communities enquiries

If you have any questions, call the Reaching Communities enquiry line on **0191 376 1600** (textphone: **0191 376 1776**) or email rc@biglotteryfund.org.uk. We'll be happy to help.

Is this the right form for me?

We've sent you this form because:

- you told us in your outline proposal that you are applying to Reaching Communities for an average of more than £40,000 for each full year of your project, or
- you are asking us for less than an average of £40,000 for each full year but within that you want up to £50,000 of capital funding, or
- you are asking us for less than an average of £40,000 for each full year but we feel your project is reasonably complex so we require a little more information.

How to fill in this form

1. Check your deadline for sending us your completed form in the letter that came with your application.
2. Read the programme guidance that came with the outline proposal form. Make sure you're reading the right guidance for the strand that you're applying to.
3. Think about, and act on, any feedback we gave you in the letter that comes with this form.
4. If you've made significant changes to your project since you sent us your outline proposal, we may not be able to consider your application. Read **Part Eight** of our programme guidance to find out what we mean by significant changes.
5. Write clearly, or print your form, in black ink. If you're typing, use 12 point font size. If you're completing your form by hand, you will need to make the answer boxes bigger before you print out your form.
6. Use the checklist in section 9 to help you gather the additional information that you need to send with your application and to make sure you've done everything you need to do.
7. If you're not sure how to answer any questions call us on the Reaching Communities enquiry line or email us.

Application form contents

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Section 1 – About your organisation

1.1 What is your organisation's legal name as shown in your governing document?

London Play

1.2 Does your organisation use a different name in your day to day work? Yes No

1.3 If you ticked yes, what other name do you use?

1.4 Has your organisation's registered address changed since you sent us your outline proposal? Yes No

1.5 If you ticked yes, what is your new registered address?

	Postcode

1.6 If your address has changed, why?
For example, if you have had to move offices, tell us why.

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1.7 Have your organisation's contact details changed since you sent us your outline proposal? Yes No

1.8 If you ticked yes, what are your new contact details?

Telephone or textphone number

--

Email address

--

Telephone or textphone number

--

Website address

--

Fax number (if applicable)

--

1.9 When did your organisation start? Day 19 Month May Year 1999

1.10 Are you a branch of a larger organisation? Yes No

1.11 If you ticked yes, what is the name and address of the larger organisation?

Postcode

1.12 What is your organisation's current financial position?

Help note:

Select one option and 'X' in the amounts from your accounts or projection.

Information from the latest accounts approved by your organisation
12 month projection because you've been running less than 15 months

Account year ending	Day	31	Month	March	Year	2012
Total income for the year	££292,722.00					
Total expenditure for the year	££288,277.00					
Surplus or deficit at the year end	£4,445.00					
Total savings or reserves at the year end	£54,373					

1.13 Where can we find your latest accounts?

BIG already has our latest accounts

We're attaching our accounts to this form, or a projection if we've been running less than 15 months.

1.14 Have your accounts been independently audited? Yes No

1.15 What are your organisation's main activities?

Help note:

Use about 500 words to tell us:

- what your organisation does
- what services or activities you provide
- any other information you think will give us a better understanding of your organisation.

London Play is a small but influential charity (founded in 1998) whose interventions include the award-winning Street Play and trail-blazing Natural Play projects. We have provided the sector with resources, training and tools via quality assurance (Quality in Play, scaled nationally by Play England), the London Play Network, our website and social media (Twitter, You-tube channel). Having received regional recognition for our work (e.g. Richmond magazine, Streetlife article, 2012, BBC London Sept 2012 Vanessa Feltz show) we are members of a national steering group leading play provision alongside the Children & Young People's unit of the Mayor's Office. There is growing recognition that play is essential to children's development, but little (if any) evidence of how it contributes to wider social aims, including community cohesion. This is an often misunderstood area because it is abstract. Definitions and priorities vary according to local contexts, making it difficult to quantify outcomes: however, we have long extolled the fact that children and young people playing together are the social glue that connects diverse groups. We have already influenced cohesion debates: our well-received Playing in Parallel (2002) report provided evidence of the barriers to play provision facing children from BME communities. In 2006, the Commission for Racial Equality supported London Play to implement a number of the report's recommendations, with positive outcomes.

Reaching Communities would enable us to expand on this work and build evidence and tools that could influence decision-makers and illustrate how a simple low/no-cost idea (children playing on their door-steps) can bring with it a host of benefits which empowers communities, makes them feel more connected, safer and

healthier. London Play's relationship with Play Streets goes back to our previous Lottery funded projects Street Parties which was an award winning project. This programme (which finished in 2011) demonstrated the need for consistent and regular door-stop opportunities for children and their families to interact. Street Parties then enjoyed a subsequent revival – and helped contribute to events such as the Queen's Jubilee and the Royal Wedding. Since this project ended London Play has been trying out Play Streets via small pilot projects and these have proven to be highly successful, however they require an injection of resources (on-line/training) to set them up and ideas for how to sustain them which London Play has not had the capacity to do. We are a key partner in Play England's Department for Health's Play Streets project which secured over a £million to work with commissioners and well-being boards to train them up in the benefits of Play Streets (with the hope that they would fund/support them in future as a low-cost way to support Play Streets) across the country. London Play is leading on this work in the capital, but resources are limited (only working with 5 boroughs) and do not provide for community development work and supporting residents from deprived areas directly. This project will enable London Play to not only empower the community and set the wheels in motion for resident-lead action, but hopefully kick-start a London revival of Play Streets. We want to take our learning and leading ideas in this field and cascade this London-wide acting as a catalyst for Play Streets and providing children and families with the tools, knowledge and ability to exercise their rights; to enjoy the environments they live in.

At present the activities/services we provide include:

Annual Go-Kart Grand Prix, a fun event where children from the capital gather to create their own Go-karts and race them against each other.

Heritage, Evacuee Play Trove. A heritage lottery fund project where evacuees from the first world record oral histories of their childhood play experiences. Oral histories have then been used to create memorable workshop experiences within schools and the Museum of London. Culminating in a celebratory event at the Churchill War Rooms (partners include: Many Happy Returns and Half Moon Theatre).

The Play and Plate project A book and website resource supporting parents to encourage children's active play and healthy eating in fun, short, engaging activities.

The innovating 'Pop up Play Shop' which has just been shortlisted for the People Millions (out of over 7,000 applicants).

Founders and organisers of the coveted 'Adventure Playground of the Year Awards' Social Action Fund project which motivated thousands of community members to improve the play activities in their locale (via engaging in nature play/pop up play shops)

Unique pop up tree-house design and development alongside the design and installation of community natural play elements in public spaces.

Our trustees (some of who have been with us since inception) have a range of skills including:

1.16 Child Protection and the protection of young people and vulnerable adults

If you are applying for a project to work with children, young people or vulnerable adults, you need to be sure they will be safe.

As a minimum you must have a relevant policy and the policy must be put into practice. It is your responsibility to have acceptable protection policies and procedures in place, which meet the standards set out in our programme guidance. We may inspect these policies and procedures at any time while we assess your application and if you are awarded a grant.

If your project will be working with one of these groups, tick this box to confirm that your organisation has the relevant policies in place

Your main contact

1.17 What are your main contact's details?

Title [Mr, Mrs, Ms, Miss] Forenames (in full) Surname
Position or job title

Home address

Telephone or textphone number

Email address

Telephone or textphone number

Website address

Fax number (if applicable)

1.18 Have they lived at this address for the last three years? Yes No

If you ticked no, give their previous address.

1.19 Should we contact them in a particular way?

For example: Braille, audiotape, large print, sign language or a community language.

1.20 Which address should we use to notify you of our decision?

The main organisation address

The address in this question

Other

If you ticked other, what address should we use?

	Postcode	

Section 2 - The need for your project and who it will help

2.1 Your project name

Has your project name changed since you sent us your outline proposal? Yes No

If you ticked yes, what is your new project name? If your application is successful, we will use this name in any press releases we send out about your project.

2.2 Why is your project needed?

In your outline proposal you gave us some information about the need for your project. This is your opportunity to tell us more.

Need is the term we use to describe a problem or issue, or situation where something needs to change to make things better for a person, a group of people or an environment.

Use about 750 words to tell us about:

- the issues your project will help to address
- any research you have carried out or other evidence that shows your project is needed
- your consultation with beneficiaries and/or other organisations and people that shows that your project is needed
- how your project will add to any existing services or projects and fill any gaps
- how your project fits in with local, regional or national plans, strategies and initiatives
- any additional evidence that supports the need for your project
- any changes since you submitted your outline proposal form.

Address each of the bullet points in your answer as much as you can.

To help you give us the best possible answer to this question, read the Need section in our guide Getting Funding and Planning Successful Projects.

The London Play Street Project will meet the physical and emotional needs of children and young people in some of the UK's most deprived areas, build community spirit, address anti-social behaviour and circumvent the capital's lack of play infrastructure.

There is a lack of opportunities for CYP within London due to limited usable green and play spaces and barriers to involvement. Children play outside less than they want to, the idea of residential areas as play spaces has virtually disappeared. Communities, especially their parents and carers, fear abduction and involvement in anti-social behaviour, inauguration into gangs and crime. As a result these restrictions significantly impact on the development of CYP. Due to a lack of activity their health is adversely affected both from a physical and mental perspective. They feel disconnected and isolated within their community, lack independence and struggle to develop meaningful relationships within their area resulting in poor confidence and self-esteem. Due to the level of disadvantage in the targeted boroughs, these issues also fall alongside comparatively higher rates of obesity, type-two diabetes, anxiety and depression amongst CYP that are unable to play outside combined with underdeveloped social skills

and life skills that adversely affect their future life chances. Our research/consultation and evidence shows this project is needed because:

It's what children and parents want: As Play England (PE) polls in various parts of the capital show (see Appendix 6) and as evidenced by the success of schemes such as Bristol's Playing Out project, children want to play outdoors and crave more adventurous play (for example, 53 per cent of 5-11s surveyed in Play England's Playday opinion poll in July 2013 said they wanted to play out more); however, they lack the opportunity to do so. As the London Play (LP) Street Party Evaluation 2009-11 shows, parents are deeply aware of these desires:

This project would make these dreams a reality.

Addressing cultural barriers to playing out: However, although many parents can see the advantages of outdoor play, many still worry about the risks. For example, those consulted by London Play in the prospective project areas agreed that "stranger danger" is a key local concern. In the LA Croydon and Redbridge Play Strategy consultations, crime/fear of crime and worries over anti-social behaviour were viewed as the most significant barriers to outdoor play. In addition some 59% of parents were only confident about letting their children play out if others were doing so, and 26% wanted a greater sense of community spirit to be established first (PE Playday poll, 2013). By reclaiming the streets collectively for outdoor play for just a few hours a week, such fears would be assuaged, as would understandable concerns about the dangers posed by traffic.

Addressing economic barriers to play: The factors listed above compound the exclusion from play opportunities affecting 37% of London's 1.6 million children. These children live in poverty; the highest proportion among all UK regions (London's Quality of Life Indicators, GLA, 2012). The project's 12 targeted boroughs rank within the 14 in the capital where over 30% of CYP live in poverty (for example, in Haringey and Islington, 61% of children hail from low-income families, according to HMRC Child Poverty Statistics, 2010). In general, there are high indices of deprivation in the target areas (ONS data show that 35.8% of 16-24-year-olds in Lewisham are unemployed). To make matters worse, CYP are the "group most severely affected" by local government cuts (Joseph Rowntree Foundation, 2012). In the Redbridge Play Strategy Consultation, parents said that indoor play opportunities were out of reach financially. Yet as the Croydon Play Strategy 2010-2013 puts it: "Play has the potential to enable children to challenge and transform situations of inequality." The street scheme offers an incredibly cost-effective method to facilitate such transformation.

Addressing physical barriers to playing out: In the PE Playday poll 13, 32% of adults and 20% of children highlighted the need for more local play spaces. As a respondent to the LP pre-project consultation in [redacted] put it: "All children will choose outdoor over indoor play, but few have adequate access to safe outdoor play spaces." According to the National Trust (2012), traffic and car culture drastically reduce children's freedom, a fact exacerbated in deprived inner-city areas by the lack of accessible green spaces (CABE 2010) and overcrowding (see Appendix 6). The Play Street project would go some way to addressing these concerns while supporting Local Area Plans (eg, the Waltham Forest Highways Development Plan, Croydon Local Area Agreement Target NI 110 and the Lambeth Play Strategy 2007-17). Disability further reduces already scant play opportunities: according to Contact a Family 2012, 86% of families with disabled children cannot afford days out. Play Street's affordability and accessibility would help here, too.

Addressing the declining health of London's children Extrapolating current trends, 60% of the UK population will be obese by 2050 (Government Office for Science, 2007), but the British Medical Journal has promoted play as a way to help solve the "obesity epidemic" by nipping it in the bud. Physically active people (particularly if they start

young) are more likely to live longer with fewer health problems (GLA Quality of Life Indicators, 2012), but children in deprived areas are significantly less active than their affluent peers (Croydon Joint Strategic Needs Assessment, 2009-10). "One in five children in London is obese, a higher prevalence than in the rest of country" (Tipping the Scales, 2011). Play Street will target areas with high levels of obesity, such as Enfield, where nearly 40% of Y6 children are overweight (2011/12 National Child Measurement Programme) and Newham (24.6%) (Newham Joint Strategic Needs Assessment, 2010). Over 30% of CYP in our targeted areas live in low-income households (see Appendix 6). Exercise from early years is vital in embedding good lifetime habits (Croydon Play Strategy 2010-13) and the physical benefits of play are well known (eg, the Department of Health's Change4Life scheme). DoH recommends 60 minutes of physical activity a day for children, but a BMJ Open journal article this year found that 49.2% are still not meeting the recommendation. There has been a 10% decline in CYP's cardiorespiratory fitness in the past decade, plus a reduction in their ability to do physical tasks, producing a "generation of weaklings" (National Trust, 2012). Early childhood exercise builds strong bones, muscle strength and lung capacity, develops fine and gross motor skills, and may increase cognitive function (Play England Literature Review, 2012) while decreasing the risk of smoking, drug and alcohol abuse in later life. Children are more likely to get a good daily dose of physical activity if they are allowed to play outside the home instead of relying on parents to take them out. The Play Street project will contribute to Local Area Plan targets on children's health, such as the Croydon LAA Target NI 55. [REDACTED] can see the value of the project, as can local parents (see Appendix 6).

Addressing CYP's declining emotional resilience, independence and wellbeing: Outdoor experience teaches children to cope with the risks and challenges they will face in adulthood (National Trust, 2012). Fewer opportunities for unstructured, self-determined play affect their ability to respond to new/uncertain situations and lead to a lack of self-awareness (Croydon Play Strategy 2010-13). Outdoor activity is "crucial to children's quality of life" (Play England Literature Review, 2012), but the UK scores badly in this area. As one [REDACTED] parent told the LP Street Party Evaluation in 2011: [REDACTED]

[REDACTED] Play Street answers this problem: as one respondent to the pre-project consultation in [REDACTED] put it: "Children have to keep themselves safe and generally become more independent from their parents. Our play street gives them a sense of control, having the power to close their road so they can play." Some 71% of children agreed with this sentiment when asked during one LP 2011 pilot Play Street event.

Reducing exclusion, anti-social behaviour and isolation: Being stuck at home adversely affects children's access to social resources, retards the development of social networks and damages their sense of belonging to the local community (Croydon Play Strategy 2010-13). Playing freely with peers helps them develop empathy, cooperation and problem-solving (Open University, 2011). Play settings offering cross-generational interactions help CYP develop physically and psychologically (Play England Literature Review, 2012). Such settings also help them to develop social and conflict resolution skills, plus trust and attachment to place (all linked to wellbeing and environmental awareness) (Sustrans charity active play and travel programme; London Play briefing, 2010). Some 81% of 21 children surveyed at a 2011 Play Street event made new friends. All said their street felt like a safer place after they had played out in it (for example, [REDACTED]). A respondent to the LP pre-project consultation at [REDACTED] said: "When children can play out near their home they can form friendships with other children - and adults - who live nearby and learn, in a natural, unpressured, relaxed way how to get on with other people. They learn to share enthusiasms as well as sort out disputes, both of which are essential skills that

they cannot so easily learn at home in front of a screen." One parent in [redacted] said of their children: [redacted]

[redacted] respondent added: "They get to play with people/children of different ages, social groups and cultures, which benefits them socially and helps them feel more confident and secure in their neighbourhood." In addition, outdoor exercise can encourage the use of public spaces, interaction with others and greater self-confidence (London's Quality of Life Indicators, GLA, 2012). As a [redacted] parent put it: [redacted]

[redacted] Again, this is something that cannot be done in front of a screen.

Addressing the declining sense of community and relationships Living Streets (2009) offered evidence that the decline in the use of the street and other public spaces led to poorer neighbourhood relations. However, outdoor play can replace some of this lost social capital by building adult social networks and community ties (Play England Literature Review, 2012). According to the Playday poll, 45% of adults said that play helps families get to know each other; 41% agreed it can help improve community spirit; and 14% said it makes an area more desirable. The LP Street Party Evaluation 2011 found that getting to know other people through the project made a demonstrable and sustainable difference to communities. Said one respondent: [redacted]

[redacted] All respondents (from six areas) agreed that the project brought the whole community together, people without children, too. "When people are not stuck inside their houses, community happens," said one [redacted] parent speaking to the LP pre-project consultation. "It's a great chance to talk to people we don't usually interact with," said a [redacted] resident.

Facilitating community capacity and ownership Play Street supports borough plans (such as the Lambeth Play Strategy 2007-17, which aims to create opportunities for children and families to participate in the planning, development and delivery of play provision). In the Pilot Play Street review 2011 respondents said: "Without London Play's help and involvement [redacted]

[redacted] However, the evaluation also highlighted the need for greater sustainability, which will be met in the new project by building local capacity by training "play advocates", plus an online London Play Street Network and forum. Earlier this year, BBC News reported that almost half of London's boroughs have expressed an interest in the project, [redacted]

This project is unique in that only 2 boroughs in London (Hackney and Tower Hamlets) are making strides in developing Play Streets independantly (via support from local Play Associations who are being advised by London Play). This project will enable us to cascade the learning from our own pilot, work alongside Hackney and TH to share their experiences and finally respond to the huge demand for this work throughout London, at a time when the Department of Health is investing in educating commissioners about the benefits of Play Streets.

2.3 Existing projects

Are you applying for funding for an existing project?

Yes

No

If your project, or part of it, is based on an existing piece of work we can consider funding it but we need some more information. If you ticked yes, **you must enclose a written**

evaluation report with your application that gives us a summary of the following:

- that your existing work is making a difference and meeting local needs
- that there is still a need for this work
- what has worked well
- what you can do better if you receive more funding.

We also want you to use about 250 words to tell us:

- **who is currently funding your project**
- **when the funding will end**
- **why the funding is coming to an end**

Address each of these bullet points in your answer whether you have received funding for all your project or just part of it.

2.4 Beneficiary involvement

In your outline proposal you told us how the people and organisations who will benefit from your project will be involved in planning, developing and running your project. This is your opportunity to tell us more.

We think beneficiary involvement is really important and increases the chances of running a successful project.

Use about 500 words to tell us:

- **if anything has changed since you sent us your outline proposal**
- **about any further work you have done to involve your beneficiaries**
- **how your beneficiaries will be involved in evaluating your project.**

It might help to use headings to explain how your beneficiaries will be involved in:

- **developing**
- **running, and**
- **evaluating your project.**

Changes since Outline Proposal:

Beneficiary numbers have increased overall. Please see appendix 2 for details of outputs. Within indicators Q3.3 many of these relate to the number of respondents so are slightly lower than annual expected numbers.

The outcomes have been slightly revised to be a little clearer and more focused.

The structure of the project with greater planning/consultation has been developed to be rolled out across boroughs. This means instead of 4 boroughs per year we are now working with 3 in yr1, 4 in yr2 and 5 in yr3. The number of streets per borough has reduced to five this is because six streets was perhaps over-ambitious. We believe via the existing and potential users we have identified that 5 streets per borough would be significantly more achievable.

We have exchanged Hackney and Tower Hamlets with the boroughs of Redbridge and Westminster as further discussions with local representatives (council officers/residents) highlighted a greater desire to engage in this project and the requests for support have been larger.

The budget has increased to reflect realistic costs of delivering after developing the project in greater detail. Further information about these changes is available in Q5.4

Any further work you have done to involve beneficiaries: Please see attached Appendix 1&7 which shows further consultation conducted with all target boroughs. In addition we have also involved Year One target boroughs beneficiaries:

Enfield: Sept 13 attended residents meeting (Palmers Green at the Intimate Theatre) to discuss the motion of play streets in the borough. There was a great turn-out including local councillors and residents. Gathered waiting list of 12 people who want to set up play-streets

Haringey: Some moves are being made by local residents to establish Play Streets, we have been asked to develop a protocol for supporting Play Street development in the future (if funded) with the council and local Play Association. We continue to have requests from lively residents of Haringey via emails and phone calls, 10 enquiries in past two months.

Waltham Forest: We continue to have contact with local residents at one of our pilot Play Streets from 2012. They have had requests from other residents in the borough and we broker contact and information between them for advice and support. Again a waiting list of 22 people is currently operating for this borough and we get people referred to us via councillors and local community organisations regularly.

Developing

We have designed the project (a flexible menu of training and localised community development) from consultation with potential beneficiaries (speaking to people via facebook/forums about best way to support them to set up a play street). Advocates will help London Play Draft a Capital's Charter for Play Streets which will act as a guiding ethic for this project (and influence future Play Street projects).

Advocates will be encouraged to recruit further advocates (at least 6) to get their play street off the ground. This really is a demand-lead project. By initially getting in touch and indicating their commitment to developing a Play Street the Play Advocate worker will be able to enhance and develop their skills so they can go on to manage a Play Street collectively. The initial stages of developing the play street include: gathering other advocates, collectively devising an action plan, garnering local support (councillors, residents, business owners, press) and then holding public meetings to gather more local involvement in the development of the Play Street. They will then decide on activities and the 'flavour' of their play street from feedback and consultation with residents (children and adults) e.g. favoring activities such as learning to ride a bike, socialising, playing group games or building go-karts, they will also be provided with £800 in their first year (2 special activity sessions) to hire workshops facilitators to make such ideas a reality.

Running

This project (due to its nature) will be user-led from the outset. Although London Play acts as a central resource the models of the projects are entirely developed and delivered by the neighbourhoods where they will be delivered. As such neighbourhoods take control straight away.

Each area is supported and run by resident-led steering groups (play advocates) and will vary dependent on the environment, culture and community issues affecting the boroughs question. Play Advocates will retain ownership and are responsible for the development of play activities/volunteer network in their locale. These networks will be encouraged to join London Play's trustee board in order to disseminate and circulate valuable strategies and developments. Play Advocates will also become trainers of volunteers in new areas, either

through street-meets (swapping of skills face to face) or on-line via social media platforms (twitter, facebook, youtube) being part of the info-bytes and web-modules and contributing the (new) Play Street Column in Play-wire (London Play's e-news).

The tasks advocated undertake within the project include: fundraising, recruiting, developing their own notice boards, partnership working and developing forum groups. Parents and older members of the community are responsible for certain necessary tasks that CYP would be unable to perform such as first aid, health and safety, conflict resolution, child supervision, traffic management, delivery of certain games but CYP are also heavily involved whether helping to deliver certain activities or older beneficiaries delivering them independently, or acting as peer mentors and buddies for other CYP.

Evaluating

We will recruit an Independent evaluator to work with the Play Street Advocacy worker and local steering committees to design and implement the evaluation. Data collection will occur quarterly (and will be user-lead where possible). It will measure the effectiveness of certain strategies and activities and provide opportunities for all beneficiary groups to suggest and implement new initiatives/ways of progressing annually. At the end of the three years users will be consulted again to contribute to the end of project report to measure sustainability beyond their first year of inclusion. The Play Street of the Year competition is a way in which to include children in the evaluation of services and celebrate the success of individual streets. All nominees will receive an award/recognition of some kind at an end of year event where all Play Street advocates/residents will be invited to attend.

2.5 Beneficiary locations

Have the main local authority areas where your beneficiaries live, or are based, changed since your outline proposal? Yes No

Do you have more information about where they live or are based? Yes No

If you ticked yes, use this table to give us more information.

Name of local authority area	Yr 1: Haringey, Enfield, Waltham Forest
Name of local authority area	Y 2: Lambeth, Southwark, Islington, Lewisham
Name of local authority area	Yr 3: Camden, Croydon, Newham, Redbridge*, Westminster
Name of local authority area	Note: * replace Hackney, Tower Hamlets
Name of local authority area	
Name of local authority area	

Section 3 - The difference your project will make

When you filled in your outline proposal you will probably have used our guide [Getting Funding and Planning Successful Projects \(www.biglearningzone.org.uk\)](http://www.biglearningzone.org.uk) to help you write your project outcomes and think about your activities.

Now is a good time to take another look at the guide as it will help you answer the questions in this section. The guide provides more information about, and examples of, outcomes, indicators and activities. If you use the guide to help you fill in this form, your application is more likely to be successful.

3.1 Your project aim

In your outline proposal you stated the aim of your project. In no more than 250 words please tell us a little more, including whether your aim has changed since your outline proposal.

Our aim hasn't changed however it has grown to include volunteers. We now aim to provide disadvantaged children and young people (35 per street, 2,100 in total) with sustainable outdoor play opportunities improving their communities and their lifestyle, independence, health and social skills by establishing a network of local, site-sensitive play opportunities and street initiatives across London promoting safer play. These 60 'Play Streets' will be located in 12 boroughs and provide opportunities for adults and teenagers (30 per borough, 360 in total) to become Play Street advocates in their communities learning new transferable skills and work experience whilst delivering a fun and engaging project. They will be supported by the skills of a specialist Play Street Advocacy worker and London Play staff and self-direct the project. Adults living in Play Street locations will also benefit from feeling safer and less isolated (70 per street, 4200 across London). They will be afforded high levels of decision making and be influential in how Play Streets develop in the capital in future. This is very much a grass-roots demand-lead project which will have approximately 6,660 beneficiaries over the 3 years. This project ultimately enshrines the UN Convention on the Rights of the Child (Article 31, Children's Right to Play/Leisure). Please see appendix 2 for breakdown of beneficiary numbers.

3.2 Outcomes table

What difference will your project make?

In your outline proposal you gave us up to four project outcomes which we've included in the letter inviting you to complete this application form.

Many applicants review their project outcomes between the outline proposal and full application stage as they develop their project. If we have given you specific feedback about your outcomes in the letter inviting you to complete this form make sure that you respond to it when you answer this question.

If you are reviewing your outcomes, remember:

- **to list between two and four outcomes**
- **in each outcome, to tell us who will benefit from the change**
- **your outcomes must still meet the programme outcomes listed in Part Two of the programme guidance.**

We suggest writing no more than 20 words for each outcome

Even if you haven't changed your outcomes, you should still write them in the box below as this will help you complete the Indicators table in question 3.3.

Example outcome: Older and young people involved in the project will have increased confidence and self esteem.

Outcome 1	CYP gain social skills and increased independence as a result of engaging in active play.
Outcome 2	CYP see increase in number of accessible play opportunities leading to their improved physical & mental health and wellbeing.
Outcome 3	Older and young people (volunteers) will take part/run Play Streets gaining transferable skills and work experience.
Outcome 4	Diverse beneficiaries from targeted communities will experience reduced isolation and improved cohesion and safer environments.

3.3 Indicators table

How much difference will your project make and by when?

Indicators are signs that the change or difference is happening and they help you to see if your project is being effective.

List up to three indicators for each of your outcomes that you have listed in question 3.2. You don't need to write out each outcome again, just make sure that, for example, Outcome 1 in question 3.2 is the same as Outcome 1 in the table below.

If there is only one relevant indicator for each outcome then it is perfectly acceptable to list only one. Do not be tempted to add unnecessary indicators just to fill the box on the form.

For each indicator show the level of change (for example, how many people will benefit) and when you would expect to see that change (for example, by the end of the first year of the project). You may want to show the level of expected change at a number of points during your project or, for some indicators, simply just at the end.

As a minimum for each outcome you need to list one indicator that shows the total amount of change you would expect to see at the end of the project (see the example in the table below). We need this information as it tells us how much change we could expect to get in return for any funding we award you.

Project outcome	Indicator (about 25 words)	Level (about 25 words)	Timescale
<i>Example outcome: Older and young people involved in the project will have increased confidence and self esteem</i>	<i>The people in the project team who take on roles and responsibilities.</i>	<i>20 people</i>	<i>By the end of year one</i>
	<i>The number of people who have demonstrated their enhanced knowledge and skills in creative activities through exhibiting their works.</i>	<i>60 people</i>	<i>By the end of year two</i>
	<i>The number of people who have demonstrated their improved confidence and self esteem by publicly sharing their stories.</i>	<i>40 people</i>	<i>By the end of the project</i>
Outcome 1	The number of CYP reporting	260 CYP	By end Yr 1

	new and diverse friendships in their neighborhoods (socio-economic, cultural, inter-generational)		
	The number of CYP who report improved levels of social confidence and self esteem	500 CYP	By end Yr 2
	The number of CYP demonstrating their independence by engaging in self-directed play	1000 CYP	<i>By the end of the project</i>
Outcome 2	Number of CYP in attendance and benefitting from regular accessible 'Play streets'	525 CYP	By end Yr 1
	Number of parents/carers reporting increased and improved physical health/activity rates of CYP	800 Parents/Carers	By end Yr 2
	Number of CYP reporting improved happiness levels through engaging in regular active play	1,500 CYP	<i>By the end of the project</i>
Outcome 3	Number of CYP and adults volunteering to organise local Play Streets	90 people	By end Yr 1
	Number of volunteers reporting engaging in training/learning events (on-line/in person) to develop new skills	120 people	By end Yr 2
	Number of volunteers who have gained work experience by assuming new responsibilities.	360 people	<i>By the end of the project</i>
Outcome 4	Number of residents from deprived boroughs (young and old) demonstrating reduced isolation by engaging in Play Streets	1,500 people	By end Yr 1
	Number of residents from deprived boroughs (young and old) reporting improved relationships with neighbors	1,900 people	By end Yr 2
	Number of residents from deprived boroughs (young and old) reporting their neighbourhood is safer for CYP as a result of Play Streets	3,000	<i>By the end of the project</i>

3.4 Tracking progress

How will you measure and track your progress towards achieving your outcomes?

Use about 250 words to tell us about the methods you will use to track your progress and when you will review your progress so that you can make sure you are on track towards achieving your outcomes.

Please note the indicator figures above relate to either the total numbers of users or to the numbers we would evaluate with - for full numbers of beneficiaries totalling 6,660 please see Appendix 2.

There are a number of ways we will ensure we are on track to meet targets/indicators and outcomes at set intervals throughout the project.

Our trustees (who meet every month) are ultimately responsible for the grant and will be kept informed by direct updates from our staff team (chiefly the Play Street Advocate - PSAW) at certain meetings, and the Play Development Team Manager (PDTM) tables a projects update report at every trustee meeting. An operational plan based on the key indicators and targets of the bid will be created by the PSAW & PDTM and will form a baseline for measuring progress.

The external evaluator will be recruited early on and also be involved in creating an evaluation plan (the targets for which will form part of the operational plan). The evaluator will also meet with the PDTM & PSAW at the beginning of the project to help set up evaluation tools/systems and then check in quarterly on the progress of these outputs.

Once the operational plan is established the PDTM & PSAW will meet weekly during the initial probationary period (3 months), then monthly following this to check progress against the operational plan and to review the progress of individual Play Street Advocates, Apprentices, Play Streets and Borough Steering Committees.

The London Play staff team have monthly meetings where all staff share information, update each other on progress and gain support as necessary. Trustees often also attend these meetings and they are usually (aside from supervisions) the place where any problems or issues are discussed and solutions found. This will also form the basis for much of the team working between the Information & Communications Manager, Finance Manager and PDTM & PSAW to share their workload and discuss progress. The annual interim evaluations published by the external evaluator will also be crucial to reviewing progress, learning from the project and changing the way things are done – if necessary to ensure a successful outcome. London Play Staff will also be visiting all of the Play Streets at set up and during their events and will again be able to consult/discuss and review project progress with participants at the end of year Play Street of the Year event.

London Play has a clear complaints policy in place and all users/participants will be made aware of how to make a complaint (once they join the project) should they have any issues at all. The use of social media also provides an immediate line to beneficiaries and any issues they may have. The process of recruiting Play Street Advocates to the London Play board will also help us to un-adulterated communications direct with beneficiaries.

3.5 Learning from your project

How do you plan to evaluate your project?

Use about 300 words to tell us how you are going to make sure that you will be able to learn from your project, and share this learning with others.

Self-evaluation is something that you are in charge of and can carry out in a variety of ways. You should work with people involved in your project including your project beneficiaries to:

- **identify the key questions you'd like to explore during the life of your project,**
- **how to investigate them**

- what to do with the findings.

You should fully develop and implement your evaluation plans at the start of your project. If you would like more information about how to evaluate your project, read our 'Understanding self-evaluation' guidance which is available at www.biglotteryfund.org.uk

Our staff have strong skills in data collection and analysis, however to ensure a robust evaluation we will recruit an independent evaluator to work with the PDTM & PSAW & Play Advocate street committees to develop and implement the evaluation plan, review progress and collect/analyse/evaluate all data. This is already an effective model (Heritage Lottery Evaluation – currently being completed).

Working with staff and volunteers the evaluator will provide key areas for them to consult with users/families in order to develop exploratory evaluation questions. E.g: In what way does regularly attending play street activities improve confidence? What new skills have play advocates learnt and what difference do these skills make to them? In what ways do Play Streets support inclusion in terms of people of differing ages, ethnicity or ability?

Together they will agree the most appropriate methods for investigating questions and gathering base-line data this could be via interviews, questionnaires, on-line surveys, focus groups, outcomes stars, play advocate targets.

The evaluation plan will provide a framework for data collection which will delegate responsibilities to staff/volunteers/trustees and the evaluator. At all stages the evaluator will provide guidance and support to key staff/volunteers in any aspects of data collection/evaluation methods. Stakeholders (for example members of the borough steering groups) will be consulted regularly to feedback on the progress of the project, and involved in Play Street events as much as possible.

Annually the Play Development Team Manager, Play Street Advocate Worker and Evaluator will analyse and evaluate all data and provide brief findings and recommendations to staff/trustees/volunteers which will help influence subsequent annual project plans. An interim report at the end of each year will provide an opportunity to share learning from the programme and raise awareness amongst beneficiaries and stakeholders of the project's aim. Because of the reach of the project (to 12 different borough in separate years) it was felt appropriate to measure the progress annually via an interim report which would then be used to contribute to the over-arching final report in Year 3. The evaluator will also set methods for tracking the progress of Play Streets in boroughs targeted in Year 1 – in subsequent years to measure their sustainability once they move to remote support by London Play.

The findings of the interim reports and the end of project evaluation report will be printed and distributed at the Play Street of the Year celebration events. The report will prove to be central to our exit strategy and will provide a national platform as a learning and best practice resource via our website. We will also share our learning via national/regional links with Play England, National Children's Bureau, International Play Association, Health and Well-being Boards, Children's Services, Transport & Highways departments, London Councils and local councilors, Greater London Assembly, London Sustainable Development Commission & their London Leaders, Transport for London. We also have great contacts with influential politicians/officers such as:

Section 4 - What you will do

4.1 Project activities

What are the most important activities you will deliver during your project?

Activities are the tasks, actions or services that take place in your project to achieve its outcomes.

We suggest listing no more than four activities a year and writing no more than 25 words for each activity.

Make sure your activities will allow you to meet your project outcomes.

When	Activity
Year one	<i>Example: 20 volunteers will have received training in reminiscence work.</i>
Year one	(All items marked with * further explained in Appendix 3&4) Recruit and induct Play Streets Advocacy Worker, develop operational and evaluation plan (with external evaluator). Launch/publicise in 3 Boroughs (Waltham Forest, Enfield & Haringey) and set up Strategic Play Street Boards*. Outreach and recruit 90 advocates (6 per street) from 5 Play Street Locations in each borough). Draft principles for Capital's Play Street Charter* and consult throughout year with beneficiaries.
	Deliver Workflow* and Advocate Training Package*. On-line materials developed with weekly online updates via social media/newsletter/web*. Problem-solving and localised action plans devised for advocates to set up play streets. Launch Play Streets in locations: support advocates to gather local press/political interest & local commitment.
	Support and advise regular program of Play Streets and advocates. 4 specialist street activity sessions arranged per street per annum*. Launch recruitment/induction/training of apprentice to Play Streets Programme to help lead on 'Play Street of the Year' Competition*, film submissions by play street's beneficiaries.
	Play Street of the year competition held (annual high profile event) and launch the capital's Play Street Charter (user involvement in evaluation and planning). External Evaluator work with staff/volunteers to collect data and publish Yr 1 interim report measuring impact across 1st tranche of boroughs. Tailored sustainability plan devised for each Play Street. Ongoing remote mentoring provided to advocates of Yr 1 as required for duration of project.
Year two	Ongoing management and support of Play Streets Advocate worker, review and draft operational and evaluation plan Yr 2. Launch/publicise in 4 Boroughs (Lambeth, Southwark, Islington, Lewisham) and set up Strategic Play Street Boards*. Outreach and recruit 120 advocates (6 per street) from 5 Play Street Locations in each borough).
	Deliver Workflow* and Advocate Training Package*. On-line materials developed with weekly online updates via social media/newsletter/web*. Problem-solving and localised action plans devised for advocates to set up play streets. Launch Play Streets in locations: support advocates to gather local press/political interest & local commitment.
	Support and advise regular program of Play Streets and advocates.

	<p>4 specialist street activity sessions arranged per street per annum*. Manage apprentice to help lead on 'Play Street of the Year' Competition*, film submissions by play street's beneficiaries.</p> <p>Play Street of the year competition held (annual high profile event). External Evaluator work with staff/volunteers to collect data and publish Yr 2 interim report measuring impact across 2nd tranche of boroughs. Tailored sustainability plan devised for each Play Street. Ongoing remote mentoring provided to advocates of Yr 1 & 2 as required for duration of project.</p>
Year three	<p>Ongoing management and support of Play Streets Advocate worker, review and draft operational and evaluation plan Yr 3. Launch/publicise in 5 Boroughs (Camden, Croydon, Newham, Redbridge & Westminster) and set up Strategic Play Street Boards*. Outreach and recruit 150 advocates (6 per street) from 5 Play Street Locations in each borough).</p>
	<p>Deliver Workflow* and Advocate Training Package*. On-line materials developed with weekly online updates via social media/newsletter/web*. Problem-solving and localised action plans devised for advocates to set up play streets. Launch Play Streets in locations: support advocates to gather local press/political interest & local commitment. Project exit plan devised in advance of end of yr.</p>
	<p>Support and advise regular program of Play Streets and advocates. 4 specialist street activity sessions arranged per street per annum*. Manage apprentice to help lead on 'Play Street of the Year' Competition*, film submissions by play street's beneficiaries.</p>
	<p>External Evaluator work with staff/volunteers to collect data and publish Yr 3 interim report measuring impact across 3rd tranche of boroughs. Play Street of the year competition held (annual high profile event and Play Street Report Launched. Project exit strategy implemented. Tailored sustainability plan devised for each Play Street. Ongoing on-line support and advice provided by London Play Team.</p>
Year four	
Year five	

4.2 Project delivery

Why is your delivery method the best way to achieve your project outcomes?

Tell us in about 250 words:

- **why the way you are planning to run your project and the activities that you are planning are the best way to achieve your project outcomes**
- **why your project is better than other ways of working**
- **what evidence you have to show this is the best way.**

This project we believe is an excellent way to achieve the project outcomes:

It is based on tried and tested methods of engaging the community (which we have learnt through Social Action Fund) and via our informal pilots on Street Play and the highly successful Street Parties project.

It's resident-lead so is more likely to succeed.

It supports diverse people from deprived communities to learn new skills so they can activate and advocate for Play Streets and is therefore user-centred.

The project will cascade London Play's knowledge and passion for ensuring all children in London can have access to excellent sustainable play opportunities and so will share best practice.

Street Play as a model of addressing play needs of children is an internationally successful concept (currently happening in South America, France, Berlin, Tokyo and New York) so is capable of working well.

Play Streets are a low cost way of improving the health and social outcomes of children and communities, and they are easy (once established) to engage with (on the doorstep).

The Play Street model is accessible for everyone, those with additional needs alongside older people and people from different backgrounds.

There is strong political (Department for Health funding) and community support (see appendix 1&7) for the project.

It's what children want!

For London it's an excellent solution for providing space in a saturated city.

London Play is uniquely positioned to deliver this project with our pan-london remit, our political/community connections and our expertise in this field (See 3.5)

London Play has already set up the Play Street facebook network including academics, and has been consulted by Government on our views about Play Streets; gaining respect as the leading London agents in this field.

The ability to open up public spaces once a week and bring communities together is something special which is lacking in London.

This project changes how people live together, we want to make the streets consistently vibrant, catering to the community, where the black tarmac can turn into a fluorescent space that people can use and connect in.

Play Streets are popping up in some boroughs (such as Hackney) but there is no consistent approach to extend and replicate this across London. This project will kick-start and act as a catalyst for the revival.

It's an easy solution to a complex problem.

4.3 Will you be working with any other organisations to deliver your project? Yes No

If you ticked yes, tell us in about 250 words:

- **who you are working with**
- **how you are working with them**
- **what each partner will do to help you deliver your project**
- **what services and activities they will be providing.**

No but please see 3.5 for details of organisation we will work alongside to promote the project, and in the appendix 3 for details of local organisations (on local steering committee) who will help on a borough level to get the individual Play Streets off the ground.

4.4 Project location

Where will your project run or your project activities take place?

If you will deliver your project in more than one place, list all the different locations.

If your project is delivered through outreach work or covers a wide area then tell us the location and postcode of the building where your project will be based.

If you have not yet identified all of the locations that the project will be delivered at, tell us the areas or communities that you will work in.

Estimate the percentage of the grant that you will use to deliver your project in each location. If your project is going to be delivered in one place, write 100%.

Location	Location postcode	Percentage per location
<i>Example: Hardy Community Centre, Wessex</i>	<i>W1X 1BE</i>	<i>25%</i>
RUN From: London Play, Unit F3, 89-93 Fonthill Road,	N4 3GH	100%

4.5 When are you planning to start and finish your project?

Make sure the dates you put fit with the key dates for the programme and your start date is after the date when we'll confirm our decision.

Start date	Day	1	Month	Jan	Year	2014
Finish date	Day	31	Month	Dec	Year	2017

Equal opportunities

4.6 How will you make sure that everyone who could benefit from your project will know about it and be able to get involved?

We want projects to be open to as wide a range of people as possible. You need to have thought about how you'll address any difficulties people may have finding out about and using your project.

For example, they might need to care for someone, have values or traditions that are different to others or they may find it difficult to get to your project because of where it is or when it happens.

Use about 250 words to tell us about your plans.

There's more information about how to identify and address these issues in our Equality Matters guide, which you can get from www.biglotteryfund.org.uk or our advice line by calling 0845 4 10 20 30 (textphone 0845 602 1659)

The program as a community/resident centred project is designed to at heart to be inclusive.

We will recruit advocates and Play Streets via publicity promoted through schools and cultural centres so we can reach all facets of the community. The project will also, where required, translate information into community languages. (for example in Haringey (Somali or Bengali)).

All play advocates will be trained on-line and all resources will work both audially and visually (e.g. subtitles). If advocates are unable to access on-line resources (lack of internet etc) we will provide information via usb/dvd. Advocates will be encouraged to ensure that all their street organisers/advocates are representative of the community (e.g. of different ethnicities/ages) and will train them specifically in why this is crucial to local success. We will do this by helping them to map out their local community and to think of how to remove barriers to attending.

Activities that are planned will be discussed from an inclusion perspective to ensure they are appropriate for all children/ and again why this is important. We already have strong evidence that in terms of community cohesion, intergenerational work and disabled/non-disabled peers playing together Street events are excellent at breaking down barriers.

All training/meetings will take place in accessible venues and where necessary we will provide transport for Play Advocates who may have mobility issues. We have specifically set aside funds to provide transport to film-making children from Play Streets who wish to attend the end of year events.

Section 5 - The funding you need

5.1 Budget table

Complete the following table to show us how much your project will cost and what you plan to spend your grant on.

Make sure you read the programme guidance notes which explain the revenue, overheads and capital costs we will and will not fund.

Remember:

- The maximum grant available is £500,000 which may include up to £50,000 capital funding
- The total cost of your project (including all other funding) cannot be more than £750,000
- If your project involves land or buildings, the total cost of the capital part of your project cannot be more than £200,000.

We understand that the figures you gave on your outline proposal might have changed. However, we can't consider applications where there has been a significant change. Part Eight of the programme guidance tells you what we mean by a significant change.

There is additional guidance on the [Full cost recovery](#) page of our website to help you complete your budget and work out your overheads.

If you're typing, **DOUBLE CLICK** in the budget table to add your information in the white boxes. Please enter whole pounds between £1 and £750,000 only. For example £251 or £251.00. An error message will appear if you enter pennies. For example £251.13. The totals will calculate automatically but make sure you check them. The totals in the yellow and green boxes should be the same amounts as the yellow and green boxes in the tables in 5.2 and 5.3.

Total project costs – include VAT where applicable									
	Year 1	Year 2	Year 3	Year 4	Year 5	Total	VAT recoverable from total	Funding from other sources	Amount requested from Big Lottery Fund
						A	B	C	(A-B-C)
Revenue costs									
Salaries, NI and Pensions									
Recruitment						£0			£0
General running expenses						£0			£0
Training						£0			£0
Travel									
Consultancy & advice (including evaluation)									
Play Street of the Year Competition									
Volunteer support/Sessional Apprentices									
Total revenue costs	£95,014	£103,438	£115,640	£0	£0	£314,092	£0	£0	£314,092
Overheads									
Staff	£3,747	£3,822	£3,898			£11,467			£11,467
Accommodation	£7,400	£7,548	£7,699			£22,647			£22,647
Utilities						£0			£0
Other - please detail here						£0			£0
Other - please detail here						£0			£0
Total overheads	£11,147	£11,370	£11,597	£0	£0	£34,114	£0	£0	£34,114
Capital costs									
Refurbishment						£0			£0
Professional and legal fees						£0			£0
Office equipment						£0			£0
Vehicles						£0			£0
Other - please detail here						£0			£0
Other - please detail here						£0			£0
Total capital costs	£0	£0	£0	£0	£0	£0	£0	£0	£0
Total project costs	£106,161	£114,808	£127,237	£0	£0	£348,206	£0	£0	£348,206
If you are asking us to fund overheads, what percentage of your organisation's total overheads does this represent?									30%

Project funding

5.2 How much funding do you want from us in each year?

The figures for revenue, capital and overheads should include VAT that you cannot recover from HM Revenue and Customs.

If you're typing, DOUBLE CLICK in the table to add your information in the white boxes. The totals will calculate automatically but make sure you check them.

The totals in the yellow boxes below should be the same amounts as in the yellow boxes 5.1.

Grant amount requested from Big Lottery Fund						
	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Revenue	£95,014	£103,438	£115,640			£314,092
Capital						£0
Overheads	£11,147	£11,370	£11,597			£34,114
Total	£106,161	£114,808	£127,237	£0	£0	£348,206

5.3 If some of the money for your project will come from other sources, give us the details in this table.

The total in the green box below should be the same as the amount in the green box in 5.1.

If you're typing, DOUBLE CLICK in the table to add your information in the white boxes. The totals will calculate automatically but make sure you check them.

Source of Funding	How much is it?	How much is secured?	How much is still to be secured?	Is it an in kind contribution? (Y/N)
N/A			£0	
			£0	
			£0	
			£0	
			£0	
			£0	
			£0	
			£0	
			£0	
			£0	
			£0	
			£0	
			£0	
			£0	
			£0	
Total	£0	£0	£0	

Project budget

5.4 How did you work out your project budget?

Use about 500 words to tell us about your project costs:

- **how you worked them out**
- **what they are based on**
- **why there are differences between your budget in your outline proposal and your budget in this form, if this applies to you.**

We may ask you for more information during our assessment of your application.

The key reasons the project costs have changed is based on

1) More careful and thorough planning of the program from Outline Proposal Stage
2) Different aspects of the project being designed following further consultation with target boroughs/beneficiaries (e.g. inclusion of Play Street of the Year Competition & Apprentice costs, Training packs that can remain with beneficiaries so that if there is turnover of advocates information is available to new volunteers, need for promotional printing costs).

Here are more detailed notes on each aspect of the budget and how costs were calculated. We have also attached a full budget with a breakdown of each cost/per year.

Revenue Costs Include:

Play Street Advocate Worker, (new post) [REDACTED]

[REDACTED]
Information and Communications Manager, [REDACTED]

[REDACTED] (existing post)

Play Development Team Manager [REDACTED]
(existing post)

Apprentices (new posts) seven posts over the three years each working for [REDACTED] weeks gaining skills and [REDACTED] weeks working with a play street to devise entry for Play Street Competition and carry out evaluation with children. Rates based on consultation with young apprentices based in play settings and their views on attractive rates.

Apprentices added to programme as London Play consultation with Street Party beneficiaries showed that children enjoy interaction with teenagers, and this is an accessible model (Currently used in Adventure Playground of the Year awards) to engage young children in evaluation.

Project costs include:

Children's Film Competition based on £300 per street per year (for transport/refreshments/materials) based on existing project costs, and £1,500 towards venue hire for event (based on APG of the year award costs).

Training packs to provide printed materials to Play Advocates, for inclusion purposes (if individuals miss training/can't access on-line materials) and to have information available if advocates change over time. Costs based on £100 per street for printing / postage, based on existing administrative costs.

Printing/translation/access costs for publicity access to events (e.g. transport for advocates). Based on existing quotes/costs. In Yr 3 includes £2,000 for printing of final project report (based on quotes from suppliers for similar reports).

Specialist Street Activity costs - to add unique 'flavour' to each street and supporting sustainability. Based on specialist freelance rates of skilled artists/playworkers/participation workers etc. Costs include 2 activities per borough @ £400 each.

Travel based on London-wide annual Travelcard zone 1-4 at £1,774 per annum.

Overhead costs include:

Finance Manager at [REDACTED]

Rental costs = contribution to core costs. This project will make up 20% of London Play's future work, 20% of running/governance costs (as in 12-13 Management accounts) allocated to this project.

All costs are increased year on year by 2% to take into account inflation.

The project represents good value for money. The costs of one child for one year to access Play Streets every week is £166. Approx 1.59 per hour for their first year and free thereon. This figure translates to less than one pound a week per beneficiary (6,660 adults/children) in one year.

5.5 Why do you need funding for this length of time?

We want to know why you have asked for this amount of funding and for this length of time. Use about 250 words to explain the relationship between:

- **the need for your project**
- **how long it will take to achieve your outcomes**
- **how long you want us to fund your project.**

The project is designed to maximise and support the current political and community interest in Play Streets. We know this is a low-cost solution to rising obesity, disjointed communities, increased isolation, poverty, deprivation and a lack of freedom and play opportunities for children (unhappy childhoods). This project is geared towards increasing the impact Play Streets can have by creating on-line resources and having resident/volunteer lead interventions to community problems. Therefore we felt because of the high demand and interest in the programme the project should be three years in length to provide enough time to develop best practice (on-line resources), community commitment (Capital's Play Street Charter) and evidence of the impact whilst balancing high needs. 1 or 2 years would have been too short a time period to evidence the impact and sustainability of an individual Play Street, and 4 or 5 years would have proved too long a period to hit the 12 target boroughs that have shown the most interest. We hope to have struck a balance between high-quality outcomes and being responsive to need.

That said we absolutely want to roll the programme out to all boroughs in London beyond the period of the grant. Whether this be through utilising the good evidence and impact of the project to secure volunteers to support the programme and train individuals in other boroughs, or seeking further investment through the evaluation results of the project. Our long-term goal is that every child who wants to can play outdoors in their neighborhood safely.

Section 6 – How you will run your project

6.1 Project management

How do you plan to manage your project?

Use about 750 words to tell us:

- **about any experience you have of delivering projects**
- **about the staff and volunteers working on the project**
- **how you will make sure that the people working on the project will have the right skills and knowledge**
- **how they will be managed and supported**
- **how you will manage your project budget**
- **how you will manage any risks to your project**
- **what will happen to your project when our grant ends.**

Make sure respond to each bullet point and use sub headings.

Experience of delivering projects.

London Play has secured successful outcomes over many projects in the past 17 years. The Big Lottery fund Street Party project laid the foundations for this project and exceeded its target of creating 100 Street Party events over three years. We also successfully lobbied and were able to secure Central Government guidance in regards to residential road closures (an essential element of making Play Streets possible). Our Natural England Natural Play project saw 6 urban wastelands in London transformed into captivating natural play areas, creating oases for play interaction with nature in some of the most deprived parts of London. We have managed similar sized projects (100-150k per year) and have experience of reporting, monitoring and successfully delivering lottery programmes. We have experience of managing and mobilising large numbers of resident volunteers (Social Action Fund) and influencing decision makers. This project really is a culmination of many years of work for London Play and would enable us to create a lasting legacy for play deprived children in deprived neighbourhoods.

Staff and volunteers working on project

London Play has a small team of dedicated and creative members who work collaboratively toward our shared aim of enabling better London childhoods. We are supported by long-serving volunteer trustees who work with the staff team to ensure the organisation's strategic aims are pursued within a framework of good governance and ethical practice (please see 1.15 for further information on trustee skills).

The staff team have a range of skills including

How you will make sure staff have right skills and knowledge and how are they managed and supported:

Our recruitment process relies on a detailed, fair and well thought through job description, person specification and interview process. Advertising widely to get the best field of contenders available has ensured all our projects are led by team members with the experience, knowledge and confidence to deliver complex and challenging project work.

One of the key reasons that we have allocated [REDACTED] to the Play Development Team Manager is to ensure that the new Play Street Advocacy worker has the requisite support to develop and roll-out the project.

All staff have learning plans which are set at annual appraisals and where possible a training budget is ring-fenced annually to support the costs of training. London Play also supports the staff team to develop in other ways; skills swaps, secondments, volunteering.

All staff undergo weekly supervisions during periods of probation and then attend monthly supervisions subsequently and annual appraisals. They are also routinely invited to trustee meetings (monthly) and trustees attend staff meetings monthly also. There is an annual planning/away day for staff and trustees.

Volunteers will be supported directly by the Play Street Advocate Worker via phone/email/face to face meetings (see advocate training plan in appendix 4). In the first year of joining (advocates from targeted boroughs) will enjoy a high level of induction/training and support. However in subsequent years the PSAW will be available to all Play Street advocates as and when needed, and will check in at least 1-2 times a year to check/track progress.

At all times volunteers will enjoy significant on-line support and peer support via the social media channels and Play-wire publication.

How you will manage project budget

The project budget will be managed by the Finance Manager who will ensure the programme is working effectively within the project budget - please see staff sheet for Finance Manager for additional information. They will meet regularly with the PDTM and PSAW to ensure the programme is on track and report directly to trustees via financial reports at trustee meetings.

How you will manage risks to your project

Because of our Street Party experience and pilot Play Streets we are already very familiar with the potential risks of this project and are well prepared not only to mitigate these directly but to support our volunteer Play Street Advocates to gain the tools and experience to mitigate these too.

Each Play Street will devise their own action plan taking into account the needs and demographic of their local community. The reason we include community meetings in the Play Street Advocates training programme is to air any local issues/concerns from the beginning and include people who may wish to dissent in the decision making. We also aim to set up borough steering committees (local council officers from relevant departments) to help mitigate any 'road-blocks' to closing residential

streets or complaints that might occur from motorists. In addition, all advocates are CRB checked, training in playwork, safeguarding, dealing with conflict, traffic management, first aid and risk assessment. London Play also develops annual risk management plans to assess risks against all work areas; financial risks; safeguarding; health and safety risk assessment. We have employee (including volunteers) and public liability insurance.

We understand that a 'potential' risk to the project could be either a lack of take-up from advocates or a turnover in advocates during the life-time of the project. Firstly we have created realistic targets (5 streets per borough) from the high demand/needs/consultation evidence we have identified, and have built into the project significant levels of promotion and publicity to ensure the programme is effective at recruiting advocates. The training package on-line is designed this way for both accessibility but also to provide for the turn-over in organisers. Each advocate trainee will be provided with a physical training pack which is self-explanatory covering all relevant topics and can be handed over to replacing advocates. The PSAW will also regularly check in with all advocates and will quickly ascertain if there are issues/concerns, they will also have an incredible amount of peer support which is already established in the London Play Street Facebook Network to ensure any local project-drift is addressed quickly (Either by face to face meetings, discussing with borough steering groups or providing more specific guidance/training/street-meets) as required.

London Play participates in local and London-wide training/briefing events to maintain our knowledge of emerging issues and needs (including local needs assessment exercises, policy briefings and research projects). These are then discussed by the Board of Trustees and ideas are identified for further information gathering, or changes to our policies and procedures, thus refining our strategic business plans. Our policies include: Child Safeguarding and Protection; Health and Safety; Equalities and Diversity; Lone working Policy; Volunteering Policy; Access to Information; Complaints; Data Protection and Confidentiality (to name a few). We have a timetable for review of policies (either annually or bi-annually) and all our policies are in line with industry standards.

What will happen to your project when grant ends

Following our evaluation of the project's outcomes at the end of Years 1 & 2 we will devise an exit strategy to maximise how we can best move the programme aims forward. This could include further fundraising, campaigning, instigating in-kind support or maintaining on-line sustainable resources for continuation. We hope to demonstrate that beyond the initial year of support, the majority of Play Streets are sustainable and can continue into the future with some remote support and on-line aids.

We are committed to rolling out the project to all London Boroughs and aim to prove with Big Lottery Funding the social impact this simple idea of children and families interacting on their door-steps can have.

6.2 Staff posts

If your application is successful, how many staff posts will be paid for by this grant?

5

Complete the questions below for each person who will be employed to work on your project, not just the people who will be funded by this grant. Include both new and existing members of staff.

We will use this information to find out:

- what each person will do on the project
- if the salary reflects what they will do
- if the amount of time they will contribute is realistic.

If you are employing more than one person on your project, fill this section in for each additional member of staff.

If you're filling in your form electronically, and you need to provide this information for more than one staff post, use the additional staff posts page provided.

Job title

New post Existing post

If you've ticked new post, will it be openly recruited? Yes No

If you aren't planning to recruit openly, why not?

What will this person do on your project?

The Play Street Advocacy Worker is responsible for ensuring the project is delivered both effectively and efficiently in line with the operational plan (which they will devise). They will be the key port of call within London Play for this programme with residents, council officers, partner organisations, planning and ensuring the whole LP team involved in the project and the trustees are kept up to date with progress. They will directly outreach to target boroughs (please see appendix 3 for work-flow) to ensure we can successfully reach targets of play streets each year. They will line manage new play street advocates and impart their training and development (again see appendix 4 for advocate training programme). They will regularly 'check in' with Play Streets to help ensure their sustainability, support them to join the on-line networks and organise Street Meets (skills swapping sessions). They will also encourage advocates to join the LP trustee board who are interested. They will be responsible for managing apprentices, and the Play Street of the Year competition, and work together with the Play Development Team Manager and Information & Communications Manager to ensure the event is a success. They will be the key lynchpin for evaluation, working closely with the external evaluator and Play Development Team Manager to make sure that the evaluation plan is delivered effectively and that required evidence is gathered. They will also be the 'public' face of the project and work closely with borough steering committees to secure their commitment to the project.

Who will this person report to?

Number or hours worked	Number of hours worked	Number of hours you	Annual salary £	Annual National Insurance	Employer's pension contribution	Redundancy cost (if
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per week	per week on this project	want us to fund		contribution	%	applicable)
[Redacted]						

6.3 Volunteers

Will any volunteers work on your project?

Yes

No

If you ticked yes, tell us about them.

Use about 150 words to tell us:

- **who will the volunteers be, for example, young people**
- **what they will contribute to your project**
- **how much time you expect them to give.**

Our volunteers (Play Street Advocates) do not contribute to the project; they are the project. This programme has been designed to mobilise and empower local people in the hearts of their communities to provide door-step interventions that provide community cohesion, happier childhoods and safer neighbourhoods.

Each advocate will decide for themselves how much time they can give, but on average a Play Street will take place for a few hours a week. Therefore an extremely conservative estimate (not taking into account any training time) with each advocate spending 1.5 hours a week over 52 weeks would amount to 7,020 hours in Yr 1 (90 advocates), 16,380 hours in Yr 2 (90 Yr1 + 120 Yr2), 28,080 hours in Yr 3 (90, 120 and 150 advocates from Yrs 1-3). This is a total over the lifetime of the project of 51,480 hours.

It doesn't even take into account the hours advocates would give to sustaining and developing Play Streets beyond this project and is based on only 6 advocates per street (and we know this is likely to be greater).

Anyone can become a Play Advocate! However we imagine children will largely want to play so envision teens and adults being the key motivators. If applicable and following CRB's activities will include:

1. Motivate and encourage their local community including businesses and councillors to support Play Streets through sharing information and acting as advocates. Being inclusive and ensuring their plans are representative of all local communities (age, ethnicity, ability).
2. Be key organisers in obtaining a road closure or getting permission to access local space and use this as a Play Street. They will also be responsible for ensuring all risks (health and safety, safeguarding, insurance, dealing with conflict) are adequately assessed and negated/managed.
3. Promote their Play Street and encourage the community use to its fullest and that it's a fun and enjoyable experience that is able to happen consistently/regularly.
4. Evaluate and work with London Play to promote it's sustainability by creating a strong local 'flavor' and brand for their Play Street so it is memorable.
5. Act as champions to encourage other residents in the capital to act and create their own Play Streets by contributing to their development (via on-line platforms, face to face or via editorials).

We aim to develop a wealth of shared knowledge amongst play advocates to ensure that Play Streets are vibrant, valued and well-cared for so London's citizens can continue to enjoy their revival. In an age of austerity this is a low-cost way of helping people with difficult lives to feel happier, more connected and empowered whilst also ensuring children and young people really do get the best out of their child-hood.

Organisation name

London Play

Unique reference number

RC/5/010468136

Section 7 – Declaration and signatures

Data Protection

If you have applied for, or hold, a grant with us, we will use the information you give us during the assessment of your application and the life of your grant to administer and analyse grants and for our own research purposes.

We may give copies of all or some of this information to individuals and organisations we consult when assessing applications, administering the programme, monitoring grants and evaluating funding processes and impacts. These organisations may include accountants, external evaluators and other organisations or groups involved in delivering the project.

We may share information with organisations and individuals with a legitimate interest in Lottery applications and grants or specific funding programmes. We have a duty to protect public funds and for that reason we may also share information with other Lottery distributors, government departments, organisations providing matched funding or for the prevention and detection of crime.

We might use personal information provided by you to conduct appropriate identity checks. Personal information that you provide may be disclosed to a credit reference or fraud prevention agency, which may keep a record of that information. If you provide false or inaccurate information in your application or at any point in the life of any funding we award you and fraud is identified, we will provide details to fraud prevention agencies, to prevent fraud and money laundering. You can obtain further details explaining how the information held by fraud prevention agencies may be used from our Head of Information Governance, by emailing dataprotection@biglotteryfund.org.uk or by telephoning our advice line on 0845 4 10 20 30, or by writing to: Head of Information Governance, Big Lottery Fund, 1 Plough Place, London, EC4A 1DE.

We might use the data you provide for research purposes. We recognise the need to maintain the confidentiality of vulnerable groups and their details will not be made public in any way, except as required by law.

Freedom of Information

The Freedom of Information Act 2000 gives members of the public the right to request any information that we hold. This includes information received from third parties, such as, although not limited to, grant applicants, grant holders, contractors and people making a complaint.

If information is requested under the Freedom of Information Act we will release it, subject to exemptions; although we may choose to consult with you first. If you think that information you are providing may be exempt from release if requested, you should let us know when you apply.

We would like to send information about the Big Lottery Fund and other Lottery good causes to your named main contact. If you would rather not consent to receive this information please tick the box.

We should be grateful if you would help us improve our customer service by taking part in activities such as market research, surveys, or product testing. If you would rather not consent to take part in these activities, please tick the box otherwise we may pass your details on to organisations who do this work for us.

Declaration

We confirm that we are duly authorised to sign this declaration on behalf of the applicant organisation.

We confirm that this application and the proposed project within it has been authorised by the management committee, other governing body or board, or, if a statutory organisation by a senior member of staff.

We certify that the information given in this application is true and confirm that the enclosures are current, accurate and adopted or approved by our organisation.

We understand that any offer of grant will be subject to terms and conditions and we confirm that the organisation has the power to accept this grant if the application is successful and to repay it if the grant conditions are not met.

We understand that, if we make any seriously misleading statements (whether deliberate or accidental) at any stage during the application process, or if we knowingly withhold any information, this could make our application invalid and we will be liable to repay any funds.

We understand that the Big Lottery Fund may commission an evaluation of the programme. We confirm that we will co-operate with any evaluation related activities which are required of us by the Big Lottery Fund and further confirm that the Big Lottery Fund may use any part of our application for evaluation or research purposes.

We have not altered or deleted the original wording and structure of this application form as it was originally provided or added to it in any way.

We understand that you require each signatory to this form to provide their full name, home address and date of birth for fraud prevention and detection purposes.

We confirm our organisation has the legal powers to set up and deliver the project described in this application form.

Signatory one

This must be the main contact named in question 1.17 of this form.

I understand that you may contact me during assessment and I confirm that I am authorised by the organisation for this purpose and that you may rely on any further information supplied to you by me.

Title [Mr, Mrs, Ms, Miss] Forenames (in full) Surname

Position Date of birth

Signature Date

On behalf of (organisation name)

Home address

Signatory two

This should be the chair, chief executive or person of similar authority in your organisation. If you are a company this form must be signed by two directors or a director and the company secretary. This person must be different to signatory one.

I confirm that this application and the proposed project within it has been authorised by the management committee or other governing body or, if a statutory organisation, by a senior member of staff.

Title
[Mr, Mrs,
Ms, Miss]

Forenames
(in full)

Surname

Position

Date of birth

Home address

Have they lived at this address for the last three years?

Yes

No

If you ticked no, give
their previous
address.

Correspondence
address

London Play

89-93 Fonthill Road

London

Postcode

N4 3JH

Telephone or
textphone number

Telephone or
textphone number
(if applicable)

Email

Signature

Date

1 Oct 2103

On behalf of (organisation
name)

London Play

Signatory three (for companies only)

This should be another director or the company secretary, if not already signatory two.

I confirm that this application and the proposed project within it has been authorised by the management committee, other governing body or board.

Title [Mr, Mrs, Ms, Miss] Forenames (in full) Surname

Position Date of birth

Home address

 Postcode

Have they lived at this address for the last three years? Yes No

If you ticked no, give their previous address

 Postcode

Correspondence address

 Postcode

Telephone or textphone number Telephone or textphone number (if applicable)

Email

Signature Date

On behalf of (organisation name)

Section 8 - Beneficiary monitoring

We want you to tell us who will mostly benefit from your project. When answering each question you should consider the makeup of the population in the area where you are delivering your project and who you think is most likely to use or get involved in it.

If you tick 'No', this means that you don't expect any group or groups will benefit more than other groups listed. If you tick 'Yes', this means that your project will be particularly relevant to some of the groups listed.

We primarily ask these questions to understand the spread of our funding. There are no model answers. The information you give us will depend on what your project is for.

We will cross-reference the information you provide against other information supplied in your application form. If there are any inconsistencies we may follow this up with you.

1. Ethnic background

Will your project mostly benefit people from a particular ethnic background?

No	<input checked="" type="checkbox"/> Go to 2
Yes	<input type="checkbox"/> Tick up to three boxes below

White

English/Scottish/Welsh/Northern Irish/UK	<input type="checkbox"/>
Irish	<input type="checkbox"/>
Gypsy or Irish Traveller	<input type="checkbox"/>
Any other White background	<input type="checkbox"/>

Mixed ethnic background

	<input type="checkbox"/>
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Asian/Asian UK

Indian	<input type="checkbox"/>
Pakistani	<input type="checkbox"/>
Bangladeshi	<input type="checkbox"/>
Chinese	<input type="checkbox"/>
Any other Asian background	<input type="checkbox"/>

Black/African/Caribbean/Black UK

African	<input type="checkbox"/>
Caribbean	<input type="checkbox"/>
Any other Black/African/Caribbean background	<input type="checkbox"/>

Other ethnic group

Arab	<input type="checkbox"/>
Any other ethnic group	<input type="checkbox"/>

2. Gender

Will your project mostly benefit people of a particular gender?

No	<input checked="" type="checkbox"/> Go to 3			
Yes	<input type="checkbox"/>	Tick which gender	Male	<input type="checkbox"/>
			Female	<input type="checkbox"/>

3. Age

Will your project mostly benefit people from a particular age group?

No	<input checked="" type="checkbox"/> Go to 4			
Yes	<input type="checkbox"/>	Tick up to two boxes	0-24 years	<input type="checkbox"/>
			25-64 years	<input type="checkbox"/>
			65+ years	<input type="checkbox"/>

4. Disability

Will your project mostly benefit disabled people?

No	<input checked="" type="checkbox"/>
Yes	<input type="checkbox"/>

5. Religion or belief

Will your project mostly benefit people of a particular religion or belief?

No	<input checked="" type="checkbox"/> Go to 6
Yes	<input type="checkbox"/> Tick one box only below

No religion	<input type="checkbox"/>
Christian	<input type="checkbox"/>
Buddhist	<input type="checkbox"/>
Hindu	<input type="checkbox"/>
Jewish	<input type="checkbox"/>
Muslim	<input type="checkbox"/>
Sikh	<input type="checkbox"/>
Other religion	<input type="checkbox"/>

6. Sexual orientation

Will your project mostly benefit lesbians, gay men or bisexual people?

No	<input checked="" type="checkbox"/>
Yes	<input type="checkbox"/>

Section 9 – Check your application is complete

Organisation name	London Play	Unique reference number	RCP/5/010468136
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Checklist

This checklist will help you to check that you are sending us a fully completed application. Tick the following boxes to confirm that:

The main contact has signed the declaration in section 7.	<input checked="" type="checkbox"/>
The chair, chief executive, or person of similar authority in your organisation has signed the declaration in section 7.	<input checked="" type="checkbox"/>
If you are a company this form must be signed by either two company directors or a company director and the company secretary in section 7.	<input type="checkbox"/>
If you are not a statutory body, you have sent us the required bank statement(s), banker's reference or have given us, in the space below, the Unique Reference Number of a current or previous grant as outlined under 'Bank and building society account requirements' in Part Eight of the programme guidance.	<input checked="" type="checkbox"/>
Unique reference number:	
You have emailed us your most recent annual accounts, if we don't already have them or a 12 month projection because you've been running less than 15 months. If you couldn't email them, you have sent us a paper copy instead. If your annual accounts are more than 12 months old, you have also emailed or sent us a copy of your most recent management accounts.	<input checked="" type="checkbox"/>
You have sent us an updated copy of your governing document if you are: <ul style="list-style-type: none"> • an unincorporated association, and • not registered with the Charity Commission, and • your constitution has changed since you sent your outline proposal. 	<input type="checkbox"/>
If you ticked yes to question 2.3, you have sent us a written evaluation report.	<input type="checkbox"/>
If you are applying for a capital grant, you have completed the capital checklist that we sent you with this application form and it has been signed by an appropriate person.	<input type="checkbox"/>
If you email your completed form to us, you have sent us section 7 of this form and hard copies of any other documents we have asked for by post.	<input checked="" type="checkbox"/>

How to send us your form

Send your completed form to the postal or email address below as soon as you are ready and no later than the deadline date in the letter inviting you to submit this application.

Reaching Communities Team
 Big Lottery Fund
 2 St James Gate
 Newcastle Upon Tyne
 NE1 4BE

Email: rc@biglotteryfund.org.uk