

Overall Aims and Specific Aims

Overall Aim

An overall aim describes the broad difference your AP wants to make. What problem(s) is your AP trying to address? Your overall aim should be ambitious but not impossible. Some organisations refer to this as a vision or mission. It should inspire you because it sums up why your playground exists and it reflects the values you have as an organisation.

Specific Aims

Aims always describe a CHANGE. The overall aim is likely to be too broad a statement to allow you to plan your work in detail or to provide guidance on what you might monitor and evaluate. It is helpful, therefore, to break the overall aim down into specific aims. These are more precise statements about different aspects of your overall aim. Think about the social outcomes your adventure playground has on children and young people's lives, as well as the wider community.

Keep the following points in mind when agreeing your specific aims:

- Use language that describes change

For example, to increase, to promote, to improve, to reduce, to enable or to develop

- Be clear about your target group

Who are you working with? Which group or groups will change or benefit as a result of the project?

- Be clear about the geographical area you will work in
- Consult your colleagues



Photograph Courtesy of Marble Hill Play Centres

Use change words to describe aims and specific aims:

*sustain	reduce	improve
increase	extend	lower
raise	decrease	

*Sustain can also be a “change” word – for example if the situation would have got worse without your project’s intervention, e.g. Children at risk of low mood will be better able to sustain their emotional wellbeing.

Useful links and further reading

- Examples of visions in the 3rd sector: <https://topnonprofits.com/examples/vision-statements>
- Monitoring and Evaluation Toolkit (a simple approach)
<http://www.cashbacksmallgrants.org/wp-content/uploads/2014/11/YS-Cashback-Toolkit.pdf>
- The online Logic Model builder (an extra step)
<https://www.childwelfare.gov/topics/management/effectiveness/logic-model/>



Photograph Courtesy of Marble Hill Play Centres

Examples

Lollard Street Adventure Playground

Overall aim

To improve the wellbeing of children and young people through developing a safe environment for children and their families in Kennington to be more playful.

Specific Aims

1. Encourage children to manage risk independently
2. Nurture a more inclusive culture of play
3. Sustain and increase play opportunities whilst advocating for play

Markfield Adventure Playground

Overall aim

Markfield promotes the dignity, choice, independence, and community inclusion of disabled people & their families.

Specific Aims

1. To create a fun, playful, inclusive and safe environment, where everyone is supported to be themselves.
2. To focus on the needs of the whole family, to strengthen relationships, and break down isolation.
3. To hear and value everyone's voice and influence change

White City Adventure Playground

Overall aim

Playful Foundations works to maximise the possibilities for the time and space for children's play across the communities in which they reside.

Specific Aims

1. To provide increased opportunities for children to support their own agency and holistic well-being through everyday actions
2. Working to remove barriers that prevent children from securing sufficient playful opportunities for themselves
3. Providing education and training opportunities to ensure an increased tolerance for playfulness across the community

The Limes Adventure Playground

Overall aim

To develop a safe space where disabled children and young people will enjoy, achieve and participate together.

Specific Aims

1. To develop a safe space for all children and young people to enjoy play opportunities
2. To promote participation in all aspects of services at The Limes.
3. To support the social, emotional and educational development of all children and young people in a person-centered way

Lady Allen APG

Overall Aim

To develop a happy and open-minded environment for disabled children and young people and their siblings, which allows them to become independent, form lasting friendships and learn to respect themselves and others.

Specific Aims:

1. To increase opportunities for disabled CYP and their siblings to experience adventurous play in Wandsworth.
2. To improve friendships and respect between and among disabled and non-disabled CYP
3. To create and sustain an open-minded environment, staffed by qualified, creative and happy playworkers, where disabled CYP and their siblings feel valued and accepted.

Marble Hill Play Centres

Overall Aim:

To create a unique place for children to experience risk, adventure and freedom within their community, and to develop a better understanding of who they are, what they enjoy and what they can achieve.

Specific Aims:

1. To increase opportunities for children and young people from Richmond to play freely, following their own interests and for their own reasons.
2. To increase opportunities for a wide range of children and young people from Richmond upon Thames to come together to play as equals.
3. To improve the understanding of the importance of children's play amongst the families and the local community within Richmond.

Somerford Grove AP

Overall Aim:

HarPA believes that play offers CYP the chance to grow and find out who they are, to be accepted and accept others. Our overall aim is therefore:

To improve and increase opportunities, space and time for local children to play, as they choose, for free.

Specific Aims:

1. To increase opportunities for CYP, particularly those from low-income families, aged 6 – 15 yrs to play outdoors all year round for free
2. To sustain enriched play environments, supported by playworkers working within the Playwork Principles
3. Increase adults/other professionals understanding of the benefits that playing outside offers CYP

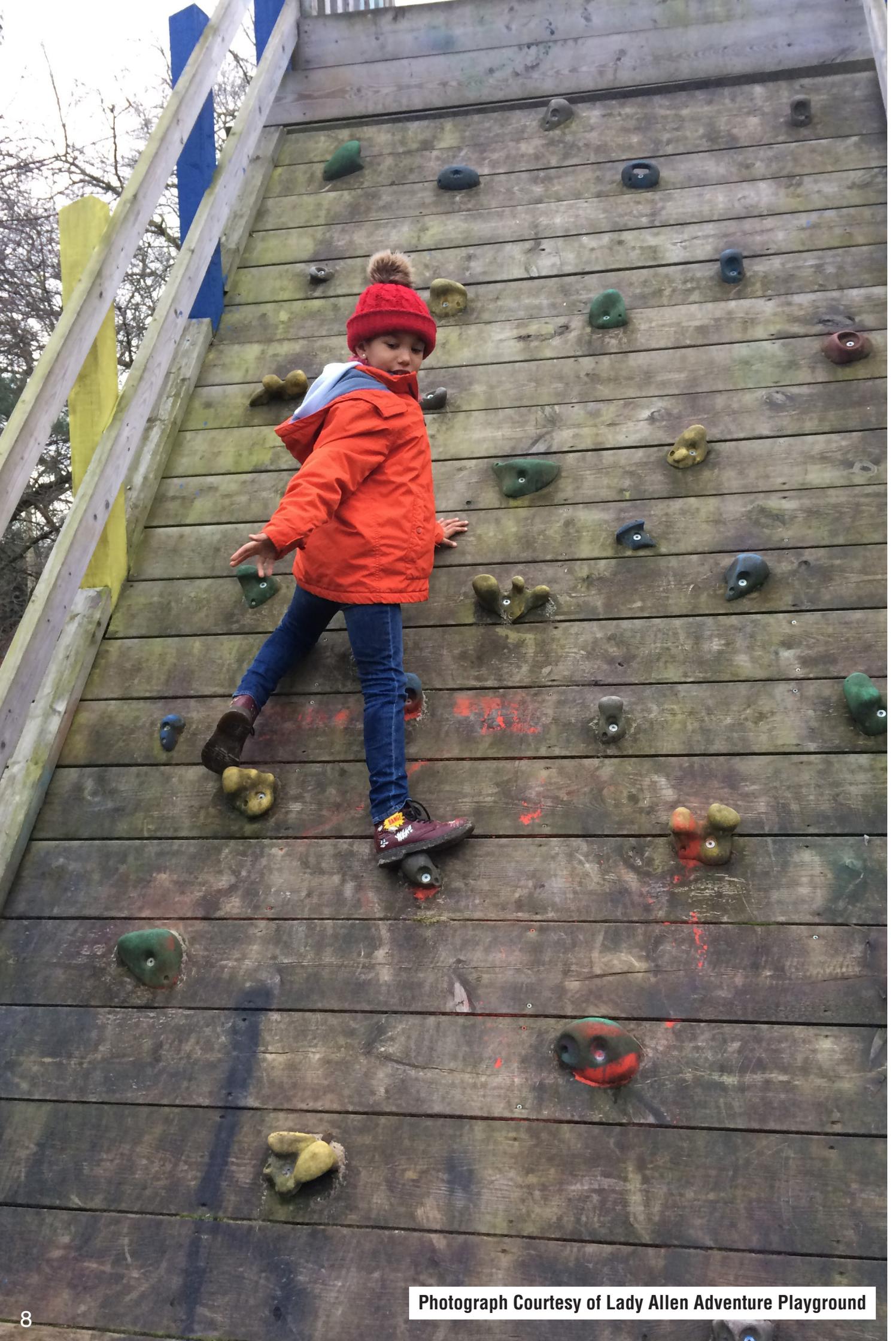
Waterside AP

Overall Aim:

Our mission is to use our exceptional position as an employee-owned mutual to work alongside communities in providing a fun, safe and challenging environment where Children and Young People can positively develop through play, in their own way, for their own reasons.

Specific Aims:

1. To continue to provide an adventure playground that functions as a safe and welcoming space, where children of all backgrounds can experience a variety of play opportunities
2. To improve CYP's health, wellbeing and resilience by continuing to employ dedicated, qualified and creative people
3. To improve relationship/ attitudes of local residents and businesses to ensure our community feels proud of the service Waterside provides



Photograph Courtesy of Lady Allen Adventure Playground

Worksheet - Aims and Specific Aims

What values are rated most highly by your organisation?

<i>Assertiveness</i>	<i>Security</i>	<i>Education</i>	<i>Creativity</i>
<i>Conformity</i>	<i>Trust</i>	<i>Community</i>	<i>Participation</i>
<i>Relationships</i>	<i>Appearance</i>	<i>Respect for others</i>	<i>Equality</i>
<i>Happiness</i>	<i>Safety</i>	<i>Health</i>	<i>Hope</i>
<i>Collaboration</i>	<i>Unity</i>	<i>Power</i>	<i>Joy</i>
<i>Influence</i>	<i>Friendship</i>	<i>Love</i>	<i>Justice</i>
<i>Success</i>	<i>Integrity</i>	<i>Family</i>	<i>Children</i>
<i>Authenticity</i>	<i>Independance</i>	<i>Excellence</i>	<i>Enthusiasm</i>
<i>Social recognition</i>	<i>Authority</i>	<i>Religion</i>	<i>Honesty</i>
<i>Passion</i>	<i>Risk</i>	<i>Optimism</i>	<i>Caring</i>
<i>Compassion</i>	<i>Leadership</i>	<i>Innovation</i>	<i>Balance</i>
<i>Family</i>	<i>Achievement</i>	<i>Fairness</i>	<i>Decisiveness</i>
<i>Pleasure</i>	<i>Peace</i>	<i>Loyalty</i>	<i>Tolerance</i>
<i>Caring for other</i>	<i>Wealth</i>	<i>Forgiveness</i>	<i>Courage</i>
<i>Kindness</i>	<i>Commitment</i>	<i>Spirituality</i>	<i>Patience</i>

An overall aim describes the broad difference you want your organisation to bring about. What is your overarching goal? Your overall aim should be ambitious but not impossible. It should inspire you because it sums up why your organisation exists and it reflects the values you have as an organisation.

What is your overall aim?

Specific Aims

Think about:

How will people change as a result of your playground?

- Wellbeing (e.g. mental or physical health)
- Behaviour (e.g. involvement in crime, drug use)
- Attitudes and feelings (e.g. how people feel about themselves or others)
- Skills and abilities (e.g. communication skills or ability to work under pressure)
- Awareness and knowledge (e.g. awareness of rights)
- Relationships (e.g. with peers, family or at work)

What are your playground's specific aims?

- 1.
- 2.
- 3.