



LONDON PLAY

2023-2026

FUTURE LONDON PLAY 2023-2026

This plan sets out five objectives which will direct London Play's work over the coming three years. The future is unpredictable – so this is intended as a living document, to be updated annually.

Overarching these objectives are four, unchanging guiding principles which apply across all our work:

Connecting: bringing people together around common goals; and bridging divides across generations, backgrounds, cultures, etc;

Inclusive: across protected characteristics, socio economic divides and removing barriers to play;

Sustainable: environmentally and economically; as well as contributing to long term or systemic change; and

Innovative: taking new and creative approaches.

London Play's Charitable Objects are unchanged:

To enhance the development and education of children in the Greater London area by developing and supporting the provision of children's play; primarily by:

- Improving the quality, diversity and accessibility of provision and opportunities for play in London;
- Securing greater recognition of the fundamental importance of play in the growth and development of London's children; and
- Promoting co-operation and co-ordination between play providers and play specialists in London and developing a network of local co-ordination and support agencies for play in every London borough.

OBJECTIVE 1 - TARGET AREAS OF NEED

To target interventions on areas of need, by building and maintaining an accurate picture of where play is needed most in the capital. This will include where, and for whom, the greatest barriers to play exist.



ACTIONS

- Maintain an up-to-date database of latest research relevant to play.
- Annual survey to generate data, evidence need.
- Establish staff 'borough monitors' to maintain an overview of developments in play provision in assigned boroughs.
- Potential research partners to be identified and actively recruited.
- All initiatives, proposed and realised, to be targeted on identified areas of need.

CRITERIA FOR SUCCESS

- Majority of London Play beneficiaries are demonstrably from identified areas of need.
- Up-to-date evidence demonstrating need for play features in project proposals and external communications.
- New partnerships developed with organisations that carry out research including academia, charities or think tanks with shared aims.

OBJECTIVE 2 - CENTRE YOUNG VOICES

To bring young voices into the centre of all our work.

CRITERIA FOR SUCCESS

- London Play is recognised by adventure playgrounds and other external organisations as a conduit for the views of marginalised children and young people to be heard beyond their local areas.
- London Play initiatives and/or organisational decision-making responds to views collected.

ACTIONS

- Through our projects, we will work with children and young people towards forming a group which enables them to voice and amplify their views on play, London Play's work and childhood in London.
- All initiatives, proposed and realised, to include mechanisms for collecting and incorporating the views of young people.



OBJECTIVE 3 - RAISE THE PROFILE OF PLAY

To campaign to protect, improve and expand play opportunities by raising the profile of play and its benefits; and influencing strategic decisions and policy.



ACTIONS

- Annual communications plan to phase activity and identify campaign opportunities.
- Two annual campaigns, preferably run in partnership with external organisations and/or local communities.
- Borough monitors quickly identify threats to play provision, enabling timely and effective defence.
- All initiatives, proposed and realised, to include collaboration with appropriate partners.

CRITERIA FOR SUCCESS

- Media coverage highlighting the importance of play is generated.
- Development of new strategic relationships, resulting in effective cross-promotion.
- Evidence of influence on local, regional or national policy and decision-making on play.

OBJECTIVE 4 - RESOURCES FOR PLAY

To continue to be an excellent resource for anyone – professionals, parents, community groups or volunteers – who advocates for, promotes or provides play opportunities in the capital.



ACTIONS

- Improve website to better promote dedicated play street and adventure play sites; and consultancy services.
- Quarterly *Playwire* publication.
- Seek endorsements from clients to promote London Play.
- All external contacts invited to become official London Play supporters and subscribe to *Playwire*.
- London Play to run networking events and opportunities.
- Initiatives, where possible, to include development of resources and/or skills for play advocates.

CRITERIA FOR SUCCESS

- Growth in numbers of supporters, website visitors, *Playwire* subscribers and social media followers
- Growing demand for online resources positioning London Play as a global resource for play and platform for young London to be heard.
- Growing demand for London Play consultancy services.
- London Play runs popular, high quality and creative events and networking opportunities.

OBJECTIVE 5 - DIVERSIFY LEADERSHIP

To diversify and invigorate London Play's leadership.



ACTIONS

- Create a range of pathways to attract new trustees to join the board.
- Carry out targeted trustee recruitment to address skills gaps and broaden diversity.
- All initiatives to consider involvement of trustees, in ways that serve their interests and skill sets.

CRITERIA FOR SUCCESS

- A board of trustees which reflects the diversity of London and of London Play's ultimate beneficiaries.
- New opportunities are created to involve trustees in London Play's work.
- Recruits to the board are retained for their full cycle.
- Reimagined trustee meetings that support an inclusive and accessible board.