



Car free high streets contribute to cleaner air and safer, more pleasant environments for shoppers and traders alike.

Pedestrianised high streets generally have **fewer empty shops** and **higher retail turnover** than those dominated by traffic. Yet some remain skeptical about the benefits, and fearful of change.

The **temporary transformation** of a traffic-dominated thoroughfare into a **car free playful community space**, offers a **powerful demonstration of its joyful and creative potential**, helping build local support for more permanent change.

London Play's **Play Street Showcase** events bring to life the potential for traffic-dominated streets to become playful, interactive community spaces.

Our play specialists give local people young and old, shoppers and traders the opportunity to experience the street as a playable space, free of cars but full of fun, colour and meaningful community interaction.

Using simple materials and inclusive, interactive games and activities, our events are a cost-effective way of occupying, animating and reimagining high street space.



London Play's **team of DBS-checked play specialists** brings everything needed for hours of community fun. Sample activities include:

- Spacehopper race zones
- Junk modelling and crafts
- Street games
- Inflatable volley ball
- Giant hopscotch
- No bouncy castles - just interactive fun!

The London Play team is also highly **experienced in community consultation** - naturally with a playful approach. We can engage with and collect the views of children and adults during the event.

To find out how London Play can help you and your team reimagine your high street, or bring a public space to life with play, call Catherine on 07445 770 131 or email info@londonplay.org.uk.

www.londonplay.org.uk

"The London Play team transformed a usually traffic-dominated high street into playful community space, giving local residents the opportunity to experience the joyful potential of public streets."

"I would recommend London Play to any council looking for new opportunities to engage local communities, reduce road danger, enable more walking and cycling and deliver improvements in air quality."

Will Norman

London Walking & Cycling Commissioner
City Hall/TfL



Deptford High Street, Lewisham 2023

Client: Project Centre



Manor Gardens Summer Fair, Islington
Client: Manor Gardens Centre

"London Play did a fantastic job of bringing Deptford High Street to life as part of our World Car Free Day event."

"It was a great way to show residents and businesses the opportunities that additional pedestrianisation could bring to the high street and, by encouraging people to spend more time there, it gave us the opportunity to feed back to people about our plans for the future of the high street."

Cllr Louise Krupski

Cabinet Member for Environment and Climate Action, Lewisham Council

"We loved partnering with London Play to help local people in Deptford reimagine how the high street could be transformed as a space for people, rather than cars."

"The event received overwhelming positive feedback from officers, councillors, and the community. We're looking forward to working with London Play to bring more transformational play streets to local communities across the capital."

Stephanie Bortoli

Head of Communications and Engagement
Project Centre/Marston Holdings



Central London Car Free Day 2019

Mayor of London/Transport for London

London Play is a registered charity. By commissioning our services you not only get great value expertise; but will also be supporting our work to make better London childhoods.

www.londonplay.org.uk