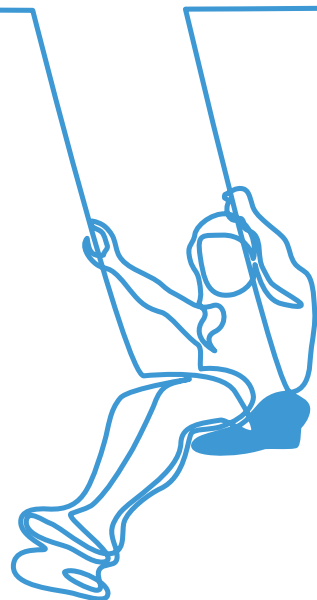


# More Play Please

**Play Gloucestershire's 2021 to 2024 Strategy**



# We're Play Gloucestershire – the local children's charity using the transformative power of play to support children, families, schools and communities.



## Our vision

Happy and healthy childhoods full of outdoor play.

## Our mission

We believe playing outdoors is an essential part of a happy, healthy childhood and at the heart of a nurturing community. Our Play Rangers provide fun, adventurous and inclusive opportunities for local outdoor play, to transform children's lives and help them build active, positive futures.

## Our values

**Playful**  
**Child Centred**  
**Responsive**

**Kind**  
**Inclusive**  
**Trustworthy**

"The Play Rangers here are very supportive and nurturing. They nurture us like we're newborns. It's just so good that we don't want it to end."





## Reflecting on our play heritage since 2007

Established in 2007, Play Gloucestershire has worked tirelessly to support children, families, schools and communities across the county over the last 14 years.

Our Play Rangers use the amazing power of play to provide school-aged children with active and creative outdoor play. We know it's vital for physical and emotional wellbeing and can help to mitigate the effects of poverty and disadvantage.

"Play Rangers can turn a bad day into a good day".

"Play Rangers are probably the best thing in my life at the moment".

Since 2007, because of Play Gloucestershire:



# Why children need Play Gloucestershire (more than ever)

Today's children experience more barriers to play than ever before. Traffic, screen time, fear of crime, restricted play spaces, structured and busy family lives and most recently the pandemic are adversely impacting children's health and wellbeing. This impact is even greater on children from disadvantaged communities.

## Why we need outdoor play more than ever...

### Outdoor Space

The area around the home where children go unsupervised has **shrunk by 90%** since the 1970's. Children now spend just **4 hours a week** outside.

### Mental Health

**10% of children and young people aged 5-16** have a clinically diagnosed mental health problem. Not participating in clubs or organisations are associated with the presence of mental disorder.

### Screen Time

Children aged 5-15 spend nearly **2 hours a day** online per week and **3 hours a day** at the weekend.

### Physical Health

Only **23% of boys** and **20% of girls** currently meet the recommendation of 60 minutes of moderate to vigorous physical activity each day.

### Traffic and Environment

Across **86% of the UK**, children are breathing in harmful levels of toxic air.



"Adults have created conditions that make it hard for children to keep themselves well. We need to put that right".

**Dr Wendy Russell**

We believe that investment in play is a vital part of the solution to this unprecedented crisis in childhood wellbeing.

**Children want and need 'More Play Please!'**

"Play made me feel happy. I feel really, really, really, really happy. It's good for me to get out. More play please. Yes, yes, yes!"

#### Sources:

<https://www.unicef.org/clean-air-child-health-air-pollution/> | [https://www.ukactive.com/wp-content/uploads/2018/09/generation\\_inactive-2\\_nothing\\_about\\_us\\_without\\_us.pdf](https://www.ukactive.com/wp-content/uploads/2018/09/generation_inactive-2_nothing_about_us_without_us.pdf) | <https://digitalnhs.uk/data-and-information/publications/statistical/statistics-on-obesity-physical-activity-and-diet> | <https://www.england.nhs.uk/wp-content/uploads/2016/02/mental-health-taskforce-fyfv-final.pdf>

# Looking to the future

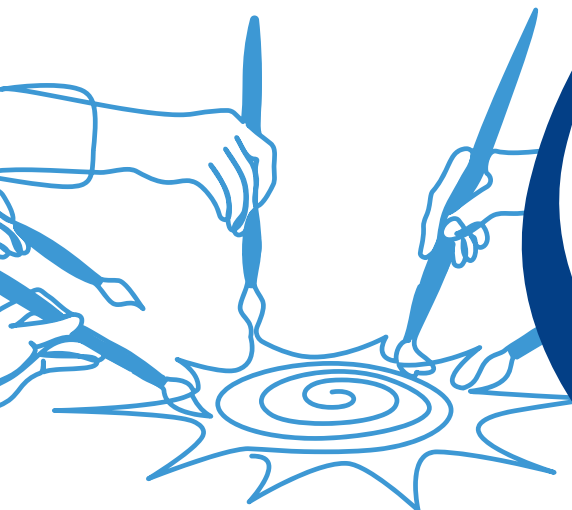
Building on our past successes, we have been planning for our future. Views of staff, volunteers and beneficiaries – children, families, schools and communities – have shaped our vision for the future.



We discovered that we have an abundance of great ingredients – it's now time to decide what cake to bake. This baking metaphor resonated with us and has been used to develop our strategy.

## We have five key principles moving forward:

- 1** **Recognising the importance of community play** as the bedrock of our charity, enabling us to reach the children and communities we serve, both urban and rural.
- 2** **The need to be more in control of our funding destiny** – reaching the communities and children most in need.
- 3** **Having a strong voice** – telling our story boldly, capitalising on the strong track record we have built over our first 14 years.
- 4** **The Flower of Hope** – providing Play Nurture for the children most in need, at the time they need it most.
- 5** **Fit for the future** – capitalising on the A team we have, as well as building new capability for the future.



# Our vital ingredients

- Child Centred
- Community Focused
- Playwork
- Strengths Based & Trauma Informed

## Our People

5 Trustees  
18 Staff  
34 Volunteers



## Leadership

### Beneficiaries

School-aged children  
Families  
Schools  
Communities



### Resources

Play Equipment  
Play Vans x 5  
Office  
Storage  
The Play Sanctuary



## Know How & Reputation

Over **100 years** collective experience in playwork

**National Playwork Award Winners 2013, 2014, 2018, 2019**



- Efficiency, Resilience & Agility
- Fundraising
- Marketing
- Food & Fun
- Pets As Therapy Dogs



# Our multi-layered cake

Decisions on our key work areas over the next three years are based on:

- Making sure we have and retain good quality ingredients
- Prioritising need – providing the services that will help the children that need us most, when they need it most, in the most effective way possible
- Keeping a 50:50 balance between universal services and targeted support

## Three areas of focus 2021 to 2024

### Community Play

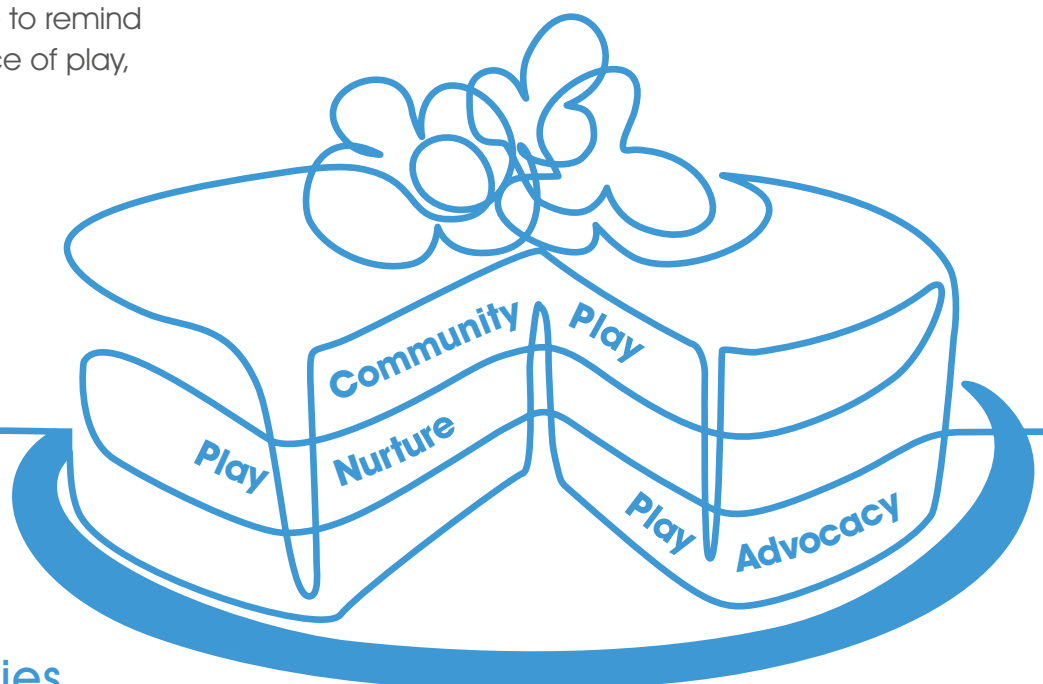
We will take play out to where children live and co-create play with them. Our focus will be to provide open access play activities in areas experiencing high levels of deprivation and in areas experiencing rural isolation. Some communities experience both. We cannot provide community play in every community that wants us, so will provide DIY Community Play training so that local communities can get organised and do it for themselves.

### Play Nurture

We will provide Play Nurture to children most in need, when they need it most, supporting individuals and small groups. Play Nurture will take place in school curriculum time, after school and during the school holidays. We cannot provide Play Nurture in every school that wants it but will provide DIY training for schools so that they can create their own version to do it for themselves.

### Play Advocacy

Children need to play anywhere and everywhere. We will continue to remind people about the importance of play, particularly advocating for play in the public realm, supporting play streets and campaigning for safer and more playful parks.



Playful communities,  
active children!

# Making play happen

We cannot do this alone. To make this strategy succeed we will work in partnership with lots of people and organisations. People include our own trustees, staff, volunteers and players (from toddlers to grandparents). Organisations include those from statutory, private and voluntary sectors. None of this will happen without our supporters, funders and donors. Together we are a force for good and we will keep shouting from the rooftops – **'More Play Please!'**.

"Every village in the entire world should have Play Rangers. It allows you to come outside and brings everyone together. It really is a nice idea".

## How you can help support our great work:

To support us please go to **www.VirginMoneyGiving** and add our name into the 'Make a Donation' search. Please add **Gift Aid** if you can. Thank You.



### Play Gloucestershire

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