

# Worcester Play Council

## Strategic Plan 2014 - 2018



### Worcester Play Council

Since 1987 Worcester Play Council has led, championed and influenced the role of play within Worcester City. The charity is run by committed volunteers and a play coordinator, working with a wide range of stakeholders across the city to facilitate play for 0-16 year olds.

### What we mean by Play

Play is what children and young people do when they follow their own ideas and interests in their own way and for their own reasons. (DCMS, 2004)

### The Value of Play

Through play, children are creating their own culture, developing their abilities, exploring their creativity and learning about themselves, other people and the world around them. (Charter for Children's Play, Play England, 2009).

### Play England Vision

"...for England to be a country where everybody can fully enjoy their right to play throughout their childhood and teenage years as set out in the UN Convention on the Rights of The Child, Article 31 and The Charter for Children's Play". (Play England, 2009)

### Worcester Play Council Vision

Ensure the availability of high quality play provision and opportunities open to all children under 16 years of age across the city.

### Children's Right to Play

The right to play and informal recreation, for all children and young people up to 18 years of age, is contained in Article 31 of the UN Convention on the Rights of the Child, ratified by the UK government, 1991. The government has a duty under this Convention to protect and promote play. (Charter for Children's Play, Play England, 2009).

### Statistics in Worcester City

Just under a quarter of the City's population is 0-16 years of age. Worcester Play Council engages with circa 15 organisations, of which 9,500 children are supported through quality play.



### Our aims are to ensure that we...

**Be the champion for play across the city.**

**We will do this by:**

- Promoting the value of play for the health, social and emotional development of children and families
- Listening and acting on the views of children and families
- Communicating with children and stakeholders using a range of communication channels
- Host an annual play event to recognise success and best practice within the city

**Develop a high quality workforce to deliver play based on current best practice and guidelines to maximise the potential of every child.**

**We will do this by:**

- Recruiting an experienced WPC Play Coordinator
- Sourcing good quality training
- Training existing play staff and volunteers
- Identifying, recruiting and training new volunteers and staff
- Sharing current best practice guidelines to our members and partner organisations
- Identifying innovative placements to develop the future play workforce

**Seek and raise funds for the development and delivery of play across the city.**

**We will do this by:**

- Supporting members to effectively evaluate their impact to build a picture of play across the city
- Identifying play and priority needs in the city and seek specific funding for these
- Apply for funding and lead fundraising campaigns
- Where appropriate, commission and support organisations to access grants and funding

**Offer up to date guidance and support to our members, partner organisations and stakeholders.**

**We will do this by:**

- Offering high quality and appropriate support on play policy, guidelines, best practice, safeguarding and Ofsted accreditation using a wide range of communication channels
- Supporting local organisations with the development and design of play facilities

**Facilitate partnerships to maximise the development and delivery of play across the city.**

**We will do this by:**

- Supporting organisations to embed play into their local strategies and business plans
- Identifying key contacts across a wide range of partners within the city
- Facilitating the delivery of play for under 16 year olds through partners all year round
- Maintaining the capacity of Worcester Play Council's board to fulfil our vision and role across the City

### Our Values:

### Worcester Play Council will...

work in partnership, informed by children, families and stakeholders and behave with integrity, honesty and clarity.



### Worcester Play Council

Perdiswell Young Peoples Leisure Club,  
Perdiswell Park, Worcester, WR3 7SN.

07710 708867

worcesterplaycouncil@gmail.com

www.worcesterplaycouncil.org.uk

www.facebook.com/worcesterplaycouncil/

Charity Number: 702616