

Oxfordshire Play Strategy Action Plan 2009-2011

This Plan shows how the Strategy will be implemented. It will be reviewed regularly against targets and timescales by the Oxfordshire Play Partnership. The Partnership's Action Plan for 2008/09 had the following critical objectives:

	Objective for 2008/09	Progress
1	To involve children, young people, parents, carers and local communities in improving access to play opportunities	Involved in Playbuilder development and evaluation.
2	To secure Playbuilder and allocate £291,682 to improve and develop play spaces	Yr 1 sites on track. Applications out for Yr 2. further funding secured through Pathfinder
3	To create the Play Pot and allocate £20,000 to innovative ideas agreed by a panel of children and young people	Done
4	To establish Oxfordshire Play Partnership as an effective multi-agency body leading the development of initiatives arising from the Play Strategy	Terms of reference agreed and Partnership developing as planned.
5	To increase the capacity of the voluntary and statutory sectors to operate effectively within the Partnership	Re-commissioning in process
6	To challenge risk aversion, raise the local profile of play and celebrate play through Play Day	5,000 people attended a successful event with good press coverage
7	To create a Play Policy and seek formal adoption by local authorities	In process
8	To lay the foundations for improvements in access to public space and the natural environment	Growing influence on urban developments. Launch of Oxfordshire Outside

Key Objectives for **2009/11**

- Improve play spaces by delivering Play Barton, the Playbuilder programme, district council and other programmes
- Provide high quality design support to improve the external environment of all new play space developments including early years, schools and young people's centres
- Adopt play policies
- Introduce risk/benefit approach to replace pure risk assessment
- Involve children, young people and communities throughout
- Promote the value of play for itself and as a tool for learning to families, schools and planners.
- Promote Oxfordshire Outside
- Conduct effective research and ChYPIN leading to a major public event in 2010
- Re-commission VCS play services
- Improve public information about play opportunities through Family Information Service
- Support Play Day

1 More places to play

- We will increase the number of well-designed play spaces by delivering the Play Barton project and play space developments through the County Playbuilder programme and through City, district, town and parish council programmes.
- We will spread good practice in design and engagement by offering technical support from OPFA and through a grant funded design project.
- We will improve the external environment of buildings by influencing Early Years, Primary, Secondary and possible MyPlace capital developments by introducing external space design into all briefs and feasibility studies and through initiatives such as Oxfordshire Outside, Without Walls and Extended Services so that external design, use and maintenance is valued and prioritised.
- We will tender contracts for all providers of play services and infrastructure support through a process aimed at targeting opportunities at those least able to access high quality play

	Task	Activity	Measurable targets and timescales	Lead
1.1	Play Barton	Secure and complete the scheme consisting of a large inclusive play park supported by play development staff and community artists costing £800k and create a community enterprise body to sustain the project over time (see separate Business Plan)	<ul style="list-style-type: none"> ▪ Secure partnership arrangements with Ox City& OPFA by June 09 ▪ Appoint staff by Sept 09 ▪ Complete by March 2011 	Pathfinder Project Team
1.2	Playbuilder	Support Parish Councils, voluntary sector partners to apply, secure and complete 28 sites across the county, within the timescales and meeting all procurement regulations	<ul style="list-style-type: none"> ▪ 6 complete by March 2009 ▪ 11 by March 2010 ▪ 11 by March 2011 	Pathfinder Project Team
1.3	Design	Provide design consultancy across the county (from Pathfinder revenue) to improve the quality of all play space development	<ul style="list-style-type: none"> ▪ 25 PC/TC/VCS accessing support by 2011 	PPT, OPFA
1.4	Early Years	Expand Without Walls ¹ county-wide	<ul style="list-style-type: none"> ▪ Access to nature bid submitted by Northmoor Trust 	OO
1.5	Schools/ Young People's Centres	Secure high quality design brief for external environment in all new developments	<ul style="list-style-type: none"> ▪ Protocols agreed between CYPFD, Property Services and consultants ▪ Play Policy adopted 	OCC, OO, LtL, IYSS, BSF
1.6	Tender for VCS play services	Tender all play projects (£154k) for 2009-11 to meet key aims within strategy, particularly to reach C&YP who have limited opportunities for play/experience barriers to accessing play	<ul style="list-style-type: none"> ▪ CYP in targeted groups and in areas of play deprivation have improved access to play as measured by CYP Survey – Your Voice 2009-11 	PPT

¹ Without Walls is a project to help families get outside and improve the external space around Children's Centres. It is currently operating in East Oxford.

2 Supporting play throughout childhood

- We will target play opportunities at particular groups and aim to reduce identified barriers. Specifically we will use opportunities within *Aiming High for Disabled Children* to improve access to play for disabled children and young people, alongside the tendering process and Pathfinder opportunities. We will additionally target groups of children and young people who experience barriers as a result of other issues, e.g. cultural, geographical, transport, gender etc
- We will re-commission all play work services to ensure they are delivering in line with this strategy
- We will ensure that high quality play training is increasingly available to all play workers, as well as those working informally in play and the wider children's workforce to ensure recognition of play in meeting ECM targets
- We will improve infrastructure support for the sector through OPA², OPFA, the Early Years Childcare Development Team and the OCC Participation and Play Team.

	Task	Activity	Measurable targets and timescales	Lead
2.1	Aiming High for Disabled Children	Link closely with the AHDC developments to ensure play values and quality underpin developments Maximise funding opportunities where possible	<ul style="list-style-type: none"> ▪ Increase of play opportunities for disabled CYP measured by Your Voice satisfaction survey 2009-2011 	AHDC
2.2	Strengthen VCS delivery	Services re-commissioned to include targeting vulnerable groups	<ul style="list-style-type: none"> ▪ By September 09 	PPT/OPP
2.3	Workforce development	Deliver <i>Playshaper</i> training through Play England and SkillsActive which aims to ensure 'those that work around places where children play understand the importance of play and their role in supporting it' Improve take-up of play work training	<ul style="list-style-type: none"> ▪ <i>Playshaper</i> programme delivered with take up from all relevant authorities ▪ Availability and take up of Play training by staff working with disabled CYP ▪ Increase in play workers achieving L3 by 2011 	PPT OPA/CDT
2.4	Strengthen infrastructure	Strengthen partnership Support infrastructure development	<ul style="list-style-type: none"> ▪ Consistent cyp involvement in the partnership ▪ Infrastructure services commissioned by September 09 ▪ OCC – PPT staff recruited by Sept 09 	PPT/OPA/ OPFA/OPP

²Oxfordshire Play Association www.oxonplay.org.uk

3 Playing safely

- We will use the Oxfordshire C&YP Survey 2009³ to measure progress about children and young people's perception of safety in public space, and to target particular groups/areas as a result
- We will support the implementation of our anti-bullying strategy and work with the police, all local authorities and communities to tackle crime and vandalism in and around play spaces. In particular we will seek to design out vandalism by making play spaces more welcoming to young people.
- We will ensure that children's rights to play inform new road layout design and we will continue to develop travel plans with schools
- We will challenge risk aversion by adopting a play policy, raising public awareness of the need to allow children to take risks, improving design, offering training and introducing risk/benefit assessment protocols rather than simply risk assessment.

	Task	Activity	Measurable targets and timescales	Lead
3.1	Bullying and anti-social behaviour	Closer links with police and CDRPs to promote greater tolerance of cyp in public space and improved design to reduce vandalism Anti-bullying strategy addressing out of school issues Challenge negative images of CYP in the media	<ul style="list-style-type: none"> ▪ C&YP feel safer in their communities (measured through TellUs 4 and CYP Survey- Your Voice 09) ▪ PCT Comms Team and OCC Media Team promoting positive news stories about CYP and play 	OPP/CDRPs/ ABS/PCT/OCC
3.2	Improve road safety	Closer links with transport planners about road layout and travel plans GIS pilot project with Groundworks	<ul style="list-style-type: none"> ▪ GIS pilot mapping linked to and used by planners 	OCC/PfPT
3.3	Reduce risk aversion	Secure adoption of play policy and protocols/training re risk/benefit assessment Communication and Media strategy High media coverage of all 28 site openings	<ul style="list-style-type: none"> ▪ Risk/benefit training and procedures reviewed ▪ 28 media stories 	OO PfPT

³ *Your Voice 2009*: Oxfordshire C&YP Survey (Participation and Play Team OCC)

4 Child-friendly communities

- We will influence the design of major housing and urban developments to allow for playable space.
- We will ensure new play space developments are welcoming to people of all generations, where appropriate.
- We will make it easier for everybody to get outside through the Oxfordshire Outside campaign.
- We will involve children and young people in the design, development, allocation of funding and evaluation of Playbuilder sites.
- We will continue to offer funding to play initiatives through the Play Pot scheme, which is managed by children and young people.
- We will research what stops children and young people from playing outside and how it helps when they do.
- We will support play initiatives that encourage children and young people to play in public space such as Play Rangers and Play Buses, and through prioritising geographical areas through the tendering process
- We will consult children and young people regularly and specifically through ChYPIN.

	Task	Activity	Measurable targets and timescales	Lead
4.1	Increase playable space in housing and urban developments	Influence Oxford Partnership Public Realm Action Plan and Future Didcot Green Space Plan	<ul style="list-style-type: none"> ▪ New play focus in plans ▪ Playable space in new builds 	OPP
4.2	Make play spaces more intergenerational	Promote open design, where appropriate, through Playbuilder. Include intergenerational artwork in Play Barton.	<ul style="list-style-type: none"> ▪ New play space designs 	PfPT
4.3	Help more people to get outside	Support Oxfordshire Outside campaign: improving information, researching obstacles to getting outside and the benefits, publicising benefits.	<ul style="list-style-type: none"> ▪ Measure though CYP Survey 2011 against baseline in 2009 survey, especially those with least access now 	OO
4.4	Sustain Play Pot	Secure budget and maintain children's panel	<ul style="list-style-type: none"> ▪ Increased take up ▪ Access by most disadvantaged 	PPT
4.5	Develop Play Ranger and Play Bus activity	Secure budget and spread good practice and develop work targeting vulnerable groups	<ul style="list-style-type: none"> ▪ Post 2011 budgets ▪ Sharper focus in SLA on vulnerable groups 	PPT/DD/CDC/ WODC/OPA/ OPB/BPB
4.6	Celebrate Play Day	Encourage local celebrations of Play Day in 2009 Organise large county event in 2010	<ul style="list-style-type: none"> ▪ 30 grants allocated to community groups for Play Day celebrations in 2009 	OPA
4.7	Involve children and young people	CYP Play team to lead evaluation of Playbuilder Organise ChYPIN event for 80 cyp and senior leaders looking at playgrounds, school grounds and wild space (12 th June 2009) OO joint research project CYP trained as assessors for Y2 & 3 Pb decision-making	<ul style="list-style-type: none"> ▪ CYP drawn from diverse groups and including most disadvantaged groups ▪ Evidence of impact of CYP's involvement 	PPT

5 Embedding play in local priorities

- We will adopt a play policy and actively encourage all our partners to do the same.
- We will ensure that Play has a much higher profile within the new C&YP Plan 2010, using NI 199 as a lever for change
- We will research where playable space exists and how it is used to provide planning tools to local authorities through a partnership with Groundworks which involves Oxfordshire in a national GIS pilot project
- We will introduce information about opportunities to play through the new Family Information Service.
- We will raise public awareness of the meaning and value of play through public events and media work and by involving communities in the development of play spaces.
- We will strengthen the Oxfordshire Play Partnership and find meaningful ways of involving children and young people in the Partnership
- We will evaluate our activity and devise ways of testing the satisfaction of children and young people.
- We will work to ensure that CYPFD sustains its funding commitment to play post 2011 to ensure its vital contribution to meeting the ECM targets is recognised and acted upon
- We will work to strengthen the OPP as a major vehicle for promoting and developing play across the statutory and voluntary sectors.

	Task	Activity	Measurable targets and timescales	Lead
5.1	Adoption of play policy and strategy	Present to Children and Young People's Trust	<ul style="list-style-type: none"> ▪ Endorsement by Trust, County, City, all DC's and 20 PC's/TC's 	OPP/PPT
5.2	Play in CYP Plan 2010	Ensure high profile of play Ensure recognition of the contribution play has to meeting wider ECM targets	<ul style="list-style-type: none"> ▪ In CYP Plan 2010 ▪ Funding agreed post 2011 ▪ TellUs4/5 NI 199 findings used ▪ CYP Survey findings 2009/11 	OPP/PPT
5.2	Create planning tools	GIS research process	<ul style="list-style-type: none"> ▪ Tool used by planners 	PfPT
5.3	Improve dissemination of information about play opportunities and extend debate about good practice	Review play content of Family Information Service, OCC website Review <i>Inspiring Play</i> - linking with OPA	<ul style="list-style-type: none"> ▪ Play in FIS website ▪ OCC play pages on internet ▪ <i>Inspiring Play</i> refresh ▪ Cherwell <i>Play Spotlight</i> and <i>The Playing Field</i> maintained 	FIS PPT CDT/OPA CDC/OPFA
5.4	Celebrate good practice	Introduce Play Awards for outstanding contributions to increasing access to play	<ul style="list-style-type: none"> ▪ Play Awards in 2010 	OPP
5.5	Raise public awareness	Major event with Oxfordshire Outside in 2010 Play Days 09 & 10	<ul style="list-style-type: none"> ▪ Media strategy in place and acted upon ▪ 30 small Play Days in 2009 ▪ Large well attended Play Day in 2010 	OPP/OO/PPT/OPA
5.6	Strengthen Partnership	Leadership shared and cyp involved Closer links within OCC directorates	<ul style="list-style-type: none"> ▪ Shared OPP Lead – PPT/OPA ▪ Evidence of close working across PPT, CDT and other directorates 	OPP/PPT/OPA/ CDT/PPT
5.7	Evaluation	Play Out Group to lead evaluation process	<ul style="list-style-type: none"> ▪ CYP led research project 	PPT

Abbreviations

ABS – Anti-Bullying Strategy
AHDC – Aiming High for Disabled Children
BPB – Banbury Play Bus
BSF – Building Schools for the Future
CDRP – Crime and Disorder Reduction Partnership
CDC – Cherwell District Council
CDT – Childcare Development Team
ChYPIN – Children and Young People Involvement Network
CYP – children and young people
CYPFD – Children Young People and Families Directorate
DC – District Council
DD – Donnington Doorstep
FIS – Family Information Service, OCC
GIS – Geographic Information System
IYSS – Integrated Youth Support Service
LtL – Learning Through Landscapes
OBP – Oxfordshire Play Bus
OCC – Oxfordshire County Council
OO – Oxfordshire Outside
OPA – Oxfordshire Play Association
OPB – Oxfordshire Play Bus
OPFA – Oxfordshire Playing Fields Association
OPP – Oxfordshire Play Partnership
Pb - Playbuilder
PC – Parish Council
PCT – Primary Care Trust
PfPT – Pathfinder Project Team
PPT – Participation and Play Team, Oxfordshire County Council
SLA – Service Level Agreement
TC – Town Council
VCS – Voluntary and Community Sector
WODC – West Oxfordshire District Council