

Wirral Play Strategy Implementation Plan 2007 – 2012

Appendix B

Recommendation 1.0 - Enable greater access to freely chosen play and a wide range of quality play opportunities							
Traffic & Accessibility							
Objective	Actions	Lead	Success Criteria	Time	Resources	ECM Outcomes	Links with other strategic plans
1.1 Enable children and young people to access their local play spaces	1.1.1 Deliver road safety awareness programmes in schools and play facilities	Road Safety	Increasing level of engagement via primary school prog. linked to Govt & local targets.	2008 – 12 on- going	Existing Staff time	Staying Safe	Government & local targets.
	1.2.1 Further develop safe cycle routes to play destinations 1.3.1 Further develop the cycling 'bike it ' programme	Amanda Keenan Road Safety	Bike It school based	2008 – 12 on- going	Sustrans funding	Staying Safe Being Healthy	The New National Standard for Cycle Training
	1.4.1 Explore the potential for dedicated 20mph zones around play areas and park entrances	Road safety	Any physical measures will need external funding	2008 – 12 on- going	Identify Capital and Revenue funding streams.		Physical Activity Strategy 2005-2007
1.2 Identify neighbourhood catchment areas requiring safer routes to play	1.2.1 Provide Play destination maps, information on travel plans, safe crossing points and personal safety	Youth & Play	5 Neighbourhood areas	2008 -09	Cost of information packs		Local Transport plans
1.3 Explore the effectiveness of Home Zone Initiatives	1.3.1 Review existing Wirral Home zones	Andy Gardner Home Zones	Review completed	2008 -09	Staff time		

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Localised play provision

Objectives	Actions	Lead	Success Criteria	Time scale	Resources	ECM Outcomes	Links with other strategic plans
1.4 Examine the LA policy for issuing No ball games signage within local residential areas	1.4.1 Develop a procedure to consult with local residents, children and young people prior to issuing No ball games signs	Play Partnership Street scene	Procedure implemented	2008 – 12 on-going	Staff time	Enjoy and Achieve Staying Safe	
1.5 Safeguard and protect existing play areas and open spaces for play	1.5.1 Explore the potential to identify locally designated child friendly play spaces through discussion at area forums and local community/ residents groups.	Play Partnership/ Play Champion/Streetscene	Formal signage to identify play spaces	2008-11	Costs of signs	Enjoy and Achieve Staying Safe Being Healthy	
1.6 Enhance local areas for play to increase play value	1.6.1 Based on the outcomes of the strategy select the areas in most need.	Parks & Countryside	Satisfaction survey with users	2008-11	Lottery Funding	Enjoy and Achieve	Parks & Countryside Strategy
1.7 Increase/improve available facilities for children and young people in areas of most need	1.7.1 Provide new facilities or improve a number of existing facilities	Parks & Countryside	Numbers of new facilities	2008-10	Lottery Funding		Parks & Countryside Strategy
1.8 Develop the use of local community facilities for play	1.8.1 Identify local community buildings a base for neighbourhood play	Youth & Play Community	Number of local play schemes Development of local play partnerships	2008 – 12 on-going	Area Play Practitioners		Community Service Plan

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Localised play provision

1.9 Examine opportunities for joint Play & Youth Initiatives	1.9.1 Develop joint Play & Youth provision for the benefit of children and young people	Youth & Play	Pilot at Leasowe Adventure Playground	2007-08	Staff time	Enjoy and Achieve	Youth & Play Plan
1.10 Support the continued development of supervised open access play provision	1.10.1 Deliver a comprehensive summer holiday playscheme programme and all year round open access play provision	Wirral Play Council Youth & Play	Numbers of children registered Availability of free open access provision by ward	2008 – 12 on-going	56k LA grant Mainstream Youth & Play	Enjoy and Achieve	Play Service Plan
	1.10.2 Develop and delivery of outreach play provision in areas with inadequate provision	Wirral Play Council	Number of delivery service areas	2007-08	Wirral Children's Fund	Enjoy and Achieve Staying Safe Being Healthy	Outreach Play Plan
1.11 Support children and young with LDD and Looked After Children to participate in play opportunities	1.11.1 Provide opportunities and support for LAC children and children with LDD to access age appropriate play opportunities	Youth & Play Cultural Inclusion	Case studies highlighting benefits	2008-09	Staff time External Funding	Enjoy and Achieve	Learning Difficulties & Disabilities plan

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School

Objectives	Actions	Lead	Success Criteria	Time scale	Resources	ECM Outcomes	Links with other strategic plans
1.12 Explore the potential to use school grounds as a local play space	1.12.1 Discussion with Primary Heads Group and Secondary Heads Group	Primary Heads Group	Pilot school	2008 – 12 on- going	Staff time	Enjoy and Achieve	
1.13 Support schools to develop and maintain active travel plans	1.13.1 Develop pilot to establish good practice model 1.13.2 To engage further schools and develop School Travel Plans (STP's) 1.13.2 To continue working with all schools with adopted STP's	School Travel Plan Advisors from LA	Adopt 30 STP's for 07/08	2007-2008	Staff time	Staying Safe Being Healthy	Merseyside Local Transport Plan Wirral Obesity and Physical Activity Strategies
1.14 Develop the involvement of play within schools	1.14.1 Increase the number of schools involved in the Active Playground Initiative	Advisory Service for PE and School Sport Jon Smedley	Number of schools engaged	2008-11	Staff time	Enjoy and Achieve	Physical Activity Strategy 2005-2007

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Health, Safety & Risk

Objectives	Actions	Lead	Success Criteria	Time scale	Resources	ECM Outcomes	Links with other strategic plans
1.15 Enable children and young people to feel safe when playing beyond the confines of their home environment i.e parks and open spaces	1.15.1 Provide children and young people with opportunities for informal supervised play activities with the support of qualified play rangers	Youth & Play	Number of children Annual Play Safe Survey	2008-11	Lottery Funding	Staying Safe	Children & Young People's Plan Parks Security Audit
	1.15.2 Work in partnership with relevant agencies to mediate between different age groups of C & YP to reduce fear or perceived fear whilst accessing play provision.	Youth & Play Community Anti-social Behaviour Team	Number of groups contacted	2008 – 12 on- going	Play Practitioners Lottery Funding		Youth Service Plan
1.16 Play Partnership to adopt position statement on managing risk.	1.16.1 Facilitate seminar on safety and acceptable risk in play.	Play Partnership	Adoption of managing risk statement	2008	Lottery Funding	Staying Safe Being Healthy	Play Service Plan
1.17 Ensure children and young people have access to stimulating and challenging play environments where they can take acceptable levels of risk.	1.17.1 Play providers enable children and young people to access challenging play environments where they can take acceptable levels of risk.	Youth & Play Community	Play training programme	2008-11	Play Rangers Lottery Funding	Enjoy and Achieve Staying Safe Being Healthy	Play Service Plan

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Health, Safety & Risk

<p>1.18 Promote the importance of play as an essential part of a children's healthy lifestyles</p>	<p>1.18.1 Incorporate and develop play values into health and early years promotional material</p>	<p>Wirral PCT Health & Well-being Hayley Pearce</p>	<p>Distribution to community and agencies</p>	<p>2008-10</p>	<p>Staff time</p>		<p>Early Years Strategy Mental Health Strategy</p>
<p>1.19 Deliver Kids EXCEL programme within leisure and community venues</p>	<p>1.19.1 Conduct mapping exercise of cost and availability of suitable venues. 1.19.2 Investigate schools currently delivering Kids EXCEL.</p>	<p>Wirral PCT Health & Well-being</p>	<p>Produce list of suitable venues To compile list of Kids EXCEL schools. Map produced of postal addresses.</p>	<p>2007-2008</p>	<p>Staff time</p>	<p>Being Healthy</p>	<p>Wirral Obesity and Physical Activity Strategies</p>
<p>1.20 To explore the potential of delivering the Kids Excel Project at Children's Centres and Youth and Community centres</p>	<p>1.20.1 Conduct mapping exercise of cost and availability of suitable venues. 1.20.2 To deliver one day training course 1.20.3 To set up at least three Kids Excel sessions</p>	<p>Wirral PCT Health & Well-being</p>	<p>Produce a list of suitable venues One day training delivered Three regularly Kids Excel sessions provided</p>	<p>2007-2008 2008-2009 2008-2009</p>	<p>Cost of producing resource packs (£35 each)</p>		

Recommendation 2.0 - Develop quality play environments and standards for play							
Local standards for play							
Objectives	Actions	Lead	Success Criteria	Time scale	Resources	ECM Outcomes	Links with other strategic plans
2.1 Develop local standards for play	2.1.1 Explore benchmark standards for play including quantitative, qualitative and accessibility elements	Parks & Countryside	Agreed Standards	2008-11			Parks & Green space Strategies
2.2 Ensure new planned housing developments incorporate opportunities for localised play spaces	2.2.1 Maximise the use of planning conditions section 106 agreement to provide and improve play spaces	Andrew Fraser Forward Planning	Number of new and enhanced play facilities	2008 – 12 on- going			
2.3 Evaluate the current play value and condition of existing fixed play facilities	2.3.1 Survey and analyse fixed play facilities across the Borough	Parks & Countryside		2008-09	15k cost	Enjoy and Achieve	Parks & Green space Strategies
2.4 Develop a self-assessment tool to assess the quality of a play space (Indoor and Outdoor)	2.4.1 Examine and compare with other quality assurance schemes to develop Wirral criteria i.e. Play Environments: A Question of Quality Hughes B (1996a)	Youth & Play	Children & Young People satisfaction survey	2008-11	Staff time		Play Service Plan

Recommendation 2.0 - Develop quality play environments and standards for play

Enriching play environments

Objectives	Actions	Lead	Success Criteria	Time scale	Resources	ECM Outcomes	Links with other strategic plans
2.5 Investigate the potential of incorporating natural features into local play spaces	2.5.1 Increase use of logs, rocks, plants, sand, water and mounds in formal and informal play spaces	Parks & Countryside	Development of natural play spaces	2008-11	Lottery Funding	Enjoy and Achieve	Parks & Green space Strategies
2.6 Development of inspirational play destinations within natural play environments	2.6.1 Complete funding bid for new park play facility	Wirral Play Council Parks & Countryside	2 new play facility	2008-11	Playful Ideas Big Lottery		
2.7 Enable children to experience the natural environment and the elements through play	2.7.1 Develop environmental play project in country and urban parks	Wirral Play Council Parks & Countryside	Environmental Playwork programme developed	2008-11	Playful Ideas Big Lottery		
2.8 Explore the use of Wirral beaches for children's play	2.8.1 Produce a feasibility study for use of beaches for children's play and recreation	Parks & Countryside	Increase use of beaches by children and families	2008-12 on-going	Staff time		

Recommendation 3.0 - Promote community involvement, engagement and mediation							
Community Engagement							
Objectives	Actions	Lead	Success Criteria	Time scale	Resources	ECM Outcomes	Links with other strategic plans
3.1 Support opportunities to develop intergenerational understanding	3.1.1 Provide a series of events to facilitate intergenerational understanding of children and young people's play needs, link with older people's parliament, pupil panel events, children's parliament, Youth Forums	Play Partnership	Report on perception of children and young people	2008-11	Staff time	Positive Contribution	Children & Young People's Plan

Recommendation 3.0 - Promote community involvement, engagement and mediation							
Community Involvement							
Objectives	Actions	Lead	Success Criteria	Time scale	Resources	ECM Outcomes	Links with other strategic plans
3.2 Support the role of local community groups in the role of stewardship and involvement to enhance and develop local play provision	3.2.1 Facilitate importance and value of play seminars for the local community members	Youth & Play Community	Attendance at seminars	2008-09	Lottery Funding	Positive Contribution	Parks & Green space Strategies Parks Security Audit
	3.2.2 Provide training for adult and young volunteers to monitor the use of local play areas	Youth & Play Community	Numbers of trained volunteers	2008-11	Staff time		
3.3 Support the development of local play partnerships to develop local play opportunities	3.3.1 Facilitate local meetings and identify local play advocates	Wirral Play Council	Number of LPP	2008-12 on-going	Lottery Funding	Enjoy and Achieve	Play Service Plan
3.4 Promote opportunities to develop play opportunities with Friends of Parks	3.4.1 Undertake 2 workshops to engage with the Friends of parks Forum and the Parks Partnership		Attendance at workshops	2008/09	Lottery Funding		Parks & Green space Strategies

Recommendation 4.0 - Establish an effective delivery mechanism for Play

Information and Advice

Objectives	Actions	Lead	Success Criteria	Time scale	Resources	ECM Outcomes	Links with other strategic plans
<p>4.1 Disseminate information on play and play provision to all stakeholders and community groups</p>	<p>4.1.1 Create local play information packs on freely accessible play spaces and facilities</p>	<p>Youth & Play Wirral Play Council</p>	<p>Numbers of packs distributed Usage of play areas</p>	<p>2008-12 on-going</p>	<p>Staff time</p>	<p>Enjoy and Achieve</p>	<p>Children & Young People's Plan Youth & Play Play Service Plan</p>
<p>4.2 Identify contact point for information and advice on play for both local and national issues</p>	<p>4.2.1 Maintain and develop Wirral Play Council as a hub for play information and advice in the voluntary play sector</p>	<p>Wirral Play Council</p>	<p>Numbers of users</p>	<p>2008-12 on-going</p>	<p>Staff time</p>		
	<p>4.2.2 Develop a Play website</p>	<p>Youth & Play Play Partnership</p>	<p>Level of usage</p>	<p>2008-12 on-going</p>	<p>Staff time</p>		
	<p>4.2.3 Provide a Wirral wide newsletter on children's play issues, events, training, good practice with contributions from all relevant agencies.</p>	<p>Play Partnership</p>	<p>Distribution of newsletter</p>	<p>2008-11</p>	<p>BIG Lottery core costs</p>		

Recommendation 4.0 –Establish an effective delivery mechanism for Play							
Network Support							
Objectives	Actions	Lead	Success Criteria	Time scale	Resources	ECM Outcomes	Links with other strategic plans
4.3 Support the development of play across Wirral	4.3.1 Establish and embed infrastructure for play by aligning with current Children and Young People's delivery models	Youth & Play Play Partnership Local Play Partnership	Structure Identified and established	2008-12 on-going	Staff time	Enjoy and Achieve	Children & Young People's Plan
	4.3.2 Provide play development support within the current district and area structure via Play Practitioners	Youth & Play	Number of new contacts	2008-12 on-going	Lottery Funding		
	4.3.3 Support the play developmental role of the voluntary play sector and maintain partnership working with the statutory play sector i.e. Local Play Partnerships, Wirral Play Council	Youth & Play	Number of play initiatives	2008-12 on-going	Staff time Lottery Funding		
4.4 Work in partnership with a number of key stakeholders from statutory, voluntary and faith sectors to further develop play	4.4.1 Continued development of the Wirral Play Partnership.	Youth & Play	Terms of reference	2008-11	Staff time		
4.5 Ensure partners have an opportunity to be engaged in the play strategy	4.5.1 Develop links with other strategic plans to enable greater access to free play	Play Partnership Youth & Play	Monitoring of Play Strategy	2008-12 on-going	Staff time		

Recommendation 4.0 - Establish an effective delivery mechanism for Play

Raising profile and importance of play

Objectives	Actions	Lead	Success Criteria	Time scale	Resources	ECM Outcomes	Links with other strategic plans
4.6 Promote the value of free play within the community	4.6.1 Organise and celebrate annual Play Day in line with National Play Day	Youth & Play Wirral Play Council	Attendance at Play Day	2008-12	2k Youth & Play	Enjoy and Achieve	
4.7 Develop a advocate for Play	4.7.1 Commitment to continue and promote the role of Play Champion	Play Partnership	Play Champion elected	2008-12	Staff and volunteer time		
4.8 Raise the profile of play	4.8.1 Revisit terms of reference for YSAC and consider redrafting to ensure the governance of play has a higher profile	Youth & Play Play Partnership	New terms of reference	2008-12	Staff time		

Recommendation 4 -Establish an effective delivery mechanism for Play

Monitoring & Evaluation

Objectives	Actions	Lead	Success Criteria	Time scale	Resources	ECM Outcomes	Links with other strategic plans
4.9 Develop quality assurance scheme for supervised play provision	4.9.1 Identify baseline data for the measurement of quality play provision	Youth & Play	Report on baseline data	2008-09	Staff time	Enjoy and Achieve	
	4.9.2 Adopt monitoring scheme for quality play provision and good practice	Youth & Play	Adoption of scheme	2009-10	Staff time		
4.10 Provide a review of the state of play in Wirral	4.10.1 Annual review of play	Play Partnership	Six monthly monitoring returns	2008-12	Staff time		
4.11 Establish reporting mechanisms for Play Strategy and Implementation plan	4.11.1 Report to YSAC and link with Every Child Matters outcomes	Play Partnership Youth & Play	Quarterly reports	2008-12	Staff time		
	4.11.2 Review Play Strategy report to YSAC and C & YP Scrutiny Committee	Play Partnership Youth & Play	Annual reports	2008-12	Staff time		

Recommendation 4.0 -Establish an effective delivery mechanism for Play

Play Training and Professional Development

Objectives	Actions	Lead	Success Criteria	Time scale	Resources	ECM Outcomes	Links with other strategic plans
4.12 Support opportunities to develop the play workforce	4.12.1 Conduct an audit of Wirral's Play workforce.	Youth & Play	Completed audit	2008-09	Staff time		
4.13 Ensure Play training and qualifications are available for those involved in the delivery of play provision	4.13.1 Work with appropriate training agencies to develop opportunities for further education.	Play Partnership Youth & Play	Minimum play qualification for all staff and volunteers engaged in work with children	2008-12	Staff time	Economic Well-Being	Wirral Met Playwork Advisory Group
4.14 To support staff and volunteers in dealing with play related issues	4.14.1 Provide specialist play training for play practitioners, non-specific workers and community workers	Youth & Play Wirral Play Council	Access to training on issues such as risk & Play management, H&S, community engagement and play	2009-11	Lottery Funding		
	4.14.2 Provide cultural awareness training to support access to play	Youth & Play	Access to course Numbers attended	2009-11	Lottery Funding		
	4.14.3 Provide opportunities for inclusive play training	Youth & Play	Access to KidsActive course		Lottery Funding		
4.15 Support the development of Play Advocates in the local community	4.15.1 Develop play training for volunteers and community members	Play Partnership Youth & Play Wirral Play Council	Play Training programmes	2009-11	Lottery Funding		

Recommendation 4.0 -Establish an effective delivery mechanism for Play

Play Training and Professional Development

<p>4.16 Develop the Kids EXCEL programme offered in more schools and to a wider range of children including children disabilities</p>	<p>4.16.1 Deliver three 1 day training courses Complete Kids EXCEL mapping exercise to identify areas of prevalence To complete evaluation of the delivery Kids EXCEL within schools and community</p>	<p>Wirral PCT Health & Well-being</p>	<p>To recruit a minimum of 12 schools per annum. Produce map to show Kids EXCEL prevalence. To complete evaluation report</p>	<p>2007-2010</p>	<p>Cost of producing resource packs</p>	<p>Being Healthy</p>	<p>Wirral Obesity and Physical Activity Strategies</p>
<p>4.17 Develop active play training programme and train appropriate staff and volunteers</p>	<p>4.17.1 Develop active play resource cards for under fives 4.17.2 Pilot cards with childcare setting 4.17.3 Incorporate resource cards and key messages into child obesity training 4.17.4 Disseminate information to parents and carers</p>	<p>Wirral PCT Health & Well-being Team</p>	<p>X childcare settings in receipt of resource cards</p>	<p>2007-2008</p>	<p>Cost of producing resource packs (£14K per year: 3,800 babies born each year. Each pack will cost £4 each and contains 31 cards)</p>		<p>Wirral Obesity and Physical Activity Strategies</p>

Recommendation 5.0 - Enable children and young people to express their views and opinions about the development of play

Consultation & Involvement

Objectives	Actions	Lead	Success Criteria	Time scale	Resources	ECM Outcomes	Links with other strategic plans
5.1 Provide opportunities for children and young people to be involved and consulted in the development and delivery of play provision	5.1.1 Develop opportunities for participation through the development of Children's Play Councils for children 5-13	Play Partnership Youth & Play Wirral Play Council	Formation of children's play councils	2008-12	Lottery Funding	Positive Contribution	Children and Young people's Participation Charter
	5.1.2 Involve Play practitioners and children, school councils in the design of school play environments	Youth & Play Wirral Play Council	Good Practice Model	2008-12	Staff time		
	5.1.3 Support children and young people's involvement in design & delivery of improved play areas	Youth & Play Wirral Play Council	User satisfaction survey	2008-12	Lottery Funding		Children and Young People's Plan
	5.1.4 Consult with Learning Difficulties and Disabilities sub-group of 5 ECM outcomes to ensure equal access to play for children and young people with LDD	Play Partnership	Numbers of Children with LDD accessing play opportunities	2008-09	Staff time		
	5.1.5 Consult with virtual school for Looked after children to ensure equal access to play for LAC children and young people	Play Partnership	Numbers of LAC Children accessing play opportunities	2008-09	Staff time		