PLAY STRATEGY REFRESH
2007-2010

Westminster’s Play Strategy has been reviewed and updated to reflect our achievements since 2005. It is now aligned with the priorities with the Children and Young People’s Refreshed Plan and the Change for Children government agenda to promote delivery of the Every Child Matters outcomes for all children:

- be healthy – improved emotional well-being and lower childhood obesity levels
- stay safe – increased safety and feelings of safety among children
- enjoy and achieve – improved attainment and behaviour in schools
- make a positive contribution – increased engagement in activities that reduce anti-social behaviour and offending
- achieve economic well-being – supported parents able to train and work in the knowledge their children are safe at play.

The following priorities have been developed in discussion with Westminster’s Play Partnership taking account of what children and young people want as expressed in the City Council’s annual ‘Children and Young People City survey, reinforcing our commitment set out in the 8 point promise. Past achievements are attached at Annexe A.

Our vision

Our vision links to that of the Children and Young People’s Partnership:

Every child and young person has the right to accessible, stimulating, play opportunities which will enable their development as healthy individuals and keep them safe from bullying and street crime.

Our values

- promote play as an essential part of every child’s life, vital to their development
- plan and evaluate play opportunities taking account of children, young people and parents linked to local need
- maximise every opportunity to increase choice for all children to improve social mobility and reduce child poverty.
Our aims

- continue to develop inclusive play opportunities to extend access to quality play for all children
- increase access for children with learning difficulties and disabilities (LDD)
- expand and improve play spaces in the most disadvantaged areas to increase free access to play
- improve access to play opportunities for under 5s
- strengthen the links with schools to ensure children can move easily between out of school learning and play activities
- increase the level of qualifications for play workers across Westminster
- build on the partnership with children’s centres and extended schools to maximise resources
- improve information to children, young people, parents and carers to increase choice for children, young people, parents and carers.

Our priorities over the next 3 years:

Increase access for children with learning difficulties and disabilities

- increase access to play sessions for children with learning difficulties and disabilities within the Westminster Play Contracts
- develop a fully resourced play centre and a new summer scheme to support children with LDD and provide respite for their parents/carers
- continue to improve play workers’ skills in working with children with LDD

Increase access

- increase access to play opportunities for children under 5yrs in partnership with children’s centres targeting the most disadvantaged areas
- extend access to play opportunities on school sites during school holidays in partnership with extended schools.

Improve the quality of play opportunities

- increase the number of qualified play staff
• improve the quality of the play experience for children in plays and on housing estates with increased access to play wardens.

Improve the infrastructure for the delivery of play opportunities

• create new play sites in the most disadvantaged areas in partnership with CityWest Homes, children’s centres and extended schools, supported by Big Lottery Funding (Annexe B).

Monitoring and evaluation

• monitoring and review by the Play Partnership of the action plan (Annexe B)
• ongoing consultation with children, young people, parents, local community forums.

Next Steps

A draft action plan is set out at Annexe C. Further consultation will be undertaken with key stakeholders on the above priorities. The Play Strategy will then be annually refreshed in line with the CYPP in order to ensure our commitment to the delivery of quality play opportunities for children and young people in Westminster.